Dubbing is Limited Under New German Kontingent

PASCHALL BUYS HALF OF PUBLIX-DENT CIRCUIT

Loew, With Good Product, Leads Fight on Dual Bills

Other Circuits Not So Keen for Return to Single Features

Although he believes that distributors will do better to "work out their own contracts," Paramount will go along if the major companies generally adopt the 5-5-5 exhibition agreement, George Schaefer, general sales manager, told the FILM DAILY yesterday. "I have no ambition for the 5-5-5" (Continued on Page 3)

PARA. WILLING ON 5-5-5 IF OTHER COMPANIES ARE

New Far East Circuit

Now Has 185 Theaters

London — Associated British Picture Corp. of Shanghai, China, recently formed company now controls about 185 theaters in the Far East, the largest circuit in that field, and is planning further expansion, according to E. G. Osborn, (Continued on Page 3)

Active Theaters Nearly All Wired

Virtually every theater operating at present is wired for sound, according to checks up made by the two major talking equipment companies. Erpi now has 6,000 installations, it was stated at the company's home office yesterday. RCA Photophone has 3,000 equipments installed, according to statement.

Lichtman's Distribution Plan

Not Favored by British Exhibs

P.D.C. to Aim Product

At American Tastes

An intensive production campaign aimed at increasing American demand for British made pictures will be waged this year by P.D.C. Ltd., British producing and distributing company, according to Reginald Smith, managing director, now in London. "Plan of Al Lichtman, vice-president of United Artists, for exclusive run of Class A pictures in higher scale houses and the showing of lower grade product in the less important theaters, has failed to arouse any enthusiasm among British exhibitors. Arthur Dent says the idea is similar to an experiment proposed over here in 1917, to sell films on a radio hookup."

Columbia Finishes 6 for 1932-33

West Coast Bureau of THE FILM DAILY

Hollywood — Columbia has completed six features for 1932-33 release. They are: "Bitter Tea of General Yen," "American Madness," "Night Club Lady," "Buck Jones' Hello, Trouble," "White Eagle" and a Tim McCoy Western. Seven more features for the current season's program also are ready and just going into general release. (Continued on Page 3)

Edward Small to Make "Joe Palooka" Feature

West Coast Bureau of THE FILM DAILY

Hollywood — Edward Small of Reliance Pictures Corp. has bought the screen rights to "Joe Palooka," the Ham Fisher comedy strip now running in 100 newspapers and also on the radio. Picture will be a feature and is to be exploited with a radio hookup.

German Kontingent Again Sets

105 Sound, 70 Silent Permits

Balto, Summer Openings

Higher Than Boom Days

Baltimore — Number of theaters running here this summer is greater than in the boom days. Seven first-run houses are open. The only house closing temporarily is the Lord Baltimore, which will undergo repairs. At the Europa, the old German silent picture, "Rasputin," has broken the house record by going into its fifth week.

Berlin (By Cable) — German kontingent for the year extending from July 1, 1932, to June 30, 1933, has been fixed by the government at the same figure as the past season, but only half of the foreign films may be dubbed. It is also specified that the dubbing must be done in Germany. Under last year's kontingent regulations, provision was made for 105 import licenses for sound pictures and 70 licenses for silent films, with (Continued on Page 8)

20 Texas Theaters are Involved in Deal—New Co. Formed

Negotiations were completed in New York yesterday on a deal under which W. E. Paschall acquires a 50 per cent interest in the Publix-Dent circuit in Texas. Paschall, who was formerly Publix district manager with headquarters in Dallas, becomes president and general manager of Paschall-Texas Theaters, Inc., which will operate the houses (Continued on Page 3)

GRISWOLD QUITS ROXY MAY REJOIN ROTHAFEL

Charles Griswold, manager of the Roxy since its opening, resigned effective with the closing of the house last night. Griswold, who also was securotly scheduled Thispers Corp. and vice-president of H. Rozge Costume Corp., which is part of the organization, has left for a four weeks' vacation, and upon his return it is understood he will join S. L. Rothafel in the Radio City project. When asked yesterday about his reported new connection, Griswold (Continued on Page 3)

Eddie Schnitzer Dinner

Postponed to July 12

Testimonial dinner to Eddie Schnitzer, New York exchange manager for Educational-World Wide, originally scheduled for July 6 at the Hotel Astor, has been postponed to July 12.

Cinematography College Being Launched in London

London—Under the auspices of the British Kinematograph Society, a two-year course of training in cinematography is to be given at the recent Street Polytechnic college. Photographers, electrical engineers, sound and chemistry will be among subjects for the first year, according to Simon Rowson, head of the B.K.S.
Manny Marcus is After RKO's Ft. Wayne Houses

Manny Marcus, operator of a circuit of 10 and 15 cent houses in Indianapolis, is negotiating to take over the Ft. Wayne circuit now operated by Jack Finn, Ft. Wayne, Ind. They are: Embassy, Paramount, Palace and Jefferson. He is formerly had been with Iowatex Theatres operating a circuit in Minneapolis and Kansas City. The house seats 1,600.

200 at Spring House Party

More than 200 people attended the Spring House party given by the M. P. Club and the A.M.P.A. at the M. P. Club Rooms last night. Barbara Pepper, Ziegfeld beauty, was mistress of ceremonies. A preview of "Dangers of the Arctic" was shown in the lounge.

TWO M-G-M TITLES SET FOR RELEASING

"Hollywood—"Blondie of the Folies" has been selected as the title for Marion Davies' new M-G-M starring film, now in production under direction of Edmund Goulding, with Robert Montgomery, Billie Dove, ZaSu Pitts, James Gleason, Jimmy Durante and Clyde Cook in the cast. It is an original story for the screen by Frances Marion.

"The Washington Masquerade" also is announced as the final title for the M-G-M picture of political life formerly known as "The Washington Show." Lionel Barrymore heads the cast.

RKO SHOW MONTH COMMITTEE

RKO Greater Show Month will be handled by a committee appointed by Harold B. Franklin, consisting of Bob Sisk, Eddie Fickes, Phil Reisman and Terry Turner. The committee will meet once a week until the opening of the RKO Show on Oct. 12. Several Chambers of Commerce and local civic officials will be asked to cooperate.

MAURICE HANLINE RESIGNS

Maurice Hanline, connected with the Paramount story department at the home office for some time, has resigned.

PRODUCE MYSTERY PLAY

Tess Smith and Charles Abramson are working on a new mystery show at the Morocco.

FOX SIGNS TWO PLAYERS

Two New York stage actresses, Boots Mallory and Nell O'Day, have been signed by Fox. Miss Mallory leaves today for Movietone City.

SKOURAS TIEAS, FOR TRYOUTS

Two Skouras theaters in Passaic, N. J., are being remodeled, skinned and wired up by Martin Reck as tryout houses for RKO vaudeville.

$600 CHICAGO HOLDUP

Chicago—Holden of the Hubted this week netted two bands about $600.

Says Industry Misses Loads of Good Stories

There are "loads of good screen stories available, but the industry lacks the power to recognize them," according to Henry G. Tugend, assistant department executive, in addressing the A. M. P. A. yesterday. He deplored the difficulty in persuading producers to purchase the stories.

Jacob Wilk, head of the Warner story department, pointed out the need for a wholesome selection of stories to the screen through Warner Bros., and First National.

The following nominating committee was named to select candidates for the coming election: Charles Barrett, Al Sherman, Ray Gallagher, Vincent Trotta, Paul Benjamins, Hal Horne and George Harvey. Election takes place late in the summer.

VITAPHONE JULY RELEASES

Seven Vitaphone shorts are set for release in July, it is announced by Norman Berry, general sales manager for the Vitaphone. They include "The Crane Poison Case," twelfth of the S. S. Van Dine Detective Mysteries; "Italy's Attractive Temper," two-reelers; the 12th of the Ripley "Believe It Or Not" series; "Bosco At The Beach," a Looney Tunes cartoon; the 11th and 12th of the Ted Husing "Sport Slants:" "The Queen Was In The Parlor," Merrie Melodies song cartoon, and "Ben and Bert Today," last of the E. M. Newman Travelogue series for the current season.

KAY FRANCIS ILL

Kay Francis, who was scheduled to return to Hollywood tomorrow with her husband, Kenneth MacKenzie, has been forced to delay her return until late next week due to a sore throat which is confining her to her hotel.

3 WARNER SPECIAL RELEASES


NEW PALACE POLICY SET

Although a definite time has not been announced for the release of the RKO Palace policy, it has been decided to run the house on a policy similar to Loew's State, with a feature picture and six vaudeville acts. The first four pictures to be played under the new policy will be "Brine For The Alkalies," "On the Double," "The Bear of the Drago," and "What Price Hollywood."
PASCHALL BUYS INTO PUBLIX-DENT CIRCUIT

(Continued from Page 1)
as a circuit separate from Publix. Twenty houses are understood to be included in the deal. Specula-
tion in New York yesterday had Louis Dent, former operator of the
circuit, in the background of the
move.

Griswold Quits Roxy; May Rejoin Rothafel
(Continued from Page 1)
would neither affirm nor deny it, but from other sources it was learned
that Rothafel is desirous of having
him at Radio City because of his
fine record in the handling of the
Roxy.

New Far East Circuit
Now Has 185 Theaters
(Continued from Page 1)
manager of the Cine-

French Producers, Exhibs
Debate New Film Quota
Paris — At conferences held this
week with government officials, the
proposed new film quota, which
would restrict imports of American
product to about 50 features, was
strongly opposed by exhibitors,
while producers argued for it. U. S.
film representatives were not called
into the consultations. Definite ac-
tion by the measure is expected to
today or tomorrow.

JOAN BENNETT'S NEXT
Washington Bureau of THE FILM DAILY
Hollywood—"Pier 13," an original
by Barry Conners and Philip Klein,
will be Joan Bennett's next Fox ve-
cicle. Ralph Bellamy is to play op-
posite her. Adaptation is by Al
Cohn, and Alfred Writer will direct.

Showman's Daily
REMINDER

Get local merchants to pay
for cost of buying and print-
ing heralds and rotoes.
### FOR JULY

<table>
<thead>
<tr>
<th>July 2nd</th>
<th>July 9th</th>
<th>July 16th</th>
<th>July 23rd</th>
<th>July 30th</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THE DARK HORSE&quot;†</td>
<td>&quot;WEEK-END MARRIAGE&quot;†</td>
<td>JAMES CAGNEY in &quot;WINNER TAKE ALL&quot;**</td>
<td>BARBARA STANWYCK in &quot;THE PURCHASE PRICE&quot;</td>
<td>&quot;MISS PINKERTON&quot;*</td>
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### FOR AUGUST

<table>
<thead>
<tr>
<th>Aug. 6th</th>
<th>Aug. 13th</th>
<th>Aug. 20th</th>
<th>Aug. 27th</th>
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<tbody>
<tr>
<td>&quot;STRANGER IN TOWN&quot;**</td>
<td>WILLIAM POWELL and KAY FRANCIS in &quot;JEWEL ROBBERY&quot;‡‡</td>
<td>&quot;CROONER&quot;†</td>
<td>&quot;DOCTOR X&quot;†</td>
</tr>
<tr>
<td>With &quot;Chic&quot; Sale, Ann Dvorak, David Manners, Noah Beery, Raymond Hatton.</td>
<td>From this season's B'way hit.</td>
<td>With David Manners, Ann Dvorak, Ken Murray, Guy Kibbee.</td>
<td>Mightiest of all mystery hits. With Lionel Atwill, Fay Wray, Lee Tracy.</td>
</tr>
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### FOR SEPTEMBER

<table>
<thead>
<tr>
<th>Sept. 3rd</th>
<th>Sept. 3rd</th>
<th>Sept. 10th</th>
<th>Sept. 17th</th>
<th>Sept. 24th</th>
</tr>
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<tbody>
<tr>
<td>CONSTANCE BENNETT in &quot;TWO AGAINST THE WORLD&quot;***</td>
<td>EDWARD G. ROBINSON in &quot;TIGER SHARK&quot;†</td>
<td>RUTH CHATTERTON in &quot;PAGES FROM LIFE&quot;††</td>
<td>JOE E. BROWN in &quot;YOU SAID A MOUTHFUL&quot;‡‡</td>
<td>GEORGE ARLISS in &quot;A SUCCESSFUL CALAMITY&quot;***</td>
</tr>
<tr>
<td>With Neil Hamilton.</td>
<td>With Richard Arlen and Zina Johann.</td>
<td>With George Brent from best-selling novel, &quot;Children of Pleasure.&quot;</td>
<td>With Mary Astor, Grant Mitchell. From the famous play by Clare Kummer.</td>
<td></td>
</tr>
</tbody>
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*A Warner Bros. Picture  
†A First National Picture  
(This schedule will be changed only if it is to your interest to do so.)
**SCHEDULE FOR THE NEXT 6 MONTHS**

### FOR OCTOBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Film Title</th>
<th>Cast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1st</td>
<td>&quot;BLESSED EVENT&quot;†</td>
<td>With Lee Tracy, Mary Brian. From the biggest stage comedy smash of 1932.</td>
</tr>
<tr>
<td>Oct. 8th</td>
<td>RICHARD BARTHELMESS in &quot;CABIN IN THE COTTON&quot;†</td>
<td>With Bette Davis, Dorothy Jordan. From the best-seller by Harry Harrison Kroll.</td>
</tr>
<tr>
<td>Oct. 15th</td>
<td>DOUGLAS FAIRBANKS, Jr. NANCY CARROLL, in &quot;SON OF RUSSIA&quot;†</td>
<td>With Lilyan Tashman.</td>
</tr>
<tr>
<td>Oct. 27th</td>
<td>BARBARA STANWYCK in &quot;BETRAYED&quot;†</td>
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### FOR NOVEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Film Title</th>
<th>Cast</th>
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</thead>
<tbody>
<tr>
<td>Nov. 5th</td>
<td>&quot;LIFE BEGINS&quot;†</td>
<td>With Loretta Young, Eric Linden, Aline MacMahon.</td>
</tr>
<tr>
<td>Nov. 12th</td>
<td>WILLIAM POWELL KAY FRANCIS in &quot;ONE WAY PASSAGE&quot;†</td>
<td>With Aline MacMahon.</td>
</tr>
<tr>
<td>Nov. 19th</td>
<td>JOE E. BROWN in &quot;CAMPUS HERO&quot;†</td>
<td></td>
</tr>
<tr>
<td>Nov. 26th</td>
<td>&quot;20,000 YEARS IN SING SING&quot;†</td>
<td>With George Brent, Ann Dvorak. From best-seller by Warden Lawes of Sing Sing.</td>
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### FOR DECEMBER

<table>
<thead>
<tr>
<th>Date</th>
<th>Film Title</th>
<th>Cast</th>
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</thead>
<tbody>
<tr>
<td>Dec. 3rd</td>
<td>&quot;THREE ON A MATCH&quot;†</td>
<td>With Joan Blondell, Warren William, Ann Dvorak, Bette Davis.</td>
</tr>
<tr>
<td>Dec. 10th</td>
<td>Edw. G. ROBINSON in &quot;SILVER DOLLAR&quot;†</td>
<td>With Bette Davis, Aline MacMahon, Alan Dinehart.</td>
</tr>
<tr>
<td>Dec. 24th</td>
<td>GEORGE ARLIS in &quot;THE ADOPTED FATHER&quot;†</td>
<td></td>
</tr>
<tr>
<td>Dec. 31st</td>
<td>&quot;THEY CALL IT SIN&quot;†</td>
<td>With Loretta Young, David Manners, George Brent, Una Merkel.</td>
</tr>
</tbody>
</table>
"AMERICAN MADNESS" with Walter Huston, Constance Cummings Columbia 76 mins.
BOX-OFFICE SMASH WITH THEMES OF THE HOUR ON BANKS AND ECONOMIC CRISIS CARRIES SENSATIONAL DRA MA.
Here is the first picture to courageously tackle the present economic crisis and show how it affects everybody through the banks. Hence it has a theme of universal appeal; for it discusses the matter closest to everybody's heart. What is on the lips of everyone should make good dramatic entertainment. Columbia figured, and it looks as if they are right with a vengeance. This film is sensational, presenting the problem in a very dramatic story that builds to a great punch climax. Huston is the president of a bank, and he believes in helping worthy local business enterprises with loans, while his fellow directors try to hoard. A run on the bank after a robbery almost hits him, but the business men have helped come forward with deposits and shame the panic-deposit withdrawing their funds. The run on the bank is a wow for sensational mob scenes. A film that a swell bit of body-talking, therefore it's in from the jump-off. You can't go wrong.

"Hollywood Speaks" with Genevieve Tobin, Pat O'Brien Columbia 64 mins.
SWELL HOLLYWOOD YARN GIVING THE REAL INSIDE DOPE WITH PLENTY OF COLOR, CLASS AND REALISM.
At last we have a story about the Hollywood studios that tells the inside workings as they really are, done without any spoofing or ridicule. Neither does it spare the vanities, frivolities and sappiness of the cinema city. It is just a dandy good entertaining story that is directed with cleverness and with a smartness and crisp movement that is very refreshing. It follows the career of an unknown extra who eventually reaches stardom through the build-up given her by a Los Angeles character writer who has determined to do a really unselfish thing through real love for the girl. All the well known studio types are there portrayed to the life. The cast is away above par, and that goes for all angles of the production. Just a swell bit of screen entertainment with a popular angle that should bring 'em in anywhere.

"RED HEADED WOMAN" with Jean Harlow, Chester Morris. Lewis Stone M-G-M 74 mins.
HOT STUFF THAT SHOULD SPEW BOX OFFICE WITH CAPITAL LETTERS.
This is about the hottest thing of its kind that has come along in many days, and for this very reason as well as the fact that it sparkles with entertainment of a solid character it ought to go over in a big way. It's not for juveniles, of course, but any broadminded adult should enjoy it with rare gusto. Jean Harlow does an act as a redheaded stenographer with big ambitions. Possessing the traditional sex appeal of redheads, and being frankly determined to use her it for all it is worth, she starts her career by taking a married man from his wife and marrying him, and subsequently becomes involved with other and richer men until she winds up with a French title. Snappy situations and racy dialogue abound throughout the picture, and there is never a dull moment. Cast is swell all around, and direction makes the most of the subject.

"FORBIDDEN COMPANY" with Sally Blane, John Darrow. Chesterfield 67 mins.
HUMAN INTEREST DRAMA OF RICH BOY AND POOR GIRL ROMANCE HAS POP APPEAL WITH CLEAN, WHOLE-SOME STORY.
This is a good number for the family trade, with a wholesome drama of the rich youth whose father opposes his marriage to a poor girl. That sounds pretty brome, but it is the sincere and convincing manner in which the story is treated that gives it entertainment value. John Dar- row's father sincerely opposes his love for the model, and on his plea to her that it will ruin his son's career, she gives him up. But the mother steps in on realizing that the girl is worthy and that her son's happiness depends on this girl. A very human story, which is told with a meeting with an auto accident, and the girl offering herself for a blood transfusion that saves her life. Darrow and Sally Blane are well cast for their parts, and succeed in making the little story very convincing. The problem here is not a sexy situation anywhere in it.

"ARM OF THE LAW" with Rex Bell, Marcelline Day, Lina Basan, Dorothy Russell. Paramount 65 mins.
GOOD POP MYSTERY MURDER WITH NEWSPAPER ATMOSPHERE AND UNUSUAL SOLUTION HOLDS THE INTEREST.
A good program number that mixes the suspense of a murder mystery with plenty of fast action. Rex Bell is the young reporter, and his wife works along with the chief of detectives in trying to uncover the murder of a fortune-hunting dame. The reporter is more or less implicated, as he had intervewd the girl a few hours before her death. There are two other men involved, as they also had visited the victims apart- ment on the fatal night. One of them confesses as a double murder is disclosed with the finding of a man's body in the closet. Then the cub reporter goes to work, not satisfied with the "confession." He proves that the man confessed to save his wife who was known to be jealous of the other woman. Then by some clever work he uncovers the real murderer. It should please the popular taste, and car- ries some good comedy action also.

"MYSTERY RANCH" with George O'Brien, Cecilia Parker Fox 56 mins.
STEWART EDWARD WHITE NOVEL MAKES JUST AN ORDINARY WESTERN WITH NOTHING NEW IN STORY OR TREATMENT.
This one is an adaptation of Stewart Edward White's novel "The Killer," and is just another proof that a famous novel robbed of its descriptive charm and au- thor's style often makes a commonplace film. George O'Brien is the Ranger sent to get his man—a rancher who runs the Valley like a despot, with the help of a band of outlaw Yaqui Indians. He kills people at will, and the sheriff and the other ranchers seem to do nothing about it. So O'Brien goes into a lone, finds a girl there, being held as hostage, for she is the daughter of the Killer's dead partner. He has stolen her share of the ranch, and is forcing her to highlight in a tale of his escapades with the girl, and fights it out on the top of the pass till the Rangers arrive for the usual rescue. It rates just the usualWestern. Usually. "Good" and "satisfac- ting" are the only words that can be said for this."

"THE RIDING TORNADO" Columbia 64 mins.
MCCOY LIVES UP TO TORNADO TITLE IN GREAT RIDING STUFF AND THRILL ACTION ALL THE WAY.
They jammed a lot of good western ma- terial into this one, and it keeps hopping from the start right to the last frame. Tim takes the role of a famous rodeo rider who is engaged as range rider on a big ranch to get a line on cattle rustlers. The plot is unusually intelligent for a horse opera, and keeps you guessing right to the last as to the identity of the head of the gang. Plenty of diversity of action, with Tim doing a swell bronc busting act that has all the earmarks of the real thing; a knockdown-drag-out fight between the hero and the firstman that wrecks the roof; and the horse being a stampede of horses in the midst of a thunder storm, with McCoy doing some great riding as he catches up with the leading animals and stiffness thereof. Unusual good photog- raphy with some fine scenic bits that make the picture really beautiful from an artistic standpoint."

"THE Film DAILY" Friday, July 1, 1932
The CRITICS' FORUM
STARTS NEXT TUESDAY
IN THE
THE NEWSPAPER OF FILMDOM
THE Film DAILY

AN OCEAN OF CONSTRUCTIVE THOUGHTS
A GOLD MINE OF IDEAS
AN INFERNO OF CRITICISM
STRAIGHT FROM THE SHOULDER ANALYSIS
DIRECT FROM THE FIRING LINE

THREE HUNDRED
OF AMERICA'S FOREMOST CRITICS
TELL US
WHAT'S WRONG and WHAT'S RIGHT
WITH
Motion Pictures
Hollywood

WARREN HYMER will appear in the place of Robert Armstrong in "Madison Square Garden," Charles R. Rogers production for Paramount. The director is a change of character. Allen Rivkin and P. J. Wolfson have completed the first part of the story and production starts early in July with Harry Joe Brown directing.

Barbara Weeks who has just completed the feminine lead in Columbia's "By Whose Hand" has been assigned the heroine part in "White Eagle." Buck Jones' next starring vehicle for the company, Wallice MacDonald will do the heavy.

Carpenters are at work adding another guest chamber to the Regis. Toomey home in the Hollywood hills, where Regis will host to the track athletes from the University of Pittsburgh, his alma mater, during their participation in the forthcoming Olympics. Toomey, himself a letter man while in college, will announce the track events at the world meet.

RKO Radio has doubled the east coast of "The Most Dangerous Game," the first of a series of adventure stories which Merian C. Cooper and Ernest B. Schoedsack are producing. For two weeks Schoedsack has been directing seven players headed by Joel McCrea, Pay Way, Leslie Banks, and Robert Armstrong. Additions to the cast are Cornelis Keefe, Creighton Chafee, Walter McGrail, William Davidson, Arnold Gray, Alfred Codman, Ray Millard and James Flavin.

"The Headliners" series will be continued by RKO Radio. We have left our program open, so that we can broadcast a talk of ourselves of the opportunity of engaging stars of the screen, stage and radio, who may be available," said Louis Broc, associate producer of short subjects.

With a sudden display of tempera ment upon his introduction to Mary Pickford, little "Skeets" of Hal Roach's "Our Gang," was told by the famous star that he would never be a Jackie Cooper. "I don't want to be a Jackie Cooper, I wanna be 'Spanky,'" was the wee "gangster's" reply.

Casey Robinson will write as well direct the RKO feature based on thrilling sports events.

Ernest Truex, starring in "Whistling in the Dark" at the Belasco, Los Angeles, credits William LeBaron with suggesting that Truex capitalize his stage, which naturally incites sympathy.

With only one more picture to direct under his present contract with Paramount, Richard Wallace is in daily conference with studio executives, who to date have submitted six stories for his approval. He expects to receive one picture and have sets ready for shooting within the next three weeks.

Irene Ware, recent Fox acquisition from the Broadway stage, has been assigned her first motion picture role. She will appear in "Chan du the Magician," casting for which is now under way at the Fox studio. Edward Leeff will play the title role. Bela Lugosi and Herbert Mundin have been chosen for important parts by co-executive Marcel Varnel and William Cameron Menzies.

Robert Riskin has been assigned to adapt S. N. Behrman's Broadway stage hit, "Brief Moment," which will be Barbara Stanwyck's next starring vehicle for Columbia.

M. A. Anderson, Jr., is in charge of photography on "Beauty Parlor," the Chesterfield production being directed by Richard Thorpe, and Dan for Granger. C. B. Camm, the cameraman, is working on the untitled western which Willam MacMadden is directing in company with Tom Mit as star.

Karl Brown, who several years ago directed "Stark Love," has been signed by Columbia to write the story for "State Trooper."

GEO. M. COHAN PUTS O. K. ON HOLLYWOOD SYSTEM

West Coast Bureau of THE FILM DAILY

Hollywood—Speaking defense of Hollywood’s way of doing things and upholding the practices frequently attacked by Broadway importations who could not adapt themselves to the system, George M. Cohan remarks that “these folks out (Continued on Page 3)

Publix and Joe Barnett Join in Albuquerque Deal

Under a partnership deal effective yesterday, Publix will operate two houses in Albuquerque, N. M., in association with Joe Barnett. They are the Sunshine and Mission.

Reports that Louis Dent is behind W. E. Paschall’s acquisition of half interest in the Publix Dent houses were denied at Publix yesterday.

Gift Nights Dying Out; Policy Too Expensive

Gift nights are falling into general disfavor in most sections of the country, and the policy has dropped off considerably from its peak, a FILM DAILY survey indicates. In most instances, according to the practice is expensive. Other objections are that the stunt works off too soon, sometimes leaving the house stuck with a flop, and it is further felt that considerable ultimate harm is bound to result from theaters competing on more elaborate weekly prizes instead of better shows.

Quota Means Inferior Pictures, Oscar Hanson Tells Canadians

Toronto—Enactment of the proposed film quota requiring theatres to show a certain percentage of British pictures would result in old and inferior English productions being sold to Canadian theater owners at prices which would prevent them from carrying on their business successfully, declared Oscar Hanson, general manager of Allied Exhibitors (Continued on Page 3)

NATIONWIDE TALENT CAMPAIGN LAUNCHED BY RADIO PICTURES

Balsdon Joins Skouras As Short Subject Buyer

George Balsdon, former district sales manager for Warners in Greater New York, has been appointed assistant to E. L. Alpersion in the Skouras Bros. organization and will have supervision of buying short subjects for all houses in the circuit.

Radio Pictures Launches Nationwide Talent Hunt

KATZ SEES SKIES CLEARING FOR FILM INDUSTRY

M-G-M Selling Some Exclusive Spots, Says Schenck

Growing Optimism Shown in Paramount Field Reports—Better Product Expected from Talent Exchange Between Studios

Problems of the film industry are now being tackled more earnestly and with a greater spirit of mutual cooperation than ever before, with the result that an early clearing of the skies may reasonably be expected, declares Sam Katz, vice-president of Paramount Publix, in a general statement issued yesterday. Katz says his prediction is further backed up by the confidential reports of Paramount house managers at home and abroad.

Every manager of a Paramount Publix theater, wherever located, makes weekly reports on general business conditions in his immediate district. In these reports, of late, Katz says he is able to detect a growing spirit of cheerfulness. Practically every important city in Europe is covered, as well as 500 American cities with populations in excess of 20,000. Paramount's European business generally is shown considerable improvement over last year, and Katz is holding out hope that a better showing of product on the screens here will do much toward increasing business in the importing countries.

Youngclaus Decision Is Expected Shortly

Lincoln, Neb.—Decision of Judge Munger of the Federal Court in the Youngclaus protection case, involving major distributors, is expected momentarily. Both parties have filed briefs with him.

Will Rogers Gets 22 Votes For Democratic Nominee

On the second balloting at the Democratic National Convention in Chicago yesterday, Will Rogers received 22 votes for presidential nomination. The votes were from Oklahoma, his home state. Last year Rogers received one vote. Our statistical department figures it out that if Rogers gains votes at the same rate as this year, he'll get the nomination in a couple more tries.
number of theaters now in operation, together with the interest on that amount, which is estimated at $6,000,000 in the case of the new company. Bad perils and uncertainties of the Rivoli business, its future prospects, and financial condition, will be fully discussed in an article to be published later, which will provide a complete analysis of the situation.

FINANCIAL

NEW YORK STOCK MARKET

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NEW YORK BOND MARKET

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FOX SIGNS FRANK CRAVEN

Frank Craven, playwright and comedy star of the stage, has been signed by Fox to a contract by Fox. He is now on his way to the coast. Fox also has signed Harry Seegmuller, dramatist, who wrote "The Behavior of Mrs. Crane."

RIVOLI MAY CLOSE

All employees of the Rivoli or Broadway were given two weeks' notice yesterday. The communication came from the Paramount house office, stating that the house will possibly close July 14.

Katz Sees Skies Clearing

For Motion Picture Industry

(Continued from Page 1)

Katz Sees Skies Clearing

For Motion Picture Industry

(Continued from Page 1)

Day or Night

when

TROUBLE DEVEOPS

call

THE INDUSTRY'S DATE BOOK

Saturday, July 2, 1932

Permit English Talkers

At Venice Exhibition

Venice—English dialogue films in their original versions will be shown here nightly from Aug. 1 to Aug. 15 at the International Artistic Cinematographic Exhibition which for the first time will form part of the International Exhibition of Art held here biennially for the last 40 years. Under government law, showing of foreign language films is barred throughout Italy. Special permission will be granted for this occasion both American and European talkers will be exhibited in the hall of the Exposition at Lido, and prizes will be awarded to the producers represented. H. E. Count Volpi of Mireatur, ex-Minister of Finance, heads the executive committee of the film exhibition, and honorary members include Adolf Zukor, Hiram S. Brown, E. W. Haas, Joseph S. Stern, Nicholas J. Trench, Tinker, Harry M. Warner, Albert Warner and others.

ROTH TO INDIANAPOLIS

Indianapolis—J. H. Roth, former manager of the Missouri in St. Louis, has become manager of the Circle Theatre succeeding N. E. Bond, who is going to a new post in the west.

K. G. HOWE PROMOTED

Kansas City—K. G. Howe, for over four years with Educational here as salesman, has been made branch manager for the company in Salt Lake City. Pat Garlow, formerly with Columbia, now occupies the Northern Kansas territory.

THE FILM DAILY

at 11, No. 2 / Saturday, July 2, 1932 / Price 5 cents

John M. Alcoate

Published daily except Sundays and Holidays at 1650 Broadway, New York, N. Y. by the Journal Publishing Co., Inc., Richard L. Alcoate, President, and Editor and Publisher. Donald M. Verrier, Secretary-Treasurer, and General Manager; Arthur W. Eddy, Associate Editor, Don Carle Gillette, Managing Editor. Entered as second class matter, May 21, 1918, at the post-office at New York, N. Y., under the act of March 3, 1879. Postage (Post Free) United States of Greater New York $0.00 one year, 6 months, $5.00; 3 months, $2.00. Foreign, $15.00. Subscription list will comply with order. Address all communications to THE FILM DAILY, 1650 Broadway, New York, N. Y. Phone, Circle 7-4736, 7-4733, 7-4732, 7-4731. Cable address, Filmny, New York, Hollywood, California. Address, Filmscope, 6245 Hollywood Blvd., Foxon, California. Address, Pathé, New York, France. Address, Lichtbildbuehne, 3,379,363 shares of $10 par value. There is no preferred. The corporation's statement of results of operations for the period is believed to reflect conditions somewhat worse than actual, since heavy charge-offs to depreciation, while actually showing against the record, do not represent cash out of pocket.

Since last February much has been done toward putting Paramount's house in order. Reconstructing its accounting system and increasing efficiency in all departments, Katz says. Dead timber on the Paramount lot has been discarded and there has been a general lightening of the load to conform with present day requirements. A closer control over production and cost compatible with highest standards of quality.

Possibly the most radical departure from tradition is the new-born spirit of co-operation now in evidence among executives of the major companies. Gone is the mad scramble to secure exclusive services or this or that star, director or famous writer—often to hold them in partial or complete idleness to prevent a rival making use of their talents. Since the new day dawned, stars have not been overpriced as they have been from one picture lot to another. Former rival executives meet frequently to exchange information and ideas: patent processes, rights, owned exclusively by some of the companies, now frequently sold to others at a profit. A change from bitter rivalry to friendly co-operation is the result of a recognition now that multiple-star pictures are costly, not only to their producers, but to the industry as a whole, and genuine company buildings both producers and Theatre owners stand to lose both ways. Producing a new picture, they lose as producers and exhibitors; when the other fellow produces a bad one they lose as exhibitors, for each of them exhibits the other fellow's picture somewhere along the circuit. Hence the recently developed spirit of mutual helpfulness is kept alive by more and more potent pure altruism.

The get-together policy, too, permits of a more careful planning of pictures and the selection of stars and directors best qualified for the particular work in hand. Since the resources, artistic and material, of all the studios practically are available to any of them, within reasonable limits, there no longer exists much reason for casting players in ill fitting roles, or assigning directors to distasteful tasks, and since even the greatest among the stars, and writers are still working under the new system of borrowing and lending is calculated to keep everybody happy and busy.

Other advantages of co-operation include the elimination of costly conflicting release dates, as well as the "cycle" evil, says Katz. Under modern methods writers will be expected to turn out something new instead of slavish imitations of the latest success scored by the studio across the way.

Speaking of production costs, Katz states that although he is an outspoken enemy of waste and inefficiency, he nevertheless believes producers should put into pictures everything that reasonably can be expected to be taken out at the box office. He is impressed with the results of the multiple-star picture —the "circus of stars" as it is known on the lot—and is by no means opposed to high salaries for those earn them. He would rather spend $500,000 or more to produce a first-rate picture than a fraction of that amount to produce something of doubtful merit. With good pictures—and he says the public has demonstrated it will stand for no other kind—Katz is convinced American pictures in general, and Paramount! Publix in particular, are in position to break the cycle of complete collapse of industry.
Saturday, July 2, 1932

**THE FILM DAILY**

**ALONG THE RIALTO**

*with PHIL M. DALY*

---

**RADIO PICTURES STARTS NATIONWIDE TALENT HUNT**

(Continued from Page 1)

complete canvas of the colleges in the United States. Professor Lovejoy will scout for young college men and women of winning talent, charm and attractive physical appearance. The tour will start Tuesday from here, with itinerary including the U. of California at Berkeley, U. of Utah; U. of Wisconsin; U. of Colorado; U. of Denver; U. of Montana at Missoula; Montana State College at Bozeman; Washington State College; Cornell School, Seattle; U. of Washington, Seattle; U. of Oregon; Oregon State College; Leland Stanford, Jr., U., and the Robert Edmond Jones productions at Central City, Colo.

**Oscar Hanson Says Quota Means Inferior Pictures**

(Continued from Page 1)

torn of Ontario, in a statement on Allied's stand against the suggested law. Hanson points out that exhibitors, in order to survive, must present the kind of films preferred by the public, and that the forcing of British pictures on the people might only serve to make them unpopular.

The motion picture industry in Canada represents an investment of more than $60,000,000, with employment for 7,500 and an annual payroll of $75,000, according to Hanson.

**LUESCHE SUES IN HIPP DEAL**

Mark A. Luescher started suit yesterday in Surrogate's Court to compel the estate of Harry S. Black to pay him $93,278.13 for services he said he rendered to Black in connection with securing for the deceased a half interest in the Hippodrome.

**NOT SELLING COAST HOUSES**

Warner Bros. has no intention to disposing of any of its Pacific Coast division houses, L. J. Halpern, in charge of the division, stated in New York yesterday. He is here from Los Angeles to work out product deals for his circuit for next season. He intends to remain East about 10 days.

**COMING & GOING**

MR. and MRS. RICHARD BARTHELMESS and MR. and MRS. WATTERSON E. ROTHACKER sailed last night on the Reliance on a cruise to the other side.

DORIS WARNER and GWYNNE HELLER have gone to the Coast from New York.

HARVEY DAY and SOL EDWARDS will return from the coast Monday.

JOE GOLDBERG will return from the coast July 11.

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**SOME EXCLUSIVE SPOTS BEING SOLD BY M-G-M**

(Continued from Page 1)

larger than a group of other theatres in the same town, it was pointed out.

"We're making deals of this kind every day," said Schenck.


(Continued from Page 1)

here, having built up a great industry, are still producing hundreds of films every year, and good ones, and they must know what they're doing. Cohan, who is making "The Phantom President" for Paramount, admits it seems strange to him to be working under the "group system" after all the years that he has been a "soloist," but he says he understands the necessity for it.

**Court Injunction Stops Free Shows By Union**

(Continued from Page 1)

pire State operators. The order is to remain in effect pending final hearing of issue between the two labor organizations.

**GARON IN FRENCH FILM**

Paris—Pauline Garon has joined the cast of "Etes-Vous Francishez?" being produced by Paramount at its Joinville studios.

"DR. X" IN COLOR OR PLAIN

"Doctor X," Warner production in Technicolor, will also be supplied in black and white prints for exhibitors who desire the latter.

**KAREN MORLEY IN RKF FILM**

West Coast Bureau of THE FILM DAILY

Hollywood — Karen Morley has been borrowed from M-G-M by RKF Radio Pictures for the feminine lead in "The Phantom of Crestwood," the special which will be exploited with a radio hookup.

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**JACKIE COOPER STARTS**

*West Coast Bureau of THE FILM DAILY*

Hollywood—Jackie Cooper's new M-G-M starring picture, "Father and Sons," has gone into production at the Culver City studios under direction of Charles Reisner. It is an original story for the screen by Maurice Rapf. The cast so far selected includes Conrad Nagel, Lewis Stone, Verree Teasdale, Maurice Murphy and Lawrence Grant.

**CORTEZ GETS LEAD**

*West Coast Bureau of THE FILM DAILY*

Hollywood — Ricardo Cortez has been awarded the male lead in "The Phantom of Crestwood," in which he will start immediately upon finishing his role in the other RKO production, "Thirteen Women." J. Walter Ruben will direct.

**NEW WILLSYS CO.**

San Francisco for Willsys Theater, Inc., has been incorporated by A. G. Conquest, Viola Langer, and Anne Carville. The firm owns the Willsys theater, Willsys, Cal.

---

**FOX PRODUCT DEALS**

Fox has begun negotiating 1932-33 product deals with Loew's, Warner Bros., RKO and the Skouras circuits. Deals are still in the preliminary stages.

**SPENCER BENNETT ASSIGNED**

*West Coast Bureau of THE FILM DAILY*

Hollywood—Spencer Gordon Bennett, pioneer serial director, has been signed by the Van Beuren Corp. to direct "The Last Frontier," first RKO chapter play for next season. Tom Storey will co-direct.

**TO REOPEN GRAND**

Red Oak, Ia.—Carl N. Johnson has secured a location and will open the Grand Theater as soon as he has completed remodeling the building he has leased. The Grand was recently destroyed by fire.

**WILLARD AT HAMMOND**

Hammond, La.—Robert Willard of New Orleans has assumed management of the Columbia here, succeeding Gaile Pettit, who has been transferred to New Orleans.

---

**MANY HAPPY RETURNS**

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

July 2—George Felton, Harry Crocker, Hayden Stevenson

Leon Errol, Luther Bailey

July 3—Wynne Gibson
HOLLYWOOD

GEORGE O'BRIEN is anxiously awaiting preparations for the shooting of his next Fox picture, to be directed by David Howard. The star's principal concern, of course, is the possibility that he might find it necessary to go into Utah on location during the Olympic Games. And can you imagine O'Brien forced to take his Olympiad via radio from a mountain crag.

C. C. Burr is all smiles these days. His first talkie, “Torchy,” released by Educational, has already passed the $30,000 mark in rentals, while the second, “Torchy Turns the Trick,” has exceeded $25,000.

Ernest Pagano and Jack Townley are back at the Educational studios. Pagano is head of the story department and Townley is on writing staff. This is their second year in these positions.

* * *

Here and There: David Howard, Hal Werker, Al Cohn, Don Eddy, William Kernell, Paul Weatherwax, and Daniel R. Clark at the opening of George O'Brien’s “Barn” in Culver City.

* * *

Albert Lovejoy of RKO Radio gave the commencement address to the graduating class of the School of the Theater of the Pasadena Community Playhouse.

* * *

Al Persoff has been made assistant to Herman J. Mankiewicz, Paramount associate producer.

* * *

Del Lord, who directed “Thundering Taxis,” the first of the Hal Roach Taxi Boy series, is directing the second of the series, as yet untitled. Clyde Cook and Billy Gilbert, for many years an outstanding stage comedian, are in the cast.

* * *

Jack Hays, producer of Educational’s new “Baby Burlesk” series, has rounded up 30 infant prodigies for the second in this series, tentatively titled “Custard’s Last Stand.” Shirley Temple, who essayed the feminine lead in “What Price Gloria?” the first in the series, will have the same role in the new opus.

“IT’S A LITTLE from “LOTS”

By RALPH WILK

Outside of That, It’s Easy!

Screen greatness for the actress requires innate ability to react naturally to situations. As far as beauty, intelligence and the experience necessary to perfect these traits, according to Marion Gering, who is directing Tallulah Bankhead in “Devil and the Deep” for Paramount. Miss Gering adds that Miss Bankhead possesses all these requirements.

The Last Mile,” stage play by John Wexley, adapted to the screen by Seton I. Miller, goes into production at the Columbia studios. Preston Foster essays the leading role. Howard Phillips and Ralph Theadore play the parts in the screen play as they did in the original play, while Paul Fix appears in the role played by Phillips in the West Coast production. Others in the cast include George Stone, Noel Madison, Louise Carter, Albert J. Smith.

* * *

Tom Keene, RKO Radio’s western star, is about to start work on “Come On Danger,” first of his new season’s series. Robert Hill will direct this Bennett Cohen story.

* * *

Casting is in progress for Edmund Lowe’s Fox picture, “Chandu the Magician.” Ralph Morgan has been selected for an important part by co-directors William Cameron Menzies and Marcel Varnel. Irene Ware has the leading feminine role in this mystery film adapted from the radio play of the same title.

* * *

“Wild Horse Stampede,” soon to be placed in production by Columbia under the direction of Earl Haley, will bring back to the screen the successful black stallion, Rex, which starred in the memorable pictures “Rex, King of Wild Horses” and “The Devil Horse.” Frey Myton is doing the screen adaptation of the story, which was written by Haley.

Gilbert Pratt, former independent motion picture producer, has been signed by Paramount to aid on the story of “The Phantom President,” and directed by George M. Cohan starring.

* * *

Reginald Berkeley, well-known British actor, has been signed by Fox Films to write the screen play of “Cavalcade,” Noel Coward’s London stage success.

* * *

Gertrude Parcell, playwright and motion picture scenarist, has been added to Columbia’s writing staff, and assigned as her first undertaking, the adaptation of “Night Mayor,” by Sam Marx’s stage play, scheduled for immediate production.

Johnny Mack Brown will take time out from being a western star to portray the role of an All-American half-back in “70,000 Witnesses,” Paramount’s mystery drama being produced by Charles R. Rogers. Brown is the author of the play “Cobra,” which is being made by Rogers for Paramount.

* * *

Martin Brown, newly elected vice-president of Charles R. Rogers Productions, is one of v. p. whose job is no soft snap. Brown will supervise all of the pictures being made by Rogers for Paramount.

* * *

Our Passing Show: Norman Meled showing Peg Murray and Braven Dyer points of interest at Paramount; Sidney Fox, George Frank, Kubec Glasmon, Jean Negulesco, Lew Maren, Bramwell Fletcher at “Tempted,” the Jannings-Anna Sten picture, at the Filmart.

Due to her work in “Siamese Nights,” the Ben Markson-John Peverel Miles sketch, Louis Broid associated Lee Kinney, vivacious blonde, to play opposite Harry Sweet in “Firehouse Honeymoon,” a comedy short for RKO.

Simile—As popular as a star being shunned by autograph hunters.

Herbert Mundin, popular English comedian, has been placed under a long-term contract by Fox and will appear next in “Chandu, the Magician.” He attracted much attention by his work in the Hollywood stage production of “Springtime with bfdy.”

* * *

More Passing Show: Charles Bahan lunching with Bill Woolfenden, Dave Werner and Allan Dinehart.

Nydus Westman strolling down Hollywood Boulevard; Eddie Klein writing from London.

Roy Del Ruth, who directed “Blessed Event” for Warner Bros., is credited with having turned out a production that is better than the New York stage version.

* * *

Cecil B. De Mille and two writers, Waldemar Young and Sidney Buchman, have been on a yacht cruise while completing final work on the scenario for “The Sign of the Cross.” Camera work is expected to start in a few days.

* * *

Arid Gilstrom is preparing to place in production the first Educational-Mermaid comedy starring Harry Langdon. It has been tentatively titled “The Photographer.”

“A Passport to Hell” has been definitely selected as the title for Elissa Landi’s latest Fox picture. It was formerly known as “Undesirable Lady.” The film has been completed and is scheduled to be shown in the near future. Paul Lukas, Warner Oland and Alexander Kirkland play featured roles. Frank Lloyd directed.

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HOLLYWOOD PLAZA
VINN ST. AT HOLLYWOOD BLVD.
"It is, as a rule, a bad practice. There might be a booking of possibly two features to make an interesting program, but this would depend on the booking situation. Multiple feature policies are bad. It is hard enough to stretch the product as it is," says John Rosenfield, Jr., of The DALLAS NEWS.

"One feature enough, if shorts are good. If the policy of double or triple features becomes general the quality of pictures will be disastrously lowered. The trouble now is that too many films are needed to supply first-run houses every week with one feature; if two or three first-runs are needed, the situation would be impossible. The use of stage shows seems a more satisfactory solution all around," says William E. Greennough of the BOSTON HERALD.

"An exhibitor is justified in presenting any program that will draw people to his house. He is the sole judge of the wisdom of showing two or more features," says Welford Beaton of the HOLLYWOOD STAR.

"One good film is enough at one sitting just as one good book is enough at one sitting," says Edward de S. Melcher of the WASHINGTON STAR.

"Bad business. It can't be helped, I suppose, in some instances, but it's still bad business," says Al Sherman of the N. Y. MORNING TELEGRAPH.

"Too much celluloid. One average film is enough unless training as a flagpole sitter," says Andrew R. Kelly of the WASHINGTON TIMES.

"It is wrong. One good feature with one or two shorts makes good entertainment. When more than one picture is shown it becomes tiresome and you lack the opportunity to absorb that which you have seen," says Benjamin D. Kornfield of the POST AND TELEGRAM, Bridgeport, Conn.

These are but a few taken in order from about 225 questionnaire replies to date.

A HOT SERIES—STARTING NEXT TUESDAY

THE NEWSPAPER OF FILM DOM

THE PAPER I DOM ALL THE TIME
**THE Film DAILY**

Saturday, July 2, 1932

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With Addresses and Phone Numbers of Recognized Industry Concerns

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**SHORT SUBJECTS**

"Campus Murder Mystery" with John Hamilton and Harriet Hilliard
Vitaphone 6210 21 mins.

Okay.
Another in the S. S. Van Dine Murder Mystery series. The dean of a college has been murdered, and it looks like the manager of the track team, who has had a quarrel with the victim over his attention to his daughter. Then the inspector works out one of those last-minute deductions, and pins the crime on another college youth. Up to the usual level of this series. Directed by Joseph Henabery.

"Paramount Pictorial" (No. 10) 9 mins.

**Paramount**

Good

After one bit in which beauties of nature are depicted, and another dealing with feminine fashions, this edition of the Pictorial presents Dave Rubinoff and his violin in a particularly well presented and thoroughly enjoyable short program. Difficult as it is to maintain a variety number on the screen, Rubinoff manages to do it with a real punch finish.

"Hello Chicago"

Principal

Excellent

This is about the best sightseeing-by-land-and-air screen tour to be presented this season. Central Films, the producer, has covered the Windy City in intelligent camera, showing the points of interest, tall buildings and panoramas of the sky line clearly and with a breezy, interesting talk. Carl Berger's photography is high class. All in all it's a top-notch short.

"Jimmy's New Yacht"

with Lucien Littlefield, Franklin Pangborn
Paramount

Good Comedy

Good old slapstick comedy. Jimmy is a poor but enterprising young lad who is competing with a rich but dull rival for the hand of a girl whose parents have social ambitions. Having brought a motor boat, Jim-

Mickey Widely Recognized

Testifying to the wide recognition
Even Mickey Mouse, the animated c.

toon character, was under the United Artists banner the coming season, a checkup shows that last year 124 magazines with national circulation carried features featuring the famous rodent, and scores of European writers have found in him inspiration for stories. Mickey Mouse dolls and other novelties are being sold in tens of thousands of stores and the rodent's fan mail is said to have amounted to 20,000 letters in a three-week period.

"MAKE ME A STAR" with Stuart Erwin, Joan Blondell, ZaSu Pitts Paramout 70 mins.

ACE ENTERTAINMENT FOR ALL CLASSES. COMEDY WITH BIG HUMAN APPEAL.

Adapted from the popular "Merton of the Movies" from several years back, this turns out to be one of the most thoroughly and wholesome satisfying comedies of the season. Its plot, which will strike a widely responsive chord, is that of the movie-struck small-town store clerk who quits his job and treks to Hollywood to be a hero like his favorite screen idol. In the film capital he goes through a series of disappointments and heartaches, finally getting a chance through the influence of a sympathetic actress. Instead of turning out a disaster bit as he had hoped, his performance is hailed as a comedy riot. Stuart Erwin is great as Merton and Joan Blondell plays the girl in fine style. Supporting cast, as well as the genuine studio back-

Capitol Film Exchange 75 mins.

"DE RALFSCHE FELDMARSCHALL" ("The Fake Field Marshal") (In German)

ENTERTAINING COMEDY WITH A GENUEROUS SUPPLY OF PLEASING MUSIC.

Laughs and music in fairly consistent doses serve to keep this Ondra-Lamac production moving along at an entertaining gait. The plot concerns a former officer of the Austrian army who develops military notions that stir him out of his retirement and into a series of amusing mis-

Roths.
As the title indicates, the hero impersonates a big field marshal, but makes a fizzle of it. Scenes of Austrian troops and their various maneuvers in the days before the world war are cut into the background and are quite interesting in themselves. The music, some military and some in a romantic vein, also is of enjoyable quality. The leading role is played by Vlasta Burian, a Bohemian comed-

"STARRY NIGHT" with Franklin Pangborn and ZaSu Pitts
Vitaphone 5508 14 mins.

Lively

Ted Husing gives the narration on a good sports number, featuring a description of a greyhound race, showing just how the animals are put through their paces. The story covers some spectacular high and fancy diving by aquatic celebrities at Miami Beach. A lively and interesting issue for the sum-

Thelma White and Fanny Watson in "In the Family"
Vitaphone 6106 15 mins.

Weak

Featuring Thelma White and Fanny Watson in some slapstick comedy where they pose as kiddies to help out their mother who is trying to hook a sucker into marriage. There is nothing in this that hasn't been done many times before, and the comedy is pretty forced as well as thin. Alf Gabling directed.

"DANGERS OF THE ARCTIC" with Earl Rossman
Explorers Film Co. 58 mins.

INTERESTING ALASKAN ADVENTURE FILM FEATURING THRILLING REIN-

DEER STAMPEDE.

With Earl Rossman at the microphone delivering an interesting description of scenes, the picture starts out with several good salmon fishing sequences. Then follow some startling pictures of huge glaciers breaking and falling into the ocean. Seals, walruses, millions of sea birds on Walrus Island and the harpooning of a whale are next shown. An Eskimo building an emergency snow-hut, in the teeth of an approaching storm, affords a bit of suspense. At Fairbanks, Alaska, Rossman charts a plane and flies over Mount McKinley. Through a height of 20,000 feet, with the temperature 50 degrees below zero, some unusual scenes of the snow-capped mountain are shown. The big kick in the feature is a thrilling reindeer round-up by the Eskimos. Photography is well handled and is one of the picture's biggest assets. A musical background is well played. Effects throughout are satisfac-

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We're proud of what these stars have done for you. But we expect to be prouder this time next year. Plans now in work make us believe we will be. Some of the secrets have already leaked out. But the Big News is yet to come—so...

Heading the Field:
JANET GAYNOR
WILL ROGERS
CHARLES FARRELL

WATCH • FOX • THIS • YEAR!
Allied and M. P. T.O.A. to Debate Brookhart Bill

**NATION'S CRITICS GIVE LOWDOWN ON MOTION PICTURES**

300 Leading M. P. Editors Reply to Film Daily Questionnaire

Starting today, THE FILM DAILY presents what it considers to be the most authoritative, the most frank and potentially the most constructive consensus on motion pictures that has yet been attempted. It represents the outspoken (Continued on Page 7)

**LESLIE BANKS DISCOUNTS VALUE OF STAGE TRAINING**

Stage training is a decided handicap to screen players, and embryo movie actors and actresses will attain quicker success by discarding any knowledge of theater technique, according to Leslie Banks, English actor who has just completed a leading role in RKO's "The Most Dangerous Game." In an exclusive interview to Film Daily, before sailing for England last week Banks (Continued on Page 2)

25% Tax Is Specified

In Penna. Sunday Bill

Harrisburg, Pa.—A bill providing for Sunday amusements, including motion pictures, with 25 per cent of the gross receipts being collected for relief of the unemployed, has been introduced by Assemblyman Clinton A. Sowers of Philadelphia. The high tax exaction would make it impossible to operate theaters at a profit on Sunday, according to exhibitor reaction.

Mickey Mouse is Credited

As "Symphonies" Producer

In connection with the new lineup of "Silly Symphonies," being released by United Artists, Walt Disney is using the line, "Mickey Mouse Presenta-". The object apparently is to let the fans know that the "Silly Symphonies" are from the same shop as the "Mickey Mouse" subjects.

Presenting today the views of

JOHN ROSENFIELD, JR.
Motion Picture Critic of "Dallas Morning News," Dallas, Tex.

THORNTON DELAHANTY

DENNIS R. SMITH
Motion Picture Critic of "Kansas City Star," Kansas City, Mo.

JOHN LOOMIS
Motion Picture Critic of "Wausau Record-Herald," Wausau, Wis.

A. R. DUNLAP
Motion Picture Critic of "Jackson Evening Independent," St. Petersburg, Fla.

These are the first in a series of expressions obtained from the country's leading motion picture critics and to be published in successive issues of THE FILM DAILY. A tabulated analysis of the data also will appear in the forthcoming Film Daily Directors' Annual and Production Guide. Complete questionnaire, as answered by John Rosenfield, Jr., of the "Dallas Morning News," follows:

1. Which do you think is the most important element in motion picture production—the players, the director, or the writer?

2. Do you sense any demand for silent films in your community?

3. Are motion pictures becoming too sophisticated in their subject matter?

No—Only recent Public-RKO policy has tended to drive out smart crowds.

4. Is present-day theater advertising too inclined to exaggerate?

Yes—and that's not the worst of it. It is hackneyed.

5. Approximately how many pictures do you see during the year?

250.

6. What is your opinion of playing two or three features on one bill?

It is, as a rule, a bad practice. There might be a booking of possibly two features to make an interesting program, but this would depend upon the booking situation. Multiple feature policies are bad. It is hard enough to stretch the product as it is.

7. In what respect could producers make the most improvements in pictures?

Direction—We sincerely believe that picture quality has reached the highest average in the history of the industry whereas exhibition has reached the lowest.

(Continued on Page 7)

Zoning Declared Illegal

By Federal Court

In Lincoln

Lincoln, Neb. — Zoning and protection, practiced by distributors jointly, is a restraint of trade in violation of the Sherman anti-trust law, it was ruled Saturday by Federal Judge T. C. Munger in granting a permanent injunction to William N. Youngclaus, exhibitor of Madison, Wis., against the zoning agreement of the Omaha exchanges.

This decision, first, of its kind, is expected to have far-reaching effect. (Continued on Page 2)

CIRCUITS AGREE TO DELAY PRICE CHANGES TILL FALL

Readjustment of admission prices which have been affected by the new Federal tax, as well as other drastic changes in box-office scales, will not be made by major circuits until after the summer period, THE FILM DAILY learns. Loew and RKO officials conferred last week and reached an agreement whereby neither circuit will revise prices for the next three months.

Boston Exchanges Lose

$195,000 in Explosion

Boston—Loss of about $195,000 is estimated as having been suffered by Hollywood Films Corp., in the explosion that destroyed its building and 25 pictures last week. A truck which was coming down the street with another $25,000 worth of films was diverted and saved.

302 Features Released

In First Six Months

A total of 302 feature productions released in the first six months of this year, THE FILM DAILY's release chart shows. This is at approximately the same rate as in the corresponding period of 1931. Short subject releases likewise are running at about the same volume as in the first half of the preceding year.

Brookhart Bill Debate Planned

At M. P. T. O. Convention in A.C.

Philadelphia — A debate on the Brookhart bill between Allied and T. O. A. will be one of the features and the national executive committees of the joint meeting of the M. P. T. O. of Eastern Pennsylvania and Southern New Jersey and Delaware (Continued on Page 2)
The Broadway Parade
(Week of July 1)

**FIRST RUNS**

- **PICTURE**
  - "Red Headed Woman"
  - "Make Me a Star"
  - "Bring 'Em Back Alive"
  - "Dangers of the Avenue"
  - "Mystery Ranch"

- **DISTRIBUTOR**
  - M-G-M
  - Paramount
  - RKO
  - Fox
  - Fox

- **THEATER**
  - Capitol
  - Paramount
  - Mayfair
  - Fox
  - Winter Garden

**FOREIGN PICTURES**

- "Schubert's Frühlingsströmung" (3rd Week)
- "Der KongressTag" (3rd Week)
- "Der Falshca Feldmarschall"

**FUTURE OPENINGS**

- "Freaks" (July 7)
- "Die Blumenfrau von Lindenau" (July 7)
- "In Town" (July 7)

**EXTENDED RUNS**

- "Scareface" (7th Week)
- "Ain't We All?"
- "Grand Hotel" (12th Week)
- "Family Pictures"

**WILDFRED LUCAS SIGNED**

Hollywood—Principal Pictures has signed Wildfred Lucas, actor, writer and director to a contract for "Get That Lion," story of the government's mountain lion hunters in Arizona.

**ART CINEMA CLOSES**

New Haven, Conn.—The Art Cinema has closed for the months of July and August.

**Eastman Films**

J. E. Brulatour, Inc.

**NEW YORK CHARTERS**

S. & H. Thompson Operating Corp., B. Kanter, 130 W. 46th St., New York, $20,000; Audi Film Service Corp., motion pictures, G. S. & A., 615 East 169th St., Manhattan, $30,000.

**DELWARE CHARTER**

Alluraucra Theaters, Inc., Wilmington, Del., Corporation. Trust, 100 shares common.

**DISSOLUTION**

Community Amusement Corp, Manhattan.

**BUYS CAMPBELL LIBERTY**

Campbell, Mo.—The Lyric is now under the management of Paul T. Medley.

**RED WAYBURN**

who has stayed over 600 productions, including the best editors of the Ziegfeld Films, and who has directed and helped up the ladder of fame many stars of the first magnitude, such as H. J. Liver, Marion Loretta, Fred and Anna Astaire, Eddie Cantor, Ann Pennington, Will Rogers, Marie Dressler, Ed Wynn, Jeanette MacDonald, Harry Richman, Charlotte Greenwood, and hundreds of others, has opened new international dancing headquarters in the heart of the Park Avenue, "WHERE THE WORLD'S GREATEST DANCING SCHOOL," offers:

- Every Type of Stage or Social Dancing:
- Morning, Afternoon and Evening Sessions for Adult Girls 16 to 60 Years.
- Thorough Courses in Direction and Microphone Technique for Radio and the Talkies.
- TEMPORARILY, 20% to 50% Reduction on All Rates:
- Send for one of the following free booklets: "OUR CAREER" (40 pages); or "HOME STUDY COURSE in DANCING" or "RED WAYBURN INSTITUTE OF DANCING OPEN ALL YEAR ROUND".

**THE INDUSTRY'S DATE BOOK**

- July 7: Meeting of Research Council, Academy of Motion Picture Arts & Sciences, Hollywood, to lay out entire program of Academy technical activity for the coming year.
- July 11: Resumed hearing of Cleveland exhibitors' "monton" suit against distributors, Bar Association Building, New York.
- July 14: Meeting of Allied Theater Owners of New York, Ten Eyck Hotel, Albany.

**FINANCIAL**

Financial markets were closed Saturday through Monday due to the Fourth of July holiday.

"ROAR OF DRAGON" RELEASE

"Roar of the Dragon," RKO Radio Pictures' drama of the Orient, starring Richard Dix, which will mark the screen debut of Will Andre, the Norse Beauty, is to be nationally released July 8, according to announcement by Nell E. Depinet, vice-president in charge of RKO distribution.

**WILDLIFE PARADE**

Hollywood—Principal Pictures has signed Wildfred Lucas, actor, writer and director to a contract for "Get That Lion," story of the government's mountain lion hunters in Arizona.

**ART CINEMA CLOSES**

New Haven, Conn.—The Art Cinema has closed for the months of July and August.
WINNERS OF M-G-M'S "TARZAN, THE APE MAN" CONTEST—

1st PRIZE: Mickey Green, Fox State Theatre, Radiation, Wis.
2nd PRIZE: Lillian Keen, Iowa Fox Theatre, Des Moines, Iowa.
3rd PRIZE: H. E. Bishop, Capitol Theatre, Calgary, Alberta, Canada.

HONORABLE MENTION—

Harry F. Shaw, Sara Theatre, N.Y. L. E. Davidson, Collis Theatre, South Bend, Ind.
Herb Jenkins, Memphis, Memphis, Tenn.
William J. Steen, Baltimore Theatre, Baltimore, Md.
B. E. Abreglin, McDonald Theatre, Eugene, Ore.
Bob Kelley, Texas Theatre, San Antonio, Tex.
N. L. Sahl, Lyric Theatre, Old City, Pa.
Max A. Cooper, Hackensack Theatre, Hackensack, N. J.
J. E. Lyken, Park Theatre, Cleveland, Ohio.
W. R. Shuster, Paramount Theatre, Denver, Colo.
Rocky Newton, Capital Theatre, Davenport, Iowa.
Manager, Paramount Theatre, Waterloo, Iowa.
C. J. Bruns, State Theatre, New Orleans, La.
Harold Kaplan, Minnesota Theatre, Minneapolis, Minn.
Arthur Cunningham, Strand Theatre, Shreveport, La.
Ernie Auer, Akron Theatre, Akron, Ohio.
A. H. Buehnl, Theatre, Canton Ohio.
Bill Taylor, State Theatre, Houston, Tex.
Will Singer, Orpheum Theatre, Springfield, Ill.
Harry Grunsky, Rivoli, Los Angeles, W.
Edwin Ash, Vanderbilt Theatre Nashville, Tenn.
William Shirley, State Theatre, Schenectady, N.Y.
S. S. Solomon, Paramount Theatre, Youngstown, Ohio.
J. F. Medford, Orpheum Theatre, Cleveland, N.C.
W. E. Drumbar, Tennessee Theatre, Knoxville, Tenn.
C. T. Pettit, Sterling Theatre, Greeley, Colo.
Manager, Dayton Theatre, Dayton, Ohio.
Mike Callen, Penn Theatre, Pittsburgh, Pa.
H. H. Weiss, Fairfax Theatre, Miami, Fla.
W. S. Caldwell, Valentine Theatre, Toledo, O.
M. A. Mahoney, Allen Theatre, Cleveland, O.
Bert Lichtenh, Sunny, Utica, N. Y.
William McCaul, Great Lakes Theatre, Buffalo, N. Y.
Ralph Craybille, Troy Theatre, Troy, N. Y.
Ted Emerson, Iowa Theatre, Cedar Rapids, la.
Walter McGowen, State Theatre, Sycamore, Ky.
John McManus, Midland Theatre, Kansas City, Mo.
Mr. Shelden, Public De Montre Theatre, Des Moines, la.
H. H. Hamilton, St. Louis, Mo.
Clyde Smith, Paramount Theatre, Jackson, Tenn.

JUDGES: Chairman—"Chick" Lewis, M. P. Harald; Epes Sargent, Varley; Jack Hamner, Film Daily; Charles Hyman, M. P. Daily.

While he's paying off the WINNERS of the "Tarzan, the Ape Man" Contest—

LEO OF M-G-M ANNOUNCES another BIG PRIZE MONEY Exploitation Competition on the Season's Sensation RED HEADED WOMAN

Whoopee! It swept into theatres like a tornado! Another M-G-M Life-saver! First engagements are terrific—Midland Theatre, Kansas City, beats the latest Garbo and Crawford openings—State, Los Angeles, best business in months—Paramount, Portland, socks "Tarzan"—Boston, Providence, Washington are packing them in!

GET BEHIND IT! WIN A PRIZE! "Red Headed Woman" has the exploitation possibilities of "Tarzan, the Ape Man." Your extra promotional efforts will be judged for one of these prizes: 1st Prize, $200; 2nd Prize, $50; 3rd Prize, $30; 4th Prize, $20. In case of ties, duplicate prizes will be awarded. Send your campaigns with photos, etc., to "RED HEADED WOMAN PRIZE CONTEST EDITOR", 1540 BROADWAY, N. Y. C. The judges are the same as in the "Tarzan" contest above. "Red Headed Woman" Contest ends Sept. 30th.

SPECIAL AD CAMPAIGN: Write to M-G-M Ad. Dept., 1540 B’way, N. Y. C., for mats (at cost) of extra ad. campaign in addition to Press Sheet ads.
Timely Topics
A Digest of Current Opinions

Using Films as Scapegoats
Always, it seems, men must have scapegoats. Perhaps it is to avoid the disquieting possibility of themselves being blamed for unsavory conditions. . . Today, the target is the press and the motion picture. It has become fashionable to lay the blame on them the sins of our generation. The stock market crash? The press gave out false economic information? The gang menace? Newspapers and movies made a hero of the gangster? And so the bill of indictment runs. Perhaps some newspapers did print incorrect information about economic conditions but is the press more to blame than the institutions which supplied the stuff? Maybe some newspapers and certain motion pictures have made Robin Hoods out of gangsters, but isn't it an indubitable fact that public opinion aroused by a steady rain of publicity put arch-gangster Alphonse Capone behind the bars?

It would be foolish to suppose that newspapers and motion pictures are per se sacrilegious and proper. It is equally unreasonable to tar with the same brush of censure all newspapers and all films. Furthermore, it is unfair to the thousands of conscientious men and women who are endeavoring to realize for the press and the theater their proper place in an improving social order. Before indulging in the cheap luxury of criticism of others, perhaps we should ask ourselves a few questions. Have we contributed in any way to the condition of which we would complain? Do we support and respect the newspapers and the theater-man by making the best possible use of them in our daily lives? Have we subscribed for the constructive picture? Do we always patronize the show that is above reproach?

—The Rotarian

Along the Rialto

With Phil. Daly

Along the Rialto with Phil. Daly—NEW YORK....LOUISIANA....MONTANA....NEW HAMPSHIRE....REIDA.EDWARD....NEW JERSEY....WISCONSIN....CALIFORNIA....NORTH DAKOTA....KANSAS....MINNESOTA....MICHIGAN....OAHIO....ARIZONA....THE FILM DAILY

Explo Yettes
A Clearing House for Tabloid Exploitation Ideas

Animal Coloring Contest for Kids
A $5 exploitation for the Mayfair run of Frank Buck's "Bring 'Em Back Alive," RKO Radio's press department has tie-up with the New York "Daily Mirror" for an animal coloring contest to run 20 days. Line drawing of the animal featured in this May, Deer "Mirror" production directed by Clyde E. Elliott are being printed in the "Mirror" and readers are invited to color them and submit them for prizes. The contest was featured with "paper" on the sides of the "Mirror's" fleet of newspaper delivery trucks, which carried the message of "Bring 'Em Back Alive" all over the city and suburbs.

—Mayfair, New York

Special Invites to Ministers
James R. Work, manager of the Mission, San Diego, Cal., had special invitations printed which were sent to all members of the San Diego Ministerial Ass'n, for "The Man Who Played God," starring George Arliss. This invitation is sent with a letter which was written in the nature of a friendly and definite challenge to see the picture. Writing about the result, Work said, "We had a fine response to this stunt. A number of the ministers praised the picture from the pulpit and wrote letters of congratulations and encouragement for the efforts to improve films.

—Mission, San Diego, Cal.

Many Happy Returns
Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

July 4-5
Mary Patricia Alicate Louis B. Mayer Joe Harshin Mrs. Thomas Meighan George M. Cohan
Dell Henderson Helen Harrison

A Film Act a Day
Amusement tax returns in Berlin during April amounted to 63,930 Reichsmarks or 35% less than in April of last year.

ALONG THE RIALTO

With Phil. Daly

Los Angeles

Tuesday, July 5, 1932
FOR COLUMBIA'S
1932-33 PICTURES

Over a thousand exhibitors and their friends acclaimed the first of Columbia's pictures for 1932-33 at the preview trade showing at the Waldorf-Astoria in New York, as the greatest production in Columbia's history.

Dependable Columbia is marching forward with thundering strides. That's why thousands of exhibitors today are flocking to the Columbia banner. It is their theatre's surest, safest box-office guarantee.

Check with your Columbia exchange! Make sure you attend the trade showings being arranged from Coast-to-Coast.

Fall in line—join the huge parade and march your theatre into the black column.
Kansas City—Joe W. Stark, formerly in St. Louis for Paramount, has been transferred to this city and will cover southern Kansas for the company.

Kansas City — The Uptown has closed for the summer.

Chicago — Max Sachs has been made assistant manager of the North Center, Easans house, succeeding J. Smith, who goes to the Byrd as assistant.

Chicago—Jack Quinan, who has been assistant manager of the Devon theater for several months, has been made manager of the RKO Orpheum, Springfield, Ill.

Woodland, Cal.—Plans for a new theater here were abandoned after the death of L. R. Crooke, president of the National Theater Syndicate. Instead, the present theater is to be altered.

Ocala, Fla.—Plans for remodeling the Ella at a cost of about $5,000 are announced by Gordon Reap, local manager. The theater will be reopened under the name of the Ritz.

Harlan, Ia.—Loyal Williams of Wahoo, Nebr., has reopened the Irwin theater here.

Kansas City — RCA Photophone sound has been installed in the Electric, Sylvia, Kan.; Overland, Overland, Mo.; Douglas, St. Louis; Menefee, Minneola, Kan.; Green Vinton, Ia., and Grand, Red Oak, Ia., according to A. C. Lindquist, manager in this territory.

Colfax, Wis.—The Colfax theater Co. is now operating the Colfax, formerly conducted by P. J. Conway. N. Strong is manager of the house.

DelRidder, La.—Real Art Theater Corp. has filed articles of incorporation, with a capital of $20,000.

Sacramento, Calif.—Some $3,000 worth of alterations will be made in the T & D Theater.

Sao Rafael, Calif.—A rustic open air theater is planned for the campus of the Dominican College here. The architect is Arnold Constable, San Francisco.

Richmond, Calif.—The Fox theater here has been discontinued.

Sullivan, Mo.—"Buck" Lewis hopes to open his new theater here about Aug. 1. Construction work is being rushed.

Oakland, Cal.—The Fulton has reopened for a summer season at reduced prices. Richard Willbur and a group of Hollywood capitalists are sponsoring the project.

St. Louis—RKO plans to re-open the St. Louis here in the stage hands union's periodic reduction of two men each back stage. One man has already been eliminated by mutual agreement. Meanamie Fox is angling for RKO's "Bring 'Em Back Alive" and "What Price Hollywood," but bookings are being held up by RKO pending the action of the union.

Denver—Thomas Sullivan, owner of the Gothic, is back from a three months' trip to the Orient.

Ft. Sumner, Colo.—J. W. Allen, owner of the building, is now operating the Granada.

Denver—Jerry McGee, former manager of the now closed Theater, has been working at the Columbia exchange during vacations.

Denver—E. J. Lustig, manager of the Denver Sheffield Film Exchange, has left on a trip through New Mexico.

Chicago—The RKO State Lake will go vaudeville, July 9.

Chicago—The United Artists Theater has closed and will reopen in the fall. The Academy, which has been operated as a picture and stock burlesque house, also has closed until August.

Palestine, III.—The Royal has reopened. Recently the house was purchased by Charles H. Cane from William Floreke.

Piedmont, Mo.—W. H. Dunn has reopened the Princess.

Hickman, Ky.—Mrs. John Wright plans to operate the Rex on occasional dates during the summer.

Eddyville, Ky.—F. Tanner, who purchased the Strand from C. W. Burnley, has reopened the house.

Virginia, Ill.—The Ritz has been sold by Finn & Mortz to S. C. Hallows.

Farina, Ill.—C. T. Wade has reopened the Lyric.

Jerseyville, Ill.—The Orpheum has resumed operations. S. E. Pirtle is the owner.

Nokomis, Ill.—Harry Turner's Palace is again operating.

Richmond, Mo.—The Gem has reopened under the management of Roy C. Parsons.

Senath, Mo.—The name of the Dixie has been changed to Missouri by Lyle Richmond, new owner.

Abingdon, Ill.—S. E. Pirtle has purchased the Bijou from Walter Flack.

NEW BOOKS

On the Art and Business of Motion Pictures

THE OUTLOOK FOR TELEVISION, by Orrin E. Dunlap, Jr, Harcourt, Brace & Co., New York. $4. Developments in television science to date, along with a consideration of its commercial and other possibilities, are set forth in this volume in a manner that will prove both interesting and informative to either the layman or the technician. The author, Orrin E. Dunlap, Jr., has been Radio Editor of the "New York Times" for a period of ten years and not only is thoroughly conversant with his subject but knows how to align his matter to the best advantage. In addition to setting forth what is claimed to be the first historical and scientifically accurate record of the evolution of television, with an encyclopedic chronological table of all the important steps and contributions of numerous inventors toward the development of this mechanism, the book includes the opinions and estimates of many prominent contributors as to the possible uses of television. Among those represented are Dr. Lee De Forest, speaking with respect to the home and the theater; S. L. (Roxy) Rothafel, on the stage and screen; Bruce Barton, on advertising; Rear Admiral Richard E. Boyd, on exploration; Major General James G. Harbord, on war, and various others. The introduction is by John Hays Hammond, and the foreword by William S. Paley. Television stations in the U. S. and Canada, about 45 in all, are also listed.

VITAPHONE SIGNS DANCERS

Hal LeRoy and Mitzi Mayfair will be co-starred in two of the "Broadway Brevities" two-reel musical comedies to be produced by Vitaphone in 1932-33, according to Sam Sax, production head of the Brooklyn Vitaphone studio.

Short Shots from New York Studios

By "C. A."

FIRST four of a series of six shorts featuring Reinhard Wernrenath, being produced by Larry Kent Productions and "Spirit of the Campus," was completed last week at the Eastern Service studio.

"Divorce Decoy," starring James Remar, Olive Borden and Judith Wood, the first of a series of six features which E. H. (Manxy) Goldstein of Paradise Pictures plans to produce, is in production at the Ideal Service, Hudson Heights, N. J.

Supporting players in the cast of the "Divorce Racket," which Aubrey Scott is directing include Wilfred Jessop, Harry Tyler, Adrian Rosal, Charles Eaton and Joseph Calleia. Frank Zucker is in charge of camera work.

Synchronizing of three "Hodge Podge," and a Terry-Toon cartoon, the recording and the shooting of the sequence for a Bill Cunningham Sport Thrills, and the synchronizing and adding sound effects to the "Head Hunters of Papua," a Pearls of Strength, Fox production, kept the Atlas Sound Studio busy during the past week.

Roxanne, Broadway's newest sensation girl orchestra leader who has made several musical shorts, and her Herbert Diamond entertainers, are now broadcasting over WOR and WMCA every Sunday.

"Radio Mingle," featuring Morton Downey, Bronen and Henderson, Brother Vocalists, Ted, Fetchit, the Eaton Boys and Jacques Renard and his orchestra, the third of a series of 13 shorts being produced by William Roland and Monty Brie, Productions, has been completed at the Eastern Service studio. Roland wrote the story, with Monty Brie directing.

Work will start next week, under Frank Nancey, art director, on the sets at the Brooklyn Vitaphone plant in preparation for the first production which is scheduled to get under way June 11.

Synchronizing of the industrial pictures of the Ford Motor Co. was completed last week at the Standard Sound Recording Studio.

4 Reopen in South Dakota

Minneapolis—Four theaters have been reopened in South Dakota, the Lyrical in Eureka, Century at Leola, Lyrical at Preston and the Opera House at valle.

The Park at Arnold Park, Iowa, has also been reopened.
What’s What on Pictures Told by Nation’s Critics

Construcitve Suggestions Brought Out by Symposium (Continued from Page 1)

viewpoints of some 300 of the country’s foremost motion picture journalists and critics who were contacted through the medium of a questionnaire embracing vital questions of the day.

In electing to conduct this survey among the film critics, The Film Daily was motivated by the fact that these film editors, because of their qualifications to judge the merits of a production coupled with their opportunities to observe public reaction in their respective cities, were in the best position to give the real, unbiased lowdown on the situation.

Expressions from five representatives of the city’s critics appear in this issue. Two or more daily will continue to be published throughout the next month or more until the issuance of The Film Daily Directors’ Annual and Production Guide, in which there will be a summarized analysis of the data obtained through the questionnaire.

“The willingness and earnestness with which the motion picture critics have responded to queries reflects their sincere desire to be of assistance and makes their expressions doubly-valuable and the almost unanimous agreement on certain major points, such as the fact that public reaction to movies is more often than not in harmony with what is advertised in the papers, that double features are lowering the quality of product, etc., should have weight in bringing about a correction of the shortcomings.

MITZI GREEN ON VACATION Mitzi Green left southern boardfield or Camp Ogouo in December county, for a vacation.

The Critic’s Duty

“I think a critic should encourage whatever, in his opinion, is bold, interesting or worthwhile in picture making. In that way he might be able to guide his readers into taking a more critical point of view toward pictures and thereby raise the standard. I don’t think that the point of the ‘average’ film patron, is from, a constructive point, of any value. Criticism presupposes judgment plus experience, plus taste. A critic shouldn’t write down to his readers nor cater to the highbrows. His job is to report, point out, and evaluate.” —THORNTON DELHANTY, New York Evening Post.

8. — Why should a motion picture critic review pictures from his own individual viewpoint as distinguished from the viewpoint of the average film patron?

“Told the critic must think about his audience a little and strive to be entertaining rather than pontifical. It has been my experience that a critic can be popular with his readers while occasionally at odds with his readers’ theater-going habits. Nor does the critic influence theater attendance as much as all-section-seeking managers claim. More than once, too, have we had a picture while admitting that the public liked it. The reviewing policy depends largely on local conditions and the character of his sheet. If the reviewer is widely read he is of great benefit to his local theaters whether his criticism is favorable or unfavorable. But who is ever read by all.”

9. — What type of short subjects do you like best?

Newsreels—single “names” acts. I thing the theaters, in this period of readjustment, might take a flier with classical music shows just to feel out the reaction of the patron. Booking policies seek to follow rather than to lead and this is suicidal. You can’t figure show business; you can only hunch it.

Not too many days go by when any bright fellow has an idea he must start selling it to the city, division and regional offices. By the time his superiors have the thouret to test it, it is too late on a syndication. The public like Norma Shearer’s “A Free Soul”; Conrad Nagel’s picture like “A Free Soul” therefore the public will like “A Free Soul.” This reasoning is fallacious. Perhaps all the public yen for the “Free Soul” sort of thing was gratified by the one picture.

THORNTON DELHANTY of the “New York Evening Post” covers most of the questions in one pointed article. He says:

“My pet theory is that the director is potentially the most important factor in picture production. A bumbling, inept director can ruin a good story idea and he can make harmless material out of a potentially bad plot. The whole conflict of the plot with too much detail or by failing to point it properly. Lacking visual imagination or a sense of tempo, a director is at best a technician; least certain to destroy that vitality and inventiveness which are necessary to good entertainment.

Naturally, the converse of this is true. A resourceful director can take mediocre players and stories and make them seem fresh and original. Under an ideal state, the director should be encouraged to write his own stories. Then he will visualize them in terms of the motion picture and the result will be a picture that really moves. When you have directors instead of writers writing picture stories you will have less dialogue and more action, and it is a matter of record that the most successful talkies and the highest known at Hollywood to prevent the producers from taking chances. They won’t experiment, and they will stick to their back office routine. When a good picture comes along it is immediately copied by all the other studios, and thus the chances of providing a wide and varied movie fare are pathetically minimized.”

Screen subject matter is not too sophisticated in the opinion of Delhanty, who asserts that “the most sophisticated films are the ones that do not appeal to the public than with the problems of exceptional forms its algebraic and the clinical studies of sex experiments. The screen needs humor, wholesome stories. Too many of the current pictures add psychological depression to economic difficulties.”

Under his pet theory or pete, smith says:

“The film industry has alienated itself from the public by trying to be too smart. It has produced for the binary theater and has lost sight of the reason for the fashion. Ninety percent of the people are common folks. They were interested for a time in the doings of the highbrows and upper class men but I sense a demand for more wholesome, happy stories about people who are more genuinely human. I’m getting mighty tired of having to tell my young niece week after week that she won’t be interested in certain pictures I have reviewed. We need more love and laughs, and a lot of hint — Indecency is no longer a novelty.”

JOHN LOOMIS of the Wausau (W. Is). “Record-Herald” has not peave regarding the films, but his theory follows:

“If they appeal to the finer instincts and present the happier things in life, they will be patronized,” he says. “Not that a little spice isn’t a good thing once in a while, but too much setting forth of crime and criminals, and too much foreplay by all the angels half-molting just to make people critical; People want to be amused and entertained; they want the villain to get his comeuppance; or in the old days of the melodramas; they can stand a little vulgarity, they like the Sometimes — I love bathing beauties and showgirls; most people are just folks.”

The advice Loomis offers to producers is: “Make pictures more simple and more human.”

A. R. DUNLAP of the St. Petersburg (Fla.) “Evening Independent,” though at the end of the country, expresses views that closely parallel those of John Loomis from the northwest. Says Dunlap:

“Good old melodrama with virtue triumphant and the villain punished in the end will always score.

“Producers have departed too far from the old-time stage stands and have too much afraid of headings. They are too sensitive to the review of the big city critics who sneer at wholesomeness and simplicity. They should read the reviews of the country fellows who, after all, are in the large majority. Sophistication has been carried entirely too far.

“My pet peave is the exaltation of sex in the pictures. Love that is clean and pure is far more appealing, to the great majority of people, than is affection. Too many pictures have set up an immoral woman on a pedestal and made it appear she is a model to be copied. Pictures can and are sold on sex angles. All love is not sex, by any means.”

Controversial

Considerable difference of opinion seems to exist with regard to “What is the most important element in motion picture production—the players or the script?” which is question number one in The Film Daily Survey. A good many critics take the players, putting it as “A” or “B” or “C” in their replies. Tabulation of the replies to this controversial question, which will be published next week, will give the basis of a future story in The Film Daily.
**A LITTLE from "LOTS"**

**by RALPH WILK**

**HOLLYWOOD**

Richard Wallace, Paramount director, is convinced that one big need is more films built around human interest situations. It's the type of talkies that must be given to you and you and YOU that make the box-office hits, according to Wallace. However, producers of this type of talkies must not confine themselves to American plots and locales, he declares. "They will have to reveal subjects in other countries as well, as far as China, "The Good Earth," which M-G-M has purchased, should be one of the most successful of the year because it will obviously exude human interest throughout."

John S. Robertson will direct Mitzi Green in "Little Orphan Annie," for RKO. He has directed at Paramount, M-G-M, Inspiration and other companies.

Byron Morgan and George Sayer are writing the screen play for "Let's Go," E. J. Rath's story, which will be made by M-G-M.

There will be no vacation for Tim McCoy this summer, as immediately on completing his work in "Long Loop Laramie," now in production, Columbia's western star will start on "The Bullet Trail," magazine story by William Colt MacDonald, adapted by Milton Krims.

David O. Selznick's search for 13 leading women to enact roles in "Thirteen Women" for RKO Radio has dwindled to two with the signing of Mary Duncan, the evilest of all actresses. Others chosen include Irene Dunne, Jill Esmond, Myrna Loy, Florence Eldridge, Harriet Hagman, Peg Entwistle, Marjorie Gateson, Julie Haydon and Elsie Prescott.

"The Big Stampede" started production Friday on location in the Arizona cattle country west of Yuma. This is the second of a series of six westerns to be released by Warner Bros., starring John Wayne and his Devil Horse, Duke. Tenny Wright is directing the film, in which Mac Madison plays the leading feminine role. Others in the cast are Noah Beery, Paul Hurst, Luis Alberni, Henry Otho, Berton Churchill, Junior Bailey and Joe Girard.

**Muni to Resume in "Counsellor"**

Paul Muni, who is here to prepare for his Warner production, "I'm a Fugitive," says that upon completion of this picture he expects to return to New York to resume his role on the stage in "Counsellor-at-Law." After that he will come back here to make two more pictures for Warners.

Bruce Cabot is the first player assigned by David O. Selznick, executive vice-president in charge of RKO Radio production, to the cast of "Sport Page." Casey Robinson, who will direct the picture, is to start production about the middle of July. Robinson and Ben Markson wrote the screen play from an original by Jerry Horwin.

Sarah Y. Mason and Francis Cockrell, who wrote the screen play of "Fraternity House," have been assigned to the writing of "Whooppee Cruise" for RKO.

Sam Mintz, who wrote the screen play of "Skippy," has been engaged by RKO Radio to adapt "Little Orphan Annie." Harold Gray's cartoon strip, which will have Mitzi Green as "Annie."

Ann Dvorak and her husband, Leslie Fenton, expect to spend a postponed honeymoon abroad during the months of July and August, mainly in England. If their plans are fulfilled they will start for New York in about ten days or two weeks, sailing shortly thereafter.

Sidney Tolmer has been signed for a part in Marlene Dietrich's Paramount picture, "Blonde Venus," which Josef von Sternberg is directing.

Dorothy Gulliver has been signed as the heroine of the RKO Radio serial, "The Last Frontier," joining a cast that includes Creighton Chaney and Francis X. Bushman, Jr. (The Outlaw of the Desert). Camera work on "A Farewell to Arms," talking picture version of Ernest Hemingway's novel, will begin this week at the Paramount Hollywood studios, under the direction of Frank Borzage. Besides Miss Hayes and Cooper, Adolphe Menjou and Mary Philips have leading roles in "A Farewell to Arms."

John Miljan has been signed to a new contract by M-G-M.

Arline Judge has been signed to a new contract by RKO as a featured player.

Ralph Ince will play a role in "Riddle Me This," being produced at the Paramount studios.

Edward J. Montagne, scenario editor for RKO, is revealed as the author of an unusual story shortly to appear in a national publication, called "Thirty-Second Original Plot.

Mae Busch, star of many film productions of the silent era, was a late addition to the cast supporting Douglas Fairbanks, Jr., and Nancy Carroll in "Son of Russia," formerly known as "Revolt." Alphonse Ethier and Hadji Ali were also recently added.

Agnes Christine Johnson and Frank Day, one of the prominent husband and wife writing teams of Hollywood, have been assigned by Columbia to adapt "Air Hostess."

Phil Stong, author of the popular novel, "State Fair," recently purchased by Fox has arrived to begin making the adaptation of his book to screen purposes.

C. Henry Gordon, Stanley Fields and Charles Middleton have been added to the cast of RKO Radio's "Liberty Road," starring Richard Dix and directed by Rowland Brown.

Columbia has added Greta Granstedt and Albert Conti to the cast being selected for "Murder of the Night Club Lady."

Nils Asther has been selected by Columbia for the part of General Yen in "The Bitter Tea of General Yen."

A letter from George Arliss, now spending his vacation at his home in England, advises that he expects to return to the United States about Oct. 1 to make his next starring picture for Warner Bros., "The Adopted Father," based upon a novel by Edgar Franklin.

Shirley Grey will play the heroine and Claire McDowell will have the only other feminine role in Columbia's next Tim McCoy feature, "Long Loon Laramie," which will go into production this week under the direction of Reeves Eason.

Horace Jackson, RKO scenarist, convinced that the brain is more fertile during the early part of the day, is probably Hollywood's earliest riser. He is up at 4 a.m. who working on a script and labors until 2 in the afternoon.

Wallace Smith is sponsoring a tennis tournament for young folkies at the Beverly Hills Tennis Club courts. Both Wally and Mrs. Smith are racquet enthusiasts.

Edward J. Montagne, scenario editor for RKO, is one of Hollywood's most enthusiastic baseball fans. His evening hours are spent in the grandstand at Wrigley Field, where the Hollywood team of the Pacific Coast League holds forth when not on the road.

Robert Lord has completed the first draft of the script for "The Conquerors," in which RKO will star Richard Dix, Lord, who is under contract at Warner Bros., is loaned to RKO to adapt this story.

Ward Bond and Frank Campeau have been added to the cast of Columbia's next Buck Jones special, "White Eagle."

Tommy Conlon, 14 years old, will appear in Cecil B. DeMille's "The Sign of the Cross" for Paramount.

Eric Wilton, heavy, and six-year-old Wallace Albright are additions to RKO's "Thirteen Women."

The Masquers are rounding up guests for their new comedy-melodrama to be produced at the RKO Radio Pictures studio. The story, an original by Walter Weems and Edward Earle, will be set in the Civil War backwoods where Southern love stories have been made under Northern entreaties. Louis Brook, associate producer of short subjects at the RKO Radio studio, will be in charge of the film project.

Ken Maynard's new picture now in production at the Tiffany Studios has been titled "The Eagle's Shadow." Forrest Sheldon is directing from the story by Barry Barlow. The supporting cast includes Ruth Hall, Alan Roscoe, Arthur Hoyt and Martha Mattox.

**Harking Back**

Ralph Staub states that hereafter all issues of his Screen Snapshots will be specials similar to the recent releases, such as the Memorial number, featuring departed idols of the movies. They will be called the Columbia Screen Snapshots Reporter's Scrapbook.
M.P.T.A. of Kan.-Mo. to Aid Neediest Exhibitors

INDIVIDUAL PROTECTION SYSTEMS EXPECTED

20 Features in Work at RKO Radio Pictures Studios

Three Production Units Are Shifted to Old Pathe Studio

West Coast Bureau of THE FILM DAILY

Hollywood — Twenty RKO features, a peak figure for the studio, are in the process of cutting, production or preparation, according to an announcement by David O. Selznick. Three of the features to be produced have been shifted to the old Pathe studio. They will be sub-

(Continued on Page 6)

PRODUCTION IN THE EAST SHOWS SIGNS OF PICKUP

With at least four companies having schedules running over a period of months, production in the East is showing the most promising spurt since closing of the Paramount New York studio last spring. Vitaphone studio resumes work July 11 under supervision of Sam Sax. William Rowland-Monty Brice

(Continued on Page 7)

Fox Product Slated For 3 B'way Theaters

Fox is expected to play "Rebecca of Sunnybrook Farm," with Marian Nixon and Ralph Bellamy, into the Paramount, New York, beginning July 22. "Congorilla," Martin Johnson's expedition picture, may go into Warner's Winter Garden about the same date. "Cry of the World," another Fox Feature, opens today at the RKO Cameo.

Hollywood Miracle

West Coast Bureau THE FILM DAILY

Hollywood — Offered stardom by Paramount as a result of his hit in "Make Me A Star," Stuart Erwin has astonished studio officials by declining the honor on the ground that he does not feel ready yet to assume the responsibilities of a star.

CRITICS' FORUM

Presenting today the views of

WELFORD BEATON


CHESTER B. BAHN

Motion Picture Critic, "Syracuse Herald," Syracuse, N. Y.

HARRY EVANS

"Motion Picture Critic," "Life," New York.

HENRY T. MURDOCK

Motion Picture Editor, "Evening Ledger," Philadelphia.

Second installment of replies from leading motion picture critics of the country to THE FILM DAILY's questionnaire on important industry topics start off with the complete answers as returned by the trenchant and provocative Welford Beaton, to wit:

1. — Which do you think is the most important element in motion picture production—the players, the director or the writer? A. The one who supplies the brains for a given picture.

2. — Do you sense any demand for silent films in your community? A. No. Public is ceasing to think about the screen one way or the other.

3. — Are motion pictures becoming too sophisticated in their subject matter? A. The subject matter is not important, but too much of any given thing is unwise.

4. — Is present-day theater advertising too inclined to exaggerate? A. Decidedly.

5. — Approximately how many pictures do you see during the year? A. Probably 250.

6. — What is your opinion of playing two or three features on one bill? A. An exhibitor is justified in presenting any program that will draw people to his house. He is the sole judge of the wisdom of showing two or more features.

7. — In what respect could producers make the most improvements in pictures? A. By making motion pictures again. I mean by that, pictures that tell their stories with the camera, with slight reliance on dialogue.

8. — Why should a critic review pictures from his own individual viewpoint as distinguished from the viewpoint of the average film patron?

(Continued on Page 6)

Free Booking for Needy Exhils Planned by Kan.-Mo. M.P.T.A.

Kansas City — Through Midwest Film Distributors, the M. P. T. A. of Kansas and Missouri is offering 100 free feature bookings during July and August to the 100 most needy exhibitors in this territory. Ex-

(Continued on Page 7)

Youngclaus Ruling Forces Distributors to Draft New Zoning Plans

Prospects of distributors drafting and instituting individual protection systems for each territory loomed yesterday following the Youngclaus decision in Lincoln, Neb., which finds that distributors who jointly practice protection are violating the anti-trust laws. Heads of major company legal departments pointed out to THE FILM DAILY that the decision, which will be appealed, does not ban protection if practiced singly by companies.

If the Youngclaus decision is

(Continued on Page 6)

2/3 OF ZONING SYSTEMS DRAFTED BY EXHIBITORS

Commenting on the Youngclaus protection case decision in Lincoln, Neb., C. C. Pettijohn of the Hays organization yesterday declared that two-thirds of the existing zoning and protection systems were drafted by exhibitors and distributors voluntarily. He estimated that there are 20 zoning plans functioning which were set under these conditions.

Youngclaus Ruling Spurs Louisiana Protection Bill

New Orleans — The Youngclaus case decision in Lincoln, Neb., 2/3 zoning and protection illegal

(Continued on Page 6)

$500,000 RKO Rent Cut

Rent reductions in RKO houses total $391,491 to June 30. A drive for an additional reduction of $100,000 in the next 30 days has been ordered by Harold B. Franklin, there-

by bringing the total up to around $500,000.
Frank C. Walker Named Asst. Democratic Treas.

Frank C. Walker of the M. E. Comerford Circuit, long an intimate of this office of Franklin D. Roosevelt, has been named a permanent treasurer of the national Democratic committee. He returns to New York today from the Democratic convention.

Stebbins, Letner, Gates

In New Hollywood Offices

West Coast Bureau of THE FILM DAILY
Hollywood—Stebbins, Letner & Gates, insurance brokers and adjusters handling an extensive amount of film business, have moved into new local offices in the Equitable Building, Hollywood Blvd. and Vine St., in order to be closer to the center of motion picture activity. The firm also has offices in New York, San Francisco, Philadelphia and London.

Paramount Girl Contest

A nationwide contest is planned by Paramount to select a girl best suited for the leading role in "Panther Woman." Winners will be cast in a Hollywood and a contract for five weeks at $290 a week. The contest will be conducted in theaters in the U. S. and Canada, with tests sent to Hollywood for selection by a committee including Ernst Lubitsch, Cecil B. De Mille and ROYAL Mamon.

WARNERS SIGNS SULLERTON

Sidney Sullerton, writer, has been signed by Warner Bros., through the Leo Morrisson office to work on "The Match King." He leaves today for the coast.

First Siamese Talker

Bangkok, Siam—"Going Astray," the first Siamese talkie, was shown here recently. Results were regarded as generally good.

Billie Burke to Start

West Coast Bureau of THE FILM DAILY
Hollywood—Billie Burke, noted stage and screen actress of Florencio Ziegfeld, is due here at the end of the week from New York to make her talking debut for RKO Radio Pictures in "A Bill of Divorcement," which George Cukor will direct.

Tax Bill in Indiana

Indianapolis—Matters to be considered at the special session of the Indiana legislature, convening today, include a proposed tax on theater admissions.

Only W. E. on 4½ Days

Only Western Electric of all the A. T. & T. subsidiaries companies has returned to normal and over time. Electrical Research Products is continuing to work five and one-half days a week, it was stated yesterday.

Para. Signs 3 Writers

Western Circuit Bureau of THE FILM DAILY
Hollywood—Walton Hall Smith, Luther Reed and Neil Brant have been added to the Paramount writing staff.

J. F. Sherman to Diagnose Fox Theaters Corp. Ills

A thorough diagnosis of the situation and requirements of Fox Theaters Corp., will be made by John G. Sherman, consultant with William E. Atkinson, as chairman of the board of The Sherman Corp., business counselors with offices in New York, Chicago and Toronto, has 22 years' experience in operating and helping healthy companies to grow healthier. He has acted in widely diversified fields, solving problems of declining profits, high costs, technical and mechanical procedures, markets, sales, etc. In addition to heading his own company, Sherman is a director in many organizations.

Ad Man and Fleischer

At A.M.P.A. Tomorrow

I. A. Hirschmann, advertising and publicity head of Lord and Taylor, is the Ad Manager, and will be introduced to members of the Fleischer cartoons, will be guests of honor at the Arena meeting tomorrow, in Sardi's Restaurant. Fleischer will demonstrate how cartoons are made and will be assisted by Mae Questel, original Betty Boop girl; Cookie Bowers, his vocal sound effects genius; and Sam Fleischer, motion picture composer. Hirschmann will expound his theory on how to inject news value into ads.

Irish Exhibitors Here

Max and Ben Elliman, theater managers for two of the leading housing in Dublin and associated with Ireland's most prominent circuit, are in New York for a first-hand study of theater conditions on this side.

Corinne Griffith Back

West Coast Bureau of THE FILM DAILY
Hollywood—Corinne Griffith is back in Hollywood after a long stay in England, where she appeared in pictures.

Handbids Get $300

Lima, O.—Police here are seeking a robber who held up the Capitol theater offices and escaped with $300, representing Sunday's receipts.

2 Chicago Censors Out

Chicago—Mrs. Effig Sigler and Frances James, members of the censor board, have been dropped as part of the city's economy move.

Columbia Film for Rivoli

Columbia's "Hollywood Speaks" will probably succeed "Aren't We All" at the Rivoli on Saturday.

The Industry's Date Book

July 7: Meeting of Research Council, Academy of Motion Picture Arts & Sciences, Hollywood, to lay out entire program of Academy technical activity for the coming year.

July 11: Resumed hearing of Cleveland expropriation in connection with producing, distributing, and exhibitors, Bar Association Building, New York.


Aug. 1-3: International Cinematographic Exhibition, held in connection with International Exhibition of Art, at the Lido Excelsior, Venice, Italy.


50% Saving on Shipments Obtained by Texas Allied

Dallas—New express rates on return shipments, just placed in effect by the Great Southern Express Agency, Inc., will mean a saving of about 50 per cent for Texas exhibitors on such shipments, or practically 25 per cent of the express's entire express bill, according to H. A. Cole, head of Allied Theater Owners of Texas, which obtained the reduction. Decision was now awaited on the application for a cut in truck shipment rates.

Marion Shilling Signed

West Coast Bureau of THE FILM DAILY
Hollywood—Marion Shilling has been signed by Jack Sherman, president of Paramount Television, for a contract by M. H. Hoffman of Allied Pictures.

Murray in Sennett Film

West Coast Bureau of THE FILM DAILY
Hollywood—Charlie Murray has been signed by Mack Sennett for "Hypnotized." Murray will be under contract by M. H. Hoffman of Allied Pictures.
with
WYNNE GIBSON
CHARLES STARRETT
JAMES GLEASON

A "pug" as hard as leather and a "moll" as slick as silk. Till a kid crept into their hearts one night and started something that will get ... your ... patrons ... plenty!

LADY AND GENT

Here's Bancroft, tender as well as tough. Playing his greatest role with a two-handed wallop!
Frank Buck's "Alive"* and Cons:

"What Price Holly biggest successes has known in years results in over 50 years.

Both are distri... Trail blazers of

*Produced by Van Beuren Corp.
Directed by Clyde F. Elliott
“Bring ’Em Back wood” are the two show business. ... Box-office cities prove it ... distributed by RKO the coming season

† RKO-PATHE Picture
David O. Selznick, Exec. Producer
20 FEATURES IN WORK AT RKO RADIO STUDIOS

(Continued from Page 1)

pervised by Joseph I. Schnitzer, J. G. Bachman and Larry Darmour. In addition to features in preparation and production, a group of short subjects and the first of the RKO Van Beuren serials, "The Last Frontier," are in work.


Youngclaus Ruling Spurs Louisiana Protection Bill

(Continued from Page 1)

when practiced by distributors jointly, has stimulated local interests in the protection of the Louisiana Legislature. The measure is understood to seek the limit amount of protection the actor may obtain over another.

BENJAMIN DAVID MOVES

Benjamin David, Inc., artists' representative, has moved to 18 East 53rd Street. The office also has radio-studio and recording facilities.

UNION DROPS BUSINESS MGR

Pittsburgh—Operators Local 171 has abandoned its business representative in the state, in the wake of a split inside a committee of six in favor of a committee of three composed of J. W. Shawkey, president; Charles N. Haviland, treasurer, and Alfred L. Cravell, secretary of the union. Ralph C. Freeman was business representative before the split.

COMING & GOING

JOHN HALLIDAY, GENEVIEVE TOR and LAWRENCE OLIVER are on their way from Hollywood to New York, to settle in the Bremen for England, where they will appear in "Gloria Swanson's" picture, "Perfect Understanding."

MAURICE CHEVALIER arrives in New York today and will leave Saturday for France.

DOUGLAS FAIRBANKS and JOAN CRAWFORD will Friday on the Bremen for London.

DOROTHY BLUMENSTOCK and DAVE ROSS, who were yesterday in Paris, have returned from their European vacation.

HERBERT GRAU sailed today on the New York for London, via Marseilles and Cannes. They will attend the international film convention to be held in Berlin July 19th.

SOL EDWARDS returned from the coast Sunday.

CRITICS' FORUM

(Continued from Page 1)

A. If he be good audience, his review will reflect the viewpoint of the average audience; if not, he should write his review because he has seen the picture and with the audience. There are a number of other factors to be considered, but the most important is the number of elements of the picture.

9. What type of short subjects do you like best? A. Those that are done well, no matter the subject.

10. What is your pet theory or peeve relating to motion pictures? A. That we haven't any. With the advent of the sound device, the story was in and started another that I said at the time the public would not continue to support. The trouble with pictures is that those who make them and that constitute them. This is not a question of theater or the other fellow?

HARRY EVANS of "Life" believes producers could make improvement "by letting writers and directors work out their problems together, with no outside cut or gore. In the script, of course, there's no such thing as a blank page, and the writer who produces an idea or a scene or an action and action in any scene is the most effective."

In the matter of peeves and facts, Evans says, "Nothing astounds me so much as the lack of imagination shown in the dialogue writing, and the stupid inconsistencies in casting."

HENRY T. MURDOCK of the Phila. "Evening Ledger," offers a load of solid advice. In the matter of improvements which producers could make, he lists:

Install a 'whyy' who will ask 'why?' each step of film making is followed; why the story takes each turn; why so and so is to star in fact, why everything. If he can be answered, OK. If not, it's time to do some more work. Sounds simple, but pictures recently made couldn't answer a few well-posed questions.

Shorten contracts to five pictures instead of terms. That would give time to judge star's value (from the box-office returns on at least three of the pictures) and adjust new contract accordingly.

Let producers聪明到 the exhibition field as quickly as the Lord and real estate deprivation will them. Surplus of houses, and demands on industry to supply them with pictures has led to disaster overproduction. Pictures are made so rapidly, and frequently so carelessly, that we have the paradoxical situation of too many and not enough films at the same time.

Modify the system of block booking, because there's a lot of money sold on merit and not on promises. I know that to get a green tie I wanted, I wouldn't buy a yellow tie if it cost me more or less, is the system of film marketing. It takes high prosperity to get due return.

Unite against censors for uniformity in codes. "Quitting promising a specified number of pictures annually and realize there's a little bit of potential art in the world."

In addition to the foregoing, Murdock adds among his pet theories:

"The laddie that wishes stage presentations on the movie houses played a great part in the success of the silent film industry, and the laddie who insisted on cathedrals of cinema found a swell thing the talkie industry. The production for the talkie industry, already too rapid by concentrating too much business on one spot—usually at the expense of other theaters. The idea of pictures in a neighborhood, or cathedrals, with its heavy overhead and necessity for 'flash' shows, finds profits hard to get."

MURDOCK—on strict time and money budgets, though this seems to be a business-like solution to economic problems—has its results in pictures that are not quite complete. Of late many pictures have been made which give indication of being completed in the most obvious and stereotyped way for the sake of speed. No one, apparently, has time to be original, and the business is being concentrated on 'program' pictures—so that the weekly change houses will have their programs every week regardless of quality. The greater the rush, the more and this is quite outside of the cycle evil about which nothing can be done—perdues too many films. The solution to this evil is a drastic one which will reorganize the film production and exhibition business—the curtailing of product. Yet, such reorganization, I fear, is bound to come.

Wrong emphasis (misrepresentation) in exploitation, likewise story conferences and the habits of six men and a detachment of Marines writing the plots. A lesser evil is the practice of buying well known plays and books and then changing the title or the plot or both. That, however, seems a lesser—though expensive vagary of the producer."

"Again I must repeat—the whole thing boils down to overproduction. There is nothing more or less than the industry is better than ever in their history. They are tackling plots of adult proportion. They are getting better and better and better, and break-neck production is minimizing the effects of all these well developed units."

DISTRIBUTORS TO MAP INDIVIDUAL PROTECTION

(Continued from Page 1)

sustained by a higher court, distributors will be unable legally to sit down with their counsel and map zoning systems, according to the consensus of opinions expressed by several of the companies defendant in the Youngclaus action said that they had not received complete advices on the Judge Maunder decision and therefore were not in a position to discuss the matter in detail.
AID FOR NEEDY EXHIBS PLANNED BY M. P. T. A.

(Continued from Page 1) The question of requests for dates will be passed upon by the M. P. T. A., according to E. Van Hyning, president, and exhibitors will pay thanks to and from and for accessories.

"The psychological effect of a little the picture just at this time," said Robert Withers, sales manager for Midwest, "will, we hope, give exhibitors the additional courage to fight through the summer months." Midwest is making the same offer in its Nebraska-Iowa territory, the plan being handled by M. Parkhurst, manager in Omaha and Des Moines. Playdates, whenever possible, are to be given for midweek playing time. The offer is open to every exhibitor in both territories, whether members of the association or not.

SHOWING CANADIAN FILM

Toronto — "The Bells," produced by George Thorne Booth of Booth Canadian Films, is having its premiere at the Uptown.

MOVIE ROADSHOW IN OHIO

Peninsula, O.—Casey M. Dougall and Harlan Fenn, former stars who have been in Cleveland, will road show movies on a portable truck in small towns in Ohio and Pennsylvania, opening here soon.

SYLVIA GOLDBERG MARRIED

Sylvia Goldberg, secretary to Moe Silver of Warner Bros. Theaters, has become the bride of Laurence L. Goldberger.

VAN WYCK BENNER RESIGNS

Cleveland—Van Wyck Benner, district sales representative for RCA Photophone for the past two and a half years, has resigned. He has temporarily left the amusement business to operate a farm in Nebraska City, Neb.

GERMANY NIGHTS CLICK

Cleveland—A. E. Ptak states that his new German policy three times a week at the Lyceum is not only doing business on these special days, but is boosting his week's gross by drawing patrons who were not in the habit of attending his theater. He will continue the policy indefinitely.

FERRERA TRANSFERRED

New Orleans—Marion E. Ferrera, former manager of the Strand, has been appointed manager of the Granada. Ferrera has been associated with the show business and Publicis interests for 14 years.

Fashion Revues for RKO

Fall fashion revues staged in cooperation with Junior League are being planned by RKO theaters. Leagues will derive a small percentage of profits of the revues. Costumes and gowns are to be supplied by local milliners and dry goods houses.

THE FILM DAILY

Wednesday, July 6, 1932

PRODUCTION IN THE EAST SHOWS SIGNS OF PICKUP

(Continued from Page 1) Productions continue a series of shorts July 14 at Eastern Service Studio when they will shoot a picture starring Arthur Tracy, "The Street Singer." Nick Kent, radio editor. Larry Kent and Max T. Hayes have plans for making three shorts, all starring Tom Howard, on Wednesday and Thursday. "Paradise Pictures, headed by E. H. (Manny) Goldstein, is working at Ideal Studio in New Jersey and is expected to complete a feature, directed by Aubrey Scott, this week. This company is planning a series of features, "Divorce Decoy" being the first.

THREE WEEKS' REVIVALS

Alliance, O.—About three weeks of revivals is planned by the Columbia. Outstanding hits of the past season will be shown for two-day runs.

K. C. POLICY CHANGES

Kansas City—Fox's Plaza is now offering stage shows with second run films. With the closing of the Uptown, the Plaza may become a first-run in the fall. Fox houses here are conducting bathing beauty contests with a trip to Hollywood as first prize.

BALI FILM FOR VANDERBILT

"Isle of Paradise," filmed on the Island of Bali, is to open July 20 at the Vanderbilt with a special charity performance sponsored by the Committee of Ten.

SIGNED FOR ITALIAN FILMS

Rosina De Stefano, Neapolitan soprano, has been signed by Angelo De Vivo of Cinema Productions, Inc. to star in the first Italian musical drama, scheduled to start in August under direction of Harold Godsoe. Continuity and dialogue are by Alberto Campanasso, with musical score by Giuseppe De Luca.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

July 6

Frank G. Garbutt
Don Montecello
Al Wilkie
DON'T BE MISLED
BY A LOT OF FALSE STATEMENTS,
Mr. EXHIBITOR!

SUPREME
SCREEN SERVICE

IS MAKING AND SERVICING THE
FINEST ANIMATED-TALKING
TRAILERS EVER PRODUCED

...and any amount of "bunk" can't change that!

LOOK AT THEM—AND BE CONVINCED!

630 NINTH AVE., NEW YORK CITY
CHickering 4-1844

Branches: BOSTON DETROIT LOS ANGELES ATLANTA CHICAGO MINNEAPOLIS
Allied canvassing sales chiefs on status of 5-5-5

RKO circuit in move against 10-cent houses

Paramount studio working full blast on 12 features

4 pictures in work, 2 in cutting room and 6 being prepared

West Coast Bureau of THE FILM DAILY Hollywood — Paramount studios are working at full force on the new season's product with four features nearing completion, two in the cutting room and six ready to start work. In the cutting rooms are "The Devil" and the Deep" and "Love Me Tonight." Both are on route to

A. C. Blumenthal backing columnist short series

A. C. Blumenthal is backing the series of single reel subjects dealing with columnist interviews which Frank Selzer is producing for education.

Industrial sound films

Found 100% successful

Users of industrial and advertising films in sound are finding them 100 per cent successful, while users of silent films in the same field report 80 per cent success, according to a comprehensive survey entitled "Motion Pictures in Industry," conducted by the National Industrial Advertisers' Association with the cooperation of the Association of National Advertisers and the U. S. Department of Commerce. Committee handling the survey, which covered 2,000 industrial advertisers, was headed by C. P. Wins, of the Pathoscope Co. of America, chairman, and the data obtained has been compiled into a

50% rental rebate asked if distrib sells to dime theaters

Seeking protection against competition from 10-cent houses, RKO theaters are inserting clauses in new season product deals with distributors designed to guard their interests. The circuit is asking that distributors rebate 50 per cent of film rentals in instances where the

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N. Dakota Supreme Court rules against contract

Washington—Decision in the case of United Artists vs. John Pilcher, holding the old standard exhibition contract to be unenforceable, has been upheld by the North Dakota Supreme Court, according to a wire received at Allied States Ass'n headquarters here from Al Steffes, president of the organization.

Gifted

West Coast Bureau, THE FILM DAILY

Hollywood—Jack L. Warner has been chosen as the producer with the greatest sense of humor by the West Side Riding and Asthma Club, humorists' organization.

Sales managers being queried by allied on 5-5-5 situation

Washington—Having been unsuccessful in obtaining information from S. R. Kent on the status and prospects of the 5-5-5 contract, Allied States Ass'n is now querying individual sales managers "in the hope of developing something on this mysterious matter," according to Abram F. Myers, general counsel of Allied. The letter to Kent, sent last week by direction of the Allied board of directors, asked "just when the 5-5-5 Contract will be put into effect, in what respects it will conform to (or depart from) the draft

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13 Radio Star Shorts
Planned by Stanley

Harry Richman, Norman Brokering, and Ernest Jerome, the producers, "Pep, Vim and Vigor," have been signed to appear in the first four of 13 one-reelers to be produced by Stanley Distribution Corp., recently formed by Ira Simmons. Other prominent radio stars will appear in the ensuing releases.

STAR BILL AT PARAMOUNT

Stage bill at the New York Paramount starting tomorrow will include Harry Richman, Bert Wheeler, Polly Walters, Jeanne Aubert and Miti Mayfair, in addition to Rubinoff and the Jesse Crawford. "Million Dollar Leg" on the screen.

PATHE NEWSREEL SCOOP

Pathe News claims credit for what is said to be first instance of a kind in film journalism when it flashed a "Roosevelt Nominated!" clip at the State Lake Theater, Chicago, at last night's matinee. Before packing the dailies had the news on the screen. In the flash also was communicated in fact as well as other news of the country. Preparations were made well in advance, under direction of Jack Connolly, the newsreel having anticipated the Roosevelt act.

11 Mags. in Radio Tieup

Eleven fan magazines with a total circulation of nearly four million have been tied up by RKO for the radio-picture broadcast of RKO's "The Phantom of the Opera" over NBC network. Prices totaling $6,000 are offered for the most original endings to the story, which will be broadcast in six episodes.

P. J. WOOD OFFERS CONTEST

Columbus—P. J. Wood, business manager of the M.P.T.O., Ohio, is trying to interest exhibitors in a new advertising scheme. "The contest is a bid for the house," said Wood, "and all profits will be given to the New York City association."

OPERA FILM FOR EUROPA

Gustav Frohlich in "Brand in der Oeina" ("Fire in the Oreina"), based on the stage play by Dr. Robert, opens July 12 at the Opera for an extended run. Scenes of the film were shot on the film stage in the Spreckels Opera House, and singers in the cast include Jarmila Novotna, Pal Rothko, Gerhard Voeger and others.

RICK FILM'S FOURTH WEEK

Frank Buck's "Bring 'Em Back Alive" will stay a fourth week at RKO Mayfair, starting tomorrow.

HOFFMAN SCORE FEATURE

Hoffman, who did the musical score for "Dangers of the Arctic," has just completed the musical score for "The Thrill of the Head-Runners." Six-reel South Sea picture.

Settlement Is Reached
By RKO and L. A. Union
West Coast Bureau of THE FILM DAILY
Los Angeles—A report of the contract between the RKO Orpheum and operators and stage hands unions has been effected with the elimination of a clause from the old contract which canceled all agreements in case the house is sold or leased. The new three-year agreement calls for a cut of 12 1/2 per cent, or $51 a week saving in the booth. Stage hands will take a cut of 10 per cent to the salary and 15 per cent over $50.

$8,000 HOLDUP IN DENVER

Denver—Forging three of the Denver theater employees, Garwood Sweeten and U. S. James, treasurer and his assistant, and Elsworth Rose to face the court and their wrists were tied behind them, a bandit escaped with $8,000 in currency, refusing to be wounded down with $40 in silver that was also in the safe.

WILMINGTON CASE COOLING

It is understood that nothing is coming of the Allied New York unit's attempt to help Wilmington independent exhibitors who are planning over the M-G-M policy of selling first runs to the Loew house in that city. It is understood that 30 directors who have failed to agree upon a plan of procedure, despite suggestions made by the New York union officials and T. S. Harrison.

SLOANE TO DIRECT ABOROAD

Hollywood—Paul Sloane, who has just completed directing Jack Holt in "The Egret's Nest," has been signed by Lippert Brothers in England. There has been no word from James, former actor, in his way to New York to sell for England, where he will direct "The Bracclot" for the British radio organization.

JANET GAYNOR'S NEXT

Hollywood—Janet Gaynor's next Fox picture will be "Tess of the Storm Country." Of Colom-Res, is on his way to New York to sell for England, where he will direct "The Bracclot" for the British radio organization.

BROUGHTON FILM HELD OVER

London—First week's box-office record is by Broughton's "The Green Door," a U.S. film. It has been decided to extend the run.

CHARLES WAGNER IN MIAMI

Miami, Fla.—Charles E. Wagner, former United Artists exploitation man in Atlanta, has opened a restaurant on Biscayne Blvd. here.

WE BUY SCRAP FILM

Will Pay Highest
Market Price

GENERAL RECURING TYPE
9-15 Clinton St., Newark, N. J.
Phone: Market 2-4232

Thursday, July 7, 1932

THE FILM DAILY

THE INDUSTRY'S DATE BOOK

Today: Meeting of Research Council, Academy of Motion Picture Arts and Sciences, Hollywood, to lay out entire program, in Academy technical activity for the coming year.


July 10: Meeting of board of directors of Allied Theaters of Chicago, Biltmore Hotel, Detroit.


July 26: Monthly meeting of International Federation of Film Producers. Hollywood.

Aug. 1-15: International Artistic Cinematographic Exhibition, held in connection with International Exhibition of Art, at Lido Exclusivo, Venice, Italy.


Sept. 2-4: Quarterly meeting of board of directors of Motion Picture Producers, America, New York.

Sept. 24-28, annual 16 mm. Motion Picture Exposition, Hotel Victory, New York.

COMING & GOING

AMEROSE, DOWLING, manager of KKO Radio export department, returned from trip to Canada, and has been cleared in the country.

NEW YORK—Karlo New York, brought back an important trip to Canada, and has been cleared in the country.

WORKING ON ROADS

Confident that the new Federal admission tax will not make serious on roads on "Grand Hotel" grosses of M-G-M is continuing its original plans to show the film. With box office shows, engagements, it was stated that the company's office home next day. Three hundred roadshow runs have been played up to the present time.
The NEXT SPEAKER needs no INTRODUCTION!

An expectant hush falls over the audience. Every other speaker has been heard from, but the listeners have been waiting patiently for the headliner to talk. All eyes are focussed on him. There is a tenseness in the atmosphere. In TOMORROW’S ISSUE of this paper you will read what he has to say!
HOLLYWOOD

FRED McCONNELL, general manager of the Van Beuren Corp., has completed the organization of the production department in New York which will handle the serials for RKO Radio's 1932-33 program. Spencer Bennet, dean of serial writers, has been signed to direct and Tom Storey, another veteran, will co-direct. Tom Storey is production manager and his assistant will be George Curtner. Richard Heerman is business manager. Edward Snyder and Gilbert Warren are the cinematographers. Oliver Sigurdon is still missing.

President M. C. Levee of the Academy of Modern Picture Arts and Sciences announces the appointment of Clive Brook to the 1932 Awards Committee of the motion picture organization. Other actor members of the Committee are Edward G. Robinson and Jean Hersholt. The Academy program on Awards will be announced within two weeks.

Aubrey Kennedy has completed the cast of "The Face on the Bar-room Floor" with the signing of Aubrey Ward. Others include Bramwell Fletcher, Dulcie Cooper, Maurice Black, Phillips Smalley, Walter Miller, Eddie Featherston and several more. Dick Bracken is directing from the story by Aubrey Kennedy.

New Incorporations

NEW YORK CHARTERS
Aladdin Pictures Corp., theatricals; Fidel- son-Mayer, 16 Broadway, New York. 200 shares common.
A. I. M. Productions Corp., theatricals; A. I. Mayer, 351 Fifth Ave., New York. 500 shares common.
Ansonia Pictures Corp., theatricals; A. B. Sub, 251 Fifth Ave., New York. 200 shares common.
A. I. M. Productions Corp., theatricals; A. Mayer, 455 5th Ave., Manhattan. 120 shares common.
Aubrey Pictures Corp., theatricals; Aubrey Kennedy, 50 Wall St., New York. 100 shares common.

NEW YORK CHARTERS

MEAD, Adam & Co., Wendell, C. H.; Jay Street, Brooklyn. 50 shares common.

NEW JERSEY CHARTERS

Brunswick Pictures Corp., theatricals; Adam & Co., Wendell, C. H.; Jay Street, Brooklyn. 50 shares common.

THE GENERAL idea in back of conferences in the film biz is that many minds clarify a proposition, but alas... many minds muddling together so often produce a Muddle which is to be expected... if you stop to figure it out.

TAKE FOR illustration... a nice, clear, quiet pond... all shimmery and peaceful in the sunlight... along comes a gang of barefoot country boys... "Hi, fellers! Let's go wading," yells the leader... and in two seconds the nice clear pond looks like the backwash from the combined Republican and Democratic conventions... funny thing about pond... stir them up... and their mud foundation comes to the surface...

NO, FELLERS! this big conference idea is all the boosh... home office and studio propositions and policies should be decided on the same principle as the police investigation of the head man... have the head man call in each witness separately... state the proposal to him... then spring this on him... sudden and accusing like... "What suggestions, ideas or reactions have you, and why?"... and, boy, you get Results... immediately.

WHAT HAPPENS... the home office or studio exec, as the case may be... is thrown on his own resources... he must make his stand... for he's on the spot... with the head man... his brain starts churning... galvanized into action by pride at being asked PRIVATELY for his opinion by the Big Shot... and, golly... he starts the boss as well as himself... by tearing off a sheet of Constructive Ideas... all the other gent's do the same... then the head man mulls everything over... calls out the best and makes the Final Decision... that's what Bosses are for...

WE LEAVE it to you... hasn't this system got the usual conference formula stopped... everybody sits around sparring for an opening... afraid to make a false lead... and have some other exec give him a sneery, sneezing, superior sort of look... finally some courageous gent leads off with a feeder... a weak, wobbly suggestion... still, it's a starter... another guy hops it... builds on it... worth all if he does blooey... but they can't blame him... he didn't START it... everybody present is seized with the same notion... so they all kick in... and build a half-baked brain child into a Dynamic Company Policy when every one of those execs had at least One Good Thought... if he has been given a chance to unload it honestly in Private.

THIS IS all by way of being a ballyhoo for this publication's latest Brain Child... the Critics' Forum... which has been conducted on this new Principle... newspaper film critics throughout the nation have been queried Separately on 10 vital film problems... and lookit... we've got enough meaty material to fill the paper for weeks from the very gent's who know what the Film Public wants but nobody ever thought of asking them... till now.
"LUCKY LIGHTS!

"Rise and shine! Strut your stuff! You'll have this whole town staring at you when you spell out 2 big star names in one great show"..."
Only WARNER BROS. could afford to give you a Star Merger like this in Summer!

WILLIAM KAY

together in
"JEWEL"

Don't read this
IF YOU HAVEN'T BOUGHT "JEWEL ROBBERY"

This is not an advertisement. It is simply Warner Bros.' message of congratulations to the thousands of far-sighted Business Men who have already bought "Jewel Robbery" five weeks before release!

You've proved you know your business—so pardon us for pointing out that you've got more than the 2 great stars you signed for!...

Directed by
William Dieterle

WARNER LEADING in 193
You've got a stage hit that goaled New York at the famous Booth and Vanderbilt theatres—
You've got the smoothest love scenes—the most daring laugh-lines that ever came through your amplifier—
You've got the kind of romance that only the French have a word for—
You've got everything it takes to do 1929 business in 1932!

Read this
IF YOU MISSED OUT

If you were scooped on "Jewel Robbery," may we suggest that you watch Warner Bros.' release schedules more closely hereafter. It would be just too bad to have the same thing happen on Mary Roberts Rinehart's "MISS PINKERTON" with Blondell and Brent—STANWYCK and Brent in "The Purchase Price"—mighty "DOCTOR X," all in Technicolor—and CONSTANCE BENNETT in "Two Against The World."... And why not get started now on negotiations for "BLESSED EVENT," "LIFE BEGINS," and the rest of Warners' sensational 1932-'33 releases already set and scheduled to Dec. 31st!
**RKO CIRCUIT IN MOVE AGAINST DIME HOUSES**  
(Continued from Page 1)

company sells to nearby theaters operating on a dime policy. At Publix yesterday it was stated that the circuit is considering efforts to offset 10 cent competition, but no definite plan has been decided upon.

Allied Asks Sales Mgrs.  
(Continued from Page 1)

agreed to, and who will be classed as approved exhibitors, (and there-fore eligible to receive the contract) and who will not.

This week Allied received a letter from Mr. Kent's secretary stating:

"As Mr. Kent is sailing for Europe he asks me to reply to your letter of June 28 in regard to the status of the 5-5-5 Contract."

"Mr. Kent does not have any of the information requested in your letter."

**UFA FRENCH DEAL**

Berlin — Following its contract with British Gaumont, which calls for production of English version of four Ufa films, Ufa has closed a deal with Via-Film, Paris, for production of two French versions. Emelka also has closed a contract with Pathe, Paris, for production of nine films, three a year, in both German and French at the Emelka studios in Munich.

**"SCARFACE" ANOTHER WEEK**

"Scarface" is being held for an additional week at the Rialto, delay- ing the opening of "Freaks" until July 14.

A Kick on Newsreels

Am reminded of an afterthought to that questionnaire by THE FILM DAILY. In the rush, your corres- pondent overlooked one of his pet peeves and failed to include it in reply to THE FILM DAILY quiz. This particular sore toe is occasioned by the stereotyped newsreel such as some services are dishing. It seems that about all there is worth while news-reel is this type of item: Twin contests, ski jumps, naval target-practice, dog shows, aerial maneuvers, etc., etc., ad nauseam.

Scarcely a newsreel runs these days without one of the clips being conventional stuff that has been appearing for years. Need is for a little more ambiences, a little more of the human interest angle and more thorough coverage of the country in preference to concentration on important happenings in a few spots — HARRY MARTIN, "Evening Appeal," Mem- phis.

**CITRITS' FOCUS**

(Continued from Page 1)

ing to fill more theaters than it is humanly possible to think about.

Wrong Steer

"My pet peeve is that producers blandly continue as they are, obeying the illiterate and the coarse, the pubblin and low, simply be- cause they are the ones most ar- ticulate in comment.

"Frightened by the possibility of financial ruin, frightened by the 'boo' of censorship which they could eliminate by united opposition, frightened by neurotic letter writers, from a star who is too old to that tremendously important and surprisingly numerous element which can distinguish on the screen between a back writer and a Neil Coward."

In the matter of suggestions to producers for making improvements, Astor offers these excellent pointers:

"Weave 'sophistication' into busi- ness so completely that nitwit cen- sors couldn't eliminate it; and han- dle it so lightly censorship would miss."

"Forbear from closupes."

"Hold the camera still in dialogue."

"Maintain illusion of action with- out confusing and blinding the astige- matic."

"When words aren't needed for God's sake shut up. No humming, as solitary pizzicato."

"Blend appropriate music into background, letting it fill worthless gaps."

"Reduce number of 'experts,' all of whom have a hand in making a story which should stand as clean- cut, simple and strong, with taste, talent and time. Films now look as if every office boy, cazar, per- former and scribbler in Hollywood had enjoyed equal privileges."

**DELIGHT EVANS**

The editor and reviewer of "Screenland Magazine," criti- cises producers for being "slaves to the star system — a fatal policy because the audiences are first to turn from a star who is too obviously 'fake' in manufactured stories." She calls the screen "too imitative" and "afraid of new ideas," whereas "such a marvelous medium should be crea- tive, not imitative. She recommends that producers 'make fewer and bet- ter pictures' and be 'standing back- stroad watching the other fellow: stop building stories around stars; ston underestimating the intelligence of the public: develop individually crea- tive directors, and note that the best pictures have been those in which the director had only full sway."

**The Whynot of Stars**

by HARRY MARTIN of Memphla "Evening Appeal." Mem- phis.

**12 FEATURES UNDER WAY AT PARAMOUNT STUDIOS**

(Continued from Page 1)

New York before Saturday. Near- ing completion are "Horsefeathers," "The Blonde Venus," "Madam Rack- eteer" and "Riddle Me This." Title of the latter will be changed before release. In preparation are "The Phantom President," starring George M. Cohan; "The Big Broad- cast," "A Farewell to Arms," "The Sign of the Cross," "Honest Finder" (temporary title) and "Night After Night."**Industrial Sound Films**

**Find 100% Successful**

(Continued from Page 1)

report by the National Industrial Ass'n of New York.如果说, films also are covered. Confidence in the efficiency of sound films for advertising and promotion work is indicated by the fact that an average of 11 per cent of expenditures for such work is being placed in sound pictures, less than 3 per cent for silents.

**Frisco Summer Changes**

San Francisco — In addition to the closing by Fox West Coast of the $3,000,000 Paramount in Oakland for the summer, the Fox State in Fresno has gone dark for the warm weather period, while the Fox houses in Hanford and Visalia have been taken over by T. & D. Jr. En- terprises. RKO is expected to close one theater in each city where the circuit has two houses. According- ly the Grany needs to go dark this week, with RKO vaudeville being transferred to the Golden Gate. The United Artists also closes un- till after Labor Day.

**Red Head Holds Over**

"Read Headed Woman," with Jean Harlow and Chester Morris, is being held over at the Capitol.

**Pseudo-Sophisticated**

Films have not become too sophisticated — merely too pseudo- sophisticated. With talk, however, pictures will have to grow in sophisti- cation. It is an inevitability and the producers should be resigned to it. After all, adults pay more to get into the show than the young- sters. And so far as juvenile wel- fare is concerned — that book should be passed directly to the parents. The theater — and now the movies — are adult relaxation and only in certain instances are good for chil- dren — there's no point in sitting there to warp their works to juvenile minds. — HENRY T. MURDOCK "Evening Ledger," Philadelphia.
National Poster Service Ass’n Plans Manufacturing UNION AND STAR SALARIES IMPEDE READJUSTMENT

13 Features Are Scheduled by Eagle Productions

CRITICS’ FORUM

Today’s Speakers:
ERIC M. KNIGHT, Philadelphia “Public Ledger”
DONALD KIRKLEY, Baltimore “Sun”
W. T. HUFF, Muskogee, Okla., “Daily Phoenix”
EDWARD CUSHING, Brooklyn “Eagle”
BOYD MARTIN, Louisville “Courier-Journal”
ARDIS SMITH, Buffalo “Times”

HEAVY ARTILLERY is trained on the producers today by two of the country’s most analytical and rebellious cinema scribes. They are Eric M. Knight of the Philadelphia “Public Ledger” and Donald Kirkley of the Baltimore “Sun.” Right or wrong, their remarks are plenty arousing. Hearken first unto Crusader Knight:

Begin All Over

“In what respect could producers make the most improvements in pictures?”

“All phases. We haven’t even started to make cinema-fact yet. To begin with we should pray for a fire, earthquake and financial cat aclysm that would destroy all Hollywood.”

“Next we should send all the fur-combers and cloak-and-suit men back to the Bowery. Then we should hire some directors—kick the stars to hell back to the honky-tongs—get in men who can think in terms of motion pictures, fire all the word merchants who now concoct dialogue.”

“We have about five men in Hollywood who have enough knowledge of music, drama, literature and graphic arts, to start shooting a picture. (Names on application.) All the other directors could go back to school or kindergarten, as the case may be.”

“The only men worthy of praise in Hollywood as a class are the technicians—photographers, sound men, electricians, etc. Technically the craftsmen are ten years ahead of the alleged creative workers.”

Director the Main Thing

In addition to a strong feeling

Making of Posters Planned By National Service Ass’n

In connection with its plans for a country-wide independent poster exchange system, the National Poster Service Association is contemplating entering the poster making business, thus divorcing this phase of their activities from distributing companies. This and other matters will be discussed at a meeting of the organization’s executive committee to be held in New York within two weeks at the Hotel Lincoln.

Under the tentative poster system setup, a central distributing depot will be established in each

PRODUCERS, EMPLOYEES ADOPTING ARBITRATION

West Coast Bureau of THE FILM DAILY

Hollywood—Disputes between producers and employees in future are expected to be submitted to arbitration, under the revised producers’ agreement. Report of the board of directors of the Academy of M. P. Arts and Sciences on the new agreement will be presented to the Academy membership on Tuesday.

Technical Committee Formed at RKO Studio

West Coast Bureau of THE FILM DAILY

Hollywood—A technical committee to further coordinate the work of the technical departments has been formed at the RKO Radio Picture studio, David O. Selznick announces. The committee, created at

On the Wrist

Five members of the Warner field sales staff are sporting new wrist watches presented to them by A. W. Smith and Gradwell L. Sears as personal prizes for equaling or bettering percentages beyond the recent sales drive. The winners are: Nat Furst, branch manager, and John Vincent, salesman, New Haven; H. D. Parks, manager, and J. A. Prichard and William Shiell, salesmen, New Orleans.
Frank Buck Extends Tour With "Bring 'Em Back"

Frank Buck, who is appearing in person this week at the Riverside, minneapolis, with his picture, "Bring 'Em Back," has extended his tour to the west coast. Next week he will go to the Orpheum in Seattle and the Roxy in Los Angeles. His itinerary after these dates will be the Tabard in San Francisco, then to the Fox in Oakland, and then on to the Paramount in Los Angeles. The tour will conclude at Los Angeles, the Fox, and the Paramount.

WILLIE MILLER

Nine Theaters Reopened In Northwest Territory

Minneapolis—Local exchanges report the following nine theaters reopened for the season: Minneapolis—Buck, Bloomington, Rice Hotel, Cozy, Twin Valley, Arrowhead, Onamia, and Star Westbrook; North Dakota—Bijou, Aneta; Strand, Cooperstown, and Lyric, Edmore; Wisconsin—Community, Spring Valley.

The Rialto, St. Paul, has closed, along with the Citizens Hall, Foreston; Liberty, Hinkey, Triangle, Howard Lake and Crystal, Lake Crystal, all Minnesota.

Philly Exhib Unit Alone To Debate With Allied

Brooke on the Karlhert hill slated for the annual convention of the M. P. T. O. of Eastern Pennsylvania at Atlantic City July 18 and 19 will be devoted primarily to the discussion between the Philadelphia unit and Allied, President M. A. Lightman of the M. P. T. O. A., who will attend the Daily scheduled in a telegram.

Lightman has been invited to address the Pennsylvania body on national affairs. Lightman will also attend a meeting of the M. P. T. O. A. executive committee.

Tiffany Wins on Title

Austin Keough, Paramount Attorney, Al Lichtman of United Artists and Albert Howson of Warners, sitting as an arbitration board in the Hays office, have hand ed down a decision in favor of Tiffany in the matter of Fox objecting to Tiffany's use of the title "The Men Called Back" as unfairly conflicting with the Fox picture "The Man Who Came Back." Ed ward Klawne represented the distributors and H. William Fithelson was attorney for Tiffany.

Expect Trial in Fall

Cleveland—Samuel Horwitz, attorney for the Cleveland exhibitors in their 'monopoly' suit against the distributors, is preparing to leave for New York where the taking of depositions will be resumed July 11. He said he expects to bring the case to trial early in the fall.

Pathe News Tieup

Another tieup similar to the one arranged with Post and Gatty was concluded by Pathe News with James Mattern and Bennett Griffen, before they left on their flight around the world. An interview with the airmen will appear in the Pathe News to be released tomorrow.

Court Upholds Union

Akron.—The injunction restraining operations of the Colonial from striking in protest against the discharge of two stage hands was dissolved at a hearing by Common Pleas Judge E. D. Felch. Friday the theater, which is now closed, had a contract with the stage hands.

Wayburn

Who has staged over 600 productions, including the best editions of the Ziegfeld Follies, and has directed and helped up the ladder of fame many stars of the first magnitude, such as Al Jolson, Marilyn Miller, Fred and Adele Astaire, Eddie Cantor, Ann Pennington, Will Rogers, Mario Distler, Ed Wynn, Imogene Dunn, Harry Richman, Charlotte Greenwood, and hundreds of others, has opened new international dancing headquarters in the heart of the Park Avenue District. This, the world's greatest dancing school...
TIMELY TOPICS
A Digest of Current Opinions

Rent Reduction for the Circuits

As long as the producer-circuits exist, and there is no reason to believe that there will be a wholesale turning back of theaters until the shadow of receivership casts a pall, the chains should secure every bit of cooperation that might enable them to pull out of the financial mire in which they find themselves. In all parts of the country, landlords are being besieged by the real estate departments of the chains and independents asking for reductions in rent. The circuits point out that a saving is a necessity if the chains are to survive. Likewise, independent theatre owners need all possible aid in this field. In practically all cases the theaters are securing the reductions, as deservedly they ought to. It is unfortunate that in many cases the landlords who are being asked to cut the overhead are in little better circumstances themselves, but this should not deter the property holders from slashing the rents. If a chain of more than 500 theaters secures reductions, perhaps this saving alone might prove the item by which many employees of the houses will retain their posts. In times like these, cooperation from all branches is a necessity, regardless of whether or not the producer-circuits should survive; they should be given temporary assistance.

—Jay Emanuel, The Exhibitor

SHOW-MAN'S DAILY REMINDER

With summer vacations here, go after juvenile trade with a well planned campaign.

ALONG THE RIALTO

with PHIL M. DALY

Los Angeles, Calif.

● ● ● ALONG COMES another outside gent trying to tell us what is wrong with film newspaper advertising and according to I. A. Hirschmann, advertising director of Lord & Thomas... speaking before the AMPA'S there isn't a ray of hope or comfort for us anywhere in the smoky family of national advertisers... we film moguls are outcasts. We have violated all the unwritten laws and ethics of advertising in our newspaper copy... yezzie. Mister Hirschmann painted a very drab and dismal picture.

● ● ● HE SAID that he has yet to find an intelligent appeal in a single film ad... and why so many superlatives? ours is nothing but boiler-plate advertising... sent out in carloads to the newspapers are impossible stories. With the same appeal for the sophisticated New Yorker as for the yokel in Kokomo we are eternally talking to the groups in the lower brackets... and entirely ignoring the intelligentsia in the higher strata. We continually emphasize the effects and Reactions of the picture... instead of telling the plain, direct story of the picture itself.

● ● ● SO OUR teacher summed it all up in a phrase... we must get a simple, direct, honest, human appeal into our advertising... or we are eternally damned... and this would no doubt be the logical thing to do... if producers were making simple, direct, honest, human appeal pictures... but they are making pictures with eye-appeal... hustling star names... ritz settings... sexy angles... sophisticated lure... pictures that frankly ballyhoo Sensationalism Mystery and Thrills... the Primeval Urge of such nature knockouts as "Tarzan".

● ● ● WE ASK you, Mister Hirschmann... how would you go about writing copy for these... with simple, direct, honest, human appeal? These pix ain't simple... anything but brisk... certainly not honest, so far as reflecting simple life is concerned... but as for human appeal... we stoutly maintain that ALL our film advertising just oozes that.

● ● ● HUMAN APPEAL we certainly give 'em... if you will concede that humans in the mass are interested in Sex Thrills Mystery Novelty... Laughs... so that's all the film ad boys write in their copy that's all they should write about... till picture styles change... till human nature changes... till show biz changes.

● ● ● FOR IT so happens that show biz is not department store merchandising... when a woman buys a dress all she wants to know are Facts... is it stylish?... good material?... the right price?... when a woman buys film entertainment... ah, what a difference!... she says with Facts... give me Romance... Passion... Dreams... give me what I married that clock to get, but didn't... why, it wouldn't surprise us, Mister Hirschmann... if your own wife felt this way about it for most wives... and maids... feel that life has gyped them out of plenty of these airy-fairy wish-fulfillments... and so... when a femme buys film entertainment... she's buying Illusion... Forgetfulness... a passage to the Fairyland of Ideals and Idylls... she craves Emotional Reactions... Exaggerations... an Outlet for her Repressions... and that's exactly what the film ads supply.

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Mystery Contest on Greta Garbo
A TIE-UP was arranged by Manager L. C. Worley of the Palace, Peoria, Illinois, where "Mata Hari" was scheduled to be shown whereby a contest was conducted by the "Daily Star" on the topic: "Should a star be a mystery?" This contest ran for four days in advance of playdate. Prizes were fifty pairs of tickets for "Mata Hari." For one week before the opening of the picture, radio station WMBD broadcasted daily in conjunction with their "Tatler" programs announcements of the winnings.

PALACE, Peoria, Ill.

32 COLUMBIA WRITERS
West Coast Bureau of THE FILM DAILY

"WINNER TAKE ALL" HOLDS "Winner Take All," James Cagney's starring picture for Warner Bros., which ended its three week run at the New York Strand last night, is holding over for at least another week at the Brooklyn Strand.

MANY HAPPY RETURNS
Best wishes are extended by THE FILM DAILY to the following members of the industry, who celebrate their birthdays:

July 8

Bradley King Eugene Pallette Lon Young
Critics Talk

Straight from the Shoulder on Films

Leading Cinema Scribes of Nation Give Views and Suggestions

(Continued From Page 1)

against superficial personality stars, Knight's pet pieces includes:

"Idiotic stories.

"God-awful plots and eternal talking.

"In general the kick is that a director makes a picture and if he's a good director he no more needs a dinky star than your aunt needs trousers. Joe Stern, Van Dyke, the late Murnau, this guy Frank Tuttle — they have the idea.

"They are the horse-cock attached to the whole business of movies, such a tremendous waste of the finest in the business. The making of a movie by me to date, that the whole goddamn business gives me the gripes."

DONALD KIRKLEY, replying to the question on where the most improvement could be made, unburdens himself as follows:

"Judging from the junk shown in Baltimore in the last two or three months, the best thing for pictures would be to make improvements in the producers. They're all wrong. First, they make synthetic stars out of them. They steal each other's ideas and ruin the market by dumping inferior copies ahead of the original. They're afraid of the little artists and of originality and of the censors. They handle the exhibitors and the publicity boys as if they were cheap pictures in blocks. They hire yes-men in all departments, advertise each punk programmer, the worst of motion film, and try to apply rules and efficiency methods to a business which is not a business at all but a craft (if not an art) and a gamble from first to last."

New Marketing System

One of Kirkley's pet theories is that films should be made and marketed on an entirely new basis founded on the making and marketing of stage plays. Each film should be made long enough to cover its expenses hit and as a gamble. The contract system of acting is in the end ruinous, and so is mass production, block booking, chain management and the attempt to please hick and city slicker with the same film. Their theories should be improved. Because fans last only a certain number of theaters and the abolition of the new film every week idea. There should be runs for pictures.

"Poor pictures should be scrapped, not foisted on the public. Salaries of the big executives and the high-priced stars and yes-men should be cut mercilessly, and the general overhead slashed to a fraction of the amount. Pictures should be made with brains, taste and showmanship, not with meddling superiors, political directors, efficiency engineers, executive synthetic stars, and hack writers."

Favors Class Pictures

"There should be finally, two kinds of pictures and two kinds of theaters. Some provision should be made for the creation of radical, beautiful, artistic pictures to be shown in little theaters for that minority of discriminating persons who, after all, establish the status of any art in any century. Second, there should be films of two general sorts made for the majority, one carrying special appeal for the country audience, the other for the city folk."

"My pet peeve is the continued, unrelenting use of murder as a means of settling all sorts of problems. The producers are making the screen a replica of the bull ring of Spain, catering to the same brutal instincts of human nature the other for the city folk.

I realize, of course, that this division of effort is impossible in the industry at present constituted.

"My pet peeve is the continued, unrelenting use of murder as a means of settling all sorts of problems. The producers are making the screen a replica of the bull ring of Spain, catering to the same brutal instincts of human nature."

W. T. HUFF of the "Daily Phoenix Muskoogee, Okla., in describing a recent film, forced his determination to turn out an entertainment acceptable to adult, civilized minds — EDWARD CUSHING, "Brooklyn Eagle."

Why Critics Should Express Own Views

"Because the fan, not being in touch with possibilities, doesn't see where films go, doesn't see what the public thinks. Because most fans can't think. Because public taste is disgusting. Because the critical minority, vital to ultimate film success, has only the critic to express its views, whereas fan letter-writer's don't worry about fawning it receives. Because commendable standards in films, as in anything else, are trampped down unless an informed few yell in their favor."

—FRANK ASTON, Cincinnati "Post."

EDWARD CUSHING of the Brooklyn "Eagle" declares producers could make most improvement "by changing their attitude toward the public, whose intelligence they under-estimate by leveling it with their own. Humility on the part of the producers is the prerequisite to general improvement in the quality of pictures. As long as the latter continue to present the world view of the producers, just so long they will continue to traverse reality. If the producers are ignorant of how the mass of humanity lives, moves and thinks, but the masses are in the box seats, let them call in some one who isn't to make their pictures for them, and exercise that authority in the choice of materials, the training of directors and players, the designing of sets and properties and costumes, which they hold as their prerogative. The screen is not only blatantly false in general but a detail such as the life of a horse as lived by the vast majority of people; it is even false to the illusions which most of us substitute for reality, in considering the world about us."

BOYD MARTIN of the Louisville "Courier-Journal" urges injecting more drama and suspense, real crises and more genuine theater in pictures. His pet theory on films concerns "their lack of drama."

Quoting Martin:

"I believe much better pictures can be made if stories were written directly for the screen. Here is a projection that has rare possibilities and a technique all its own. Too many versions, generally distortions of stage plays, novels and short stories have found their way to the screen. Had they been screen materials, generally they would have been written originally as screen stories. The emotional angle is too often eliminated and good drama should move an audience. The majority of films I have seen lately are but a jumble of incidents which lead to a real crisis and have little if any, suspense."

ARDIS SMITH of the Buffalo "Times" goes to special pains to show, by categorically comparing local movie advertising with the actual facts, that the film exploiters are on the wrong track and must adopt new methods. According to this critic, most of the publicity is to wise ballyhoo and pays no attention to it.

Now to quote Ardis Smith verbatim on a few points:

"Producers could advance the cinema by selling out, those who preferred sanity to silliness, integrity to sputiousness, variety to monotony, ideas to formulae, creativity to imitation, value to price, fitness to fashion, beauty to display. Scientific progress has taken care of the mechanical-physical era. The tools fall into the hands of reasoning ethical men, who can tell but what we might have drama on every screen."

"My favorite theory is that some day a rationalization of the industry will occur, making profits or trash impossible. In that era artists may exceed billionaire monarchs with the ideas of sidewalk hecklers."

"The preeve: I probably shan't live to see that happy time."

Pans Double Features

"My opinion of playing two or three features on one bill can be expressed in one five-letter word beginning in "M. — It's a fine prac- tice, if the exhibitor wants to run himself and the entire industry into the gutter and into bankruptcy. Only a certain number of films can be made a year and even then it's too many, with single billing. It's like selling two automobiles for the price of one." — DONALD KIRKLEY, Baltimore "Sun."
There are thousands hanging on every word when
Metro-Goldwyn-Mayer reveals its PRODUCTION PLANS for 1932-33
Advertising authorities tell us that the roaring Lion of Metro-Goldwyn-Mayer has superseded in world recognition the hitherto most popularly known symbols of all industries!

This trade-mark is in demand and M-G-M approaches 1932-33 with one purpose—
The Niagara Falls generates the world's greatest WATER POWER

The Allied Armies in the great war possessed history's greatest MAN POWER

Metro-Goldwyn-Mayer has startled the amusement world by its unprecedented development of
and in 1932-33 you will be thrilled to know that
37 out of 48 pictures are STAR pictures

and the others will have players who are on their way to stardom,

We are guided by the box-office! Theories have no place in the plans of Metro-Goldwyn-Mayer. The policy of M-G-M in its first year is the policy of M-G-M today. We have not halted, hesitated, switched. We go forward consistently in the knowledge that M-G-M Star Names in your electric lights mean good business. In 1932-33 M-G-M presents even more Star Pictures than ever before extending our success-policy to meet the definite box-office needs of these times. Exhibitors of Metro-Goldwyn-Mayer product are literally protected by insurance, rent insurance, profit insurance, life insurance! The act of signing a contract for pictures must be weighed with the greatest care and thought this year as never before. What decision you make now will follow you relentlessly through the twelve-month ahead! The sound, practical nature of
THE NEWS-DEALER SAYS:
"I sell more movie magazines when there's a Metro-Goldwyn-Mayer STAR on the cover."

the M-G-M set-up, the strength and stability of M-G-M personnel in its management and in its studio production, the unmatchable Star line-up and the proven ability of M-G-M to create the Giant attractions of each screen year—these are the assurances of safety which guard your property and investment.

THE GIRL IN THE BOX-OFFICE SAYS:
"They ask me WHO is playing at our theatre, not WHAT is playing! When we've got an M-G-M STAR we fill the house."

LEAD KINDLY ELECTRIC LIGHT
Here's where you shine! (next page please)
ASK THE FOLKS WHO PAY!

Marion Davies
Norma Shearer
Clark Gable
Wallace Beery
Jimmy Durante
Buster Keaton
Helen Hayes
Jackie Cooper
Lewis Stone
Johnny Weissmuller
Jean Harlow
Ralph Graves
Jean Hersholt
Walter Huston
They're all under the banner of Metro Goldwyn Mayer!
2-JOAN CRAWFORD—In “Possessed” and “Letty Lynton” she reached a point where she ranks with the top money-makers of the screen. She’s in “Grand Hotel” too.

2-NORMA SHEARER—As in the past, this great star appears in Big Productions worthy of her box-office importance. She is in “Strange Interlude.”

2-MARION DAVIES—No expense spared in the purchase of her vehicles, their production and national promotion.

2-CLARK GABLE—His work in “Strange Interlude” climaxes the public demand for his stardom. Another star created by M-G-M!

1 JOHN GILBERT—It is the sincere belief of M-G-M that his new powerful vehicle will reveal John Gilbert in the full blaze of his greatest glory!

2-HELEN HAYES—The motion picture public, retaining in its heart the memory of “The Sin of Madelon Claudet,” awaits the return of this great actress.

2-WILLIAM HAINES—The sincerity of his performances in his last two releases forecasts a great future for the new Bill Haines!

2-RAMON NOVARRO—The undiminished drawing power of this handsome star is based on his unfailing charm in fine stories. “Huddle” for instance!

2-MARIE DRESSLER—It would be difficult to estimate the amount of joy, laughter and soul thrill that she has given the world. God bless Marie Dressler!

2-WALLACE BEERY—In the past season his enormous following has been tremendously multiplied by his unforgettable “Hell Divers” and “The Champ.”

1-JOHN BARRYMORE—From exhibitors, from critics, from the public, M-G-M is proud to hear that John Barrymore as an M-G-M star is a new star!

1-OLIEN BARRYMORE—No matter what the role may be, this great actor breathes life into it, makes it memorable, builds ever greater his following!

1-JOHN & LIONEL BARRYMORE—The successful strategy of co-starring them in “Arsene Lupin” assures an eager audience for their next one together.

1-DRESSLER & BEERY—By exhibitor command! We yield to the request that they act together again as they did so well in “Min & Bill!”

2-BUSTER KEATON-JIMMY DURANTE—The growing receipts of their co-starring comedies is proof that M-G-M has a new, smash comedy team!

2-LAUREL-HARDY—Ever since “Pardon Us” theaters have inquired “When will they give us more Laurel-Hardy feature length comedies.” Here they are!

4-COSMOPOLITAN PRODUCTIONS—These nationally advertised All-Star subjects have consistently been real money-makers!

2-JACKIE COOPER—M-G-M has a brand new idea for this glorious boy star that will be a sensation of the season to come!

2-ROBERT MONTGOMERY—A personality who has done much in the past year to further build his well grounded popularity with the public!
Directed by EDMUND GOULDING
from Vicki Baum's play
HAVEN'T YOU EVER APPLAUDED AN ANNOUNCEMENT IN A TRADE AD?

Here is News that will win exhibitor cheers!

12 MARQUEE Productions from M-G-M next season—

WHEN M-G-M announces 12 Marquee Pictures it is an assurance backed by previous experience that you will get Big Productions, destined to be among the new season's important money pictures. That assurance is not guess work. It is borne out by the fact that when we made our first announcement of a similar group of pictures known as "The Lucky Seven" exhibitors received such attractions as "SHIPEMATES", the picture that clinched stardom for Robert Montgomery; "SIN OF MADELON CLAUDET" — the picture that brought Helen Hayes to box-office prominence; "THE EASIEST WAY", starring Constance Bennett; and other pictures.

THE ASSURANCE that M-G-M gives you Big Pictures in the Marquee group is borne out again by the fact that in the current season's Marquee line-up exhibitors received the year's outstanding picture, "TARZAN, THE APE MAN" creating the new star personality, Johnny Weissmuller, a production worthy of being Road-Shown. Star personalities featured in other Marquee pictures still to come in the current season are Lionel Barrymore and Helen Twelvetrees.

THE ORIGINAL purpose of M-G-M's Marquee Pictures was to allow a latitude in production that would not confine aggressive picture-making to ideas that in the course of 12 months might become sterile and out-dated. M-G-M refuses to be hampered by convention or hide-bound by tradition. Marquee Pictures are an expression of the forward-looking ideals of M-G-M.

BY EXTENDING its Marquee group to 12 pictures for the season 1932-33, M-G-M follows the logical development of a policy that has proven a real success. It will unquestionably be great news to the trade that in the coming season there will be a greater number than ever of these specialized productions, which in the past have been justly the pride of the M-G-M studios.

"THE OUTSIDER" for M-G-M

By special arrangement with its producer, we have obtained "The Outsider", the widely heralded talkie of the play. "The Outsider" was a sensational hit during its long Broadway run. It was made in England and directed by Harry Lachman, who in association with Rex Ingram, produced many of the latter's greatest successes.
NORMA SHEARER

. . . CLARK GABLE

Strange Interlude

A ROBERT Z. LEONARD Production

Based on Eugene O'Neill's play
Typical

METRO-GOLDWYN-MAYER BOOK and PLAY PROPERTIES

To state that the production plans of Metro-Goldwyn-Mayer are of intense interest to every other studio is to state a truth which we are not first to express. We feel keenly the obligation which rests upon us as an outcome of our production policies of the past, our willingness to get off the beaten track, to create new trends, new ideas. We sincerely believe therefore that it is to the best interests of our customers to withhold, where it is necessary, a full exposition of our plans. Suffice it to say that the M-G-M standard of previous years in story selection and production daring—a high standard it has been—will be scrupulously maintained. For the time being we call your attention to these vehicles of importance among others owned by M-G-M and contemplated for production.

THE PAINTED VEIL—This novel by Somerset Maugham is rated high alongside of his thrilling narratives “Rain” and “The Letter”. It ran as a serial in Cosmopolitan Magazine and thereafter enjoyed a wide book sale. It tells of a badly arranged marriage that leads the unhappy wife to seek the attention of another married man and follows her exciting adventures during an epidemic of cholera in China.

REUNION IN VIENNA—Robert E. Sherwood’s robust, romantic, laugh-filled Broadway hit! Everybody wanted it, M-G-M got it! A reunion of the last remnants of Viennese nobility is to be held. Beautiful Elena, wife of the prominent Doctor, is invited. She hesitates to come, knowing that the dashing Archduke, her first lover will be there. Finally she goes and the consequences are thrilling!

THE GOOD EARTH—Even as we go to press this novel by Pearl S. Buck, the Year’s Pulitzer Prize Novel, which appears on every best-seller list. Hundreds of thousands of copies have already been sold and the end is not in sight. Dramatic indeed is its story of a Chinese family, their trials through drought, famine, flood and revolution and their victory in the end by their love of the good earth to which they cling.

MEXICO—For months Laurence Stallings, co-author of “The Big Parade” and creator of many glorious tales, has worked on his giant drama of Old Mexico. In his narrative he has crammed romance of that tropic land, adventure, color and thrill. This fascinating locale has never been truly dramatized for the screen until now!

LA TENDRESSE—Typical of the intense emotional power which Henry Bataille builds into his stage successes is the love drama revealed in this story of a playwright and the actress for whom he writes his plays. The Henry Miller Theatre where “La Tendresse” played has been the scene of many outstanding Broadway hits, but few to compare in sheer, human thrill with this one!
RASPUTIN—A perfect subject for the M-G-M studios! A picture that requires Bizness in conception and casting. The story of the Mad Monk, so well known to the world, will come alive on the screen under the magic of M-G-M creation, with its pageantry of Russia's exotic court life before the revolution, the power of this hypnotist of passions among the noblest and most beautiful of women. Box-office indeed! THE SUN OF ST. MORITZ—Clever story-sleuthing has uncovered this dramatic and romantic novel, the rage of the Continent. It takes place amidst the loves and luxuries of the Swiss Alps. A doctor through an unfortunate association comes under suspicion of murder. At St. Moritz circumstances which include a love affair, skiing adventures and a bob-sled accident clear his name. What a setting for a thriller! THE EDUCATION OF A PRINCESS—The reason you see this book by Grand Duchess Marie of Russia on every best-seller list, selling by the thousands, is the same reason its screen version will pack theatres. Intensely genuine, it reveals how a princess in the course of two marriages, childbirth, war and revolution learns that human nature is the same in high places and low.

ESKIMO—Peter Freuchen's book has given M-G-M a great opportunity. First of all, it has a wonderful story based on the awakening of the Eskimo to the white man's moral code. Secondly, it permits M-G-M to develop that story with all the thrill, background and natural beauty of the North. M-G-M sent W. S. Van Dyke and a company to darkest Africa and brought back "Trader Horn". M-G-M has sent director Van Dyke and one of the largest film expeditions of history to the frozen North and the result will be another M-G-M milestone in screen Epics!

THE BUGLE SOUNDS—We might literally say about this picture that it is Four Years in Production! To adequately present Major Zinovi Pechkoff's celebrated novel of the Foreign Legion required tremendous research, patience in securing the right footage of Riff warfare, and a willingness to wait so that when this romance appears on the screen it will be something to marvel at!

CANDLELIGHT—New York will never forget the Gilbert Miller presentation of this daring, exquisite love drama as it was enacted with Gertrude Lawrence and Leslie Howard for a full season on Broadway. Translated from the German of Siegfried Geyer by P. G. Wodehouse it cleverly recounts the switch in positions of a Baron and his Valet. Briefly, the Baron's Lady and the Maid each find that love and passion survive even the most difficult social complexities!

PACK UP YOUR TROUBLES—We cannot refrain from making mention here, among M-G-M story gems, of the perfect vehicle for one of Laurel-Hardy's feature-length comedies. The creation of original stories for screen comedians is a matter of careful thought. It was successfully managed in Laurel-Hardy's first long comedy "Pardon Us" but we may conservatively state that "Pack Up Your Troubles" now being produced by Hal Roach and M-G-M is one of the most ingenious, fast-moving, screamingly funny narratives ever written.

THE DEVIL PASSES—An outstanding S. R. O. play of the current Broadway season by Benn W. Levy. This young English dramatist whose succession of hits during the past three years has focussed the attention of the entire theatre world upon him, has truly reached the height of his dramatic genius in this amazingly unusual story, involving a sophisticated author, his young sweetheart and a company of "distinguished blackguards" he gathers around him. A new and refreshing idea for pictures!

SALUTE—Frederick Lonsdale has delivered to the Metro-Goldwyn-Mayer studios an original screen story that is destined to add further laurels to the name of this brilliant playwright and to the production sagacity of M-G-M. Watch for this one!

TARZAN AND HIS MATE—To state that the public is eagerly awaiting the further thrilling adventures of Johnny (Tarzan) Weissmuller is putting it mildly! What a title for the new Tarzan box-office smash! Edgar Rice Burroughs, inspired by the reception of his "Tarzan, the Ape Man" rises to greater heights of romantic thrill than ever in his new love adventure!

FELIX—Just to give you an idea! This play by Henry Bernstein ran 400 performances in Paris! That's quite a run—and it's some play! The story is of modern Paris, with all its sparkling trappings. The central character is a self-made man, ruthless and contented with his lack of soul. A girl comes into his life who changes his whole outlook. Through her, and through her humbling of his ego he finds the true meaning of happiness.

THE MARINES HAVE LANDED—When you recall with happy memory how M-G-M puts stories of this type on the screen you'll cheer our statement that we've got another rip-snorting, dramatic romance for you. It's going to top M-G-M's previous highs in this field "Tell It To The Marines", "Hell Divers" and "Shipmates"!
"WHO'S THE BIG SHOT?"

"That's Jones. He plays the Metro-Goldwyn-Mayer Pictures in this town!"

"WHO'S THE BIG SHOT?"
Walter Hiers Back

Walter Hiers, famous comedian of the silent screen, will be seen in a talking picture for the first time in "The 7000 Year," which Charles R. Rogers is producing for Paramount. Other additions to the cast include Charles Williams, Phil Tead, George Rosener and Big Boy Williams. Ralph Murphy is directing and Phillips Holmes, Dorothy Jordan and Charlie Ruggles are playing the leading roles.

Lee Tracy will have the leading role in Columbia's "Night Mayor," adapted by Gertrude Purcell from the Sam Marx play. Ben Stolof will direct.

Claudette Colbert has been selected by Paramount from the lead opposite George M. Cohan in "The Phantom President" to "The Singer of the Cross." Ian Keith also has been added to the cast of the latter film.

Helen Hayes, who is back in Hollywood to appear in Paramount's "A Farewell to Arms," does not expect to return to the Broadway stage at next season.

Thompson Burton, writer of adventure stories, has been signed by Paramount to prepare the screen play of "Under Cover Man," John Wilstach's novel.

Zasu Pitts has been secured by Fox for an important role in "Walking Down Broadway," which will be directed by James Dunn. Minna Gombell has a featured assignment in this production which Erich von Stroheim will direct.

Lewis and Lano, producers of tabloid shows for motion picture theaters, are rehearsing their initial production at the Music Box, Hollywood. It is being called "Hi Diddle Fiddle."

Our Passing Show: George Karna, Stuart Walker, Sonja Levien, Carl Hovey, Robert Schable at "A None In Libertie" at the Filmathe: Guy Coburn enjoying the wild waves at Hermosa Beach.

Thompson Burton, who recently signed with Paramount, is writing the screen play for "Under Cover Man." He is the author of "Madison Square Garden," which Charles R. Rogers will produce, with Harry Joe Brown as director, and "Soldiers of the Storm," which will be made by Columbia. He is also co-author of the stage play, "Sisters of the Chorus."

Smiley—As welcome as a policeman at the beach.

Dorothy Granger, now under a long term contract with Mack Sennett, had to lose ten pounds in order to gain the agreement. Sennett is sending her on a personal appearance tour until the heavy fall production begins.

Another smile—As pleasant as the smiles autos interchange following a smashup.

Constance Bennett has recently completed arrangements for the part of a senator's daughter in Southern France and will take possession when she goes aboard in September.

Franklin and Stoner, who recently arranged with Isadora Bernstein for the story, "The Lost Continent," have acquired a piece of film showing a complete conflict between two ferocious jungle beasts, a gigantic tiger and a black panther, photographed by Fred de Souza. The battle will form a part of "The Lost Continent," to be produced shortly by Franklin and Stoner.

Edward Cahn, who directed "Radio Patrol," has been assigned to direct "Merry-Go-Round."

Ernest Pagano, one of the ace contract writers at the Educational studios, for the past two years, has been re-signed for another year. His first assignment under his new contract is an Andy Clyde story, or which Pagano is working with Jack Tawney.

Tetsu Komai, noted Japanese character actor, has been selected by Columbia to play a role in "War Correspondent," with Jack Holt, Ralph Graves and Lila Lee.


James Warner Bellah, poet and short story writer, celebrated the publication of his fifth novel by joining the Paramount writing staff.

Paul Page, "Mayor of El Porto," is playing a leading role in "Seventy Thousand Witnesses," which Ralph Murphy is directing for Charles R. Rogers Prods. The picture will be released by Paramount.

Earle Haley, who will direct "Wild Horse Stampede," an outdoor special for Columbia, is the owner of the "Red King of the Wild Horses," "Marquee" and "Lady," who will be used in the picture. Haley wrote the screen plays for "Laughing Boy" and "Lone Cowboy.

Karl Dane will appear with Buster Keaton in M-G-M's "Speckly."

RKO NOTES: Corey Ford has been signed to write "Whoopee Cruise," which will star Edna May Oliver with Joseph Cawthorn. David O. Selznick has purchased an option on the French stage hit, "The Ace," as a vehicle for Richard Dix to follow "The Conquerors...." Con-way Tearle and Alan Mowbray are the first players cast for the Masters' "Velas." "Two Lips and Justus or Southern Love and Northern Exposure," which Ted Sloan will direct, and James Donlin and Clarence Geldert are additions to the cast of "Thirteen Women.

Vil Burton is writing the music and lyrics for "Night Lights," which will open at the Mayan, Los Angeles, July 15. Burton will feature two of his latest songs, "Kiss 'Em Tonight" and "Rhythm in My Heart."

Vernon Vinton, United Artists recording engineer, was a member of the duo which held the double tennis championship of Michigan, Ohio and New York during 1920-21 and 1922.

Dwight Caldwell, film editor for Larry Darnell, is now out on "Mickey's Busy Day." J. J. Duffy is directing.

Douglas Hodges is acting as technical advisor on "Okay, USA," which Tay Garnett is directing.

Elmer Clifton has contracted with Yotora Katsumi for scenes to be taken in Japan for "The Life of a Geisha Girl," a feature which will be distributed by Beverly Hills Exchanges. The picture will be completed here. Y. Aoyama is Katsumi's American representative.

Charles Stumar, camera ace who photographed "Tom Brown of Culver" in Arizona, is photographing exteriors for "Laughing Boy."

King to Direct "Fair"

Harry King has been chosen to direct Fox's "State Fair," from the novel by Phil Stong, which the author and Julian Josephson are preparing for the screen.
Norma Shearer in "STRANGE INTERLUDE"

with Lionel Atwill, Fay Wray, Lee Tracy
First National, 80 mins.
BOX-OFFICE NATURAL. SENSATION.
AL. MURDER MYSTERY. MADE FOR
THRILL PURPOSES WITH NOTHING BUT
CLASS.

Here is an entirely new type of murder
mystery, for it carries an engrossing at-
mosphere all its own, and which is an
integral part of the plot development.
Done entirely in Technicolor, with the color
effects enhancing the dramatic values tre-
mendously. Black-and-white prints also
available. But color makes this offering
stand out, for it is used effectively in a
great climax. Doctor Xavier, head of a
surgical clinic, undertakes to solve a series
of strange murders if the police will give
him 48 hours without interference. The
criminal is evidently a medical expert with
some friendless kink in his brain. So the
doctor stages a laboratory experiment, re-
producing the crimes before the eyes of
his staff who are strapped to chairs. He
hopes to return the criminals to their
daily rounds, but the criminals are
beyond help. This is a bizzare and differ-
type of western that should score easily.

Cast: Lionel Atwill, Fay Wray, Lee Tracy,
Lester Vail, Preston Foster, George O'Hea,
Leila Bennett, Arthur Edmund Carewe.

John Wray, Harry Beresford, Robert War-
wick, Willard Robertson, Thomas Jackson.

Hannah Clove, Pamela Britton, Tom Dagun,
Myriam Baldwin, Mark Willson, Moe Bucker,
Director, Michael Curtiz; Authors, How-
ard W. Comstock, Allen C. Miller; Adap-
tors, Earl Baldwin, Robert Taylor, Charles D.
Director, George Arliss; Editor, George Amy;
Cameraman, Richard Tows; Technicolor, Ray
Ranahan.

Direction, Expert Photography, Excellent.

"DOCTOR X"

with Lionel Atwill, Fay Wray. Lee Tracy
RKO Radio Pictures, 64 mins.

FAST-MOVING STORY OF THE RODEO
BOYS IN TRAINING AND EXHIBITION
IS A DIFFERENT TYPE WESTERN.

There is no whooper-up or wild west
shooting in this one, therefore it is re-
freshing. It is an inside story of a rodeo
training camp, showing just how the rodeo
daredevils are developed and trained for
their exhibitions, rodeo work. Tom Keene
is a hillbilly who drifts in, and because of
his sensational bronco busting, is made one
of the rodeo ace riders. He is thrown be-
cause he man-killer; goes yellow and drifts back
to the hills. The story of his comeback is
traphically handled, and it makes a very
human and appealing yarn. Then the day
of the big rodeo, with the hero coming in
to mount the killer that had almost ruined
him, and riding it to a sensational victory
The love interest is neatly handled, and
altogether the picture is a breezy and new
type of western that should score easily.

Cast: Tom Keene, Helen Foster, Marie
Quillan, Robert Frazer, Richard Carlyle.
Fred Burns, Harry Bowen, Charles Quigley.
Charles Whittaker, Ben Corbett, Oll Taylor.

Direct, Fred Allen; Author, Cherry Wil-
son; Adaptor, Oliver Drake; Dialoguer, same;
Editor, Walter Clemens; Camer-
aman, Ted McCord.

Direction, Good Photography, Okay.

"DYNAMITE DENNY"

Mayfair, 60 mins.

RAILROAD MELODRAMA THAT PACKS
FAIR PUNCH AND A FEW OLD-TIME
THRILLS. CAST IS GOOD.

For fans who like plenty of locomotive
stuff and a good-looking hero who defies
the world to do the right thing, this ac-
tion picture will fill the bill. Another
asset is a very pretty leading lady who
knows how to act. The story is about an
old retired railroad president who, against
the advice of his physicians, returns to the
yards to find out why the employees of
his former line are disgruntled and threat-
ening to strike. While dressed as a
laborer, he meets Denny, a handsome young
engineer who befriended the old man. Denny
and the old man hold out against the
strikers and run into difficulties and bod-
y harm as the result. It all works out
well, with Denny discovering the old man's
real identity and winning the girl. The
big climax comes while the old man is Lynn
unconscious in the cab of a runaway en-
gine with Denny in another locomotive in
pursuit.

Cast: Jay Wilke, Blanche Mehaffey,
William V. Morgan, Walter Perry, Mathew
Betz, Fern Emmett. Director, Frank Strayer;
Author, W. Scott Darling; Scenario, same;
Production Manager, Vernon Keays; Editor,
Byron Robinson; Recording Engineer, C. B. Mills.
Camereaman, Jules Croninger.

Direction, Okay. Photography, Good.

Technical Committee
Formed at RKO Studio
(Continued from Page 1)

the suggestion of Dr. Alfred N.
Goldsmith, vice-president and gen-
eral engineer of RCA, and Frank
Heron, vice-president of Radio
Pictures, includes Frank Garbutt,
in charge of laboratory relations;
Bill Eglinton, head of camera de-
partment; James Wilkinson, head of
cutting department; J. V. Maresca,
supervisor of recording, and Carl
Dreher, chairman. By pooling
knowledge of several specialists, the
committee has devised a method of
saving $1,400 per picture in tech-
nical costs.

Poster Service Ass'n
Plans to Make Product
land here for affiliated exchanges. At present 45
independent are on the associa-
tion's roster and are expected to
participate in the project.

CRANDALL PROJECT REVIEWED
Washington Bureau of THE FILM DAILY
Washington, D. C. The next big
project started some time ago
by Harry Crandall seems immi-
80
nent with plans for a neighborhood
theater having been filed by District
Investment Corp. House is to cost
$150,000 and seat 2,500.

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PANCHARD
ON THE MERRICK ROAD AT MASSAPEQUA—NEAR JONES BEACH
DINE AND DANCE WITH HERB HAHENGAH AND HIS ORCHESTRA
Phone: Massapequa 99
NOT so long ago it was our pleasure to follow a golf match at Fenimore Country Club.

One of the contestants had an uncanny way about him of making every hole in par or better with the nonchalance of a true Murad smoker. After the game we asked him how it was he played such a marvelous game with such ease.

Smilingly he answered "Just years of experience and practice."

That---in a simple way explains how it is possible for THE FILM DAILY to turn out such a valuable publication year in and year out---

"Years of experience and practice"
UNION AND STAR SALARIES IMPENDING READJUSTMENT

(Continued from Page 1) able time also is required to negotiate lower rentals, the trade survey organization states.

Among the most promising of recent developments, Standard Statistics points out, is the policy of pooling star and director talent so that a system is expected to reduce the high proportion of stars’ idle time, estimated at 40 per cent, to a fraction of that amount. An argument against too drastic curtailment of budgets, says Standard, is the fact that Loew’s, Inc. (M-G-M), which has done the least cutting, is the most successful in maintaining product quality and earnings. Among other units to go easy on further slashing for fear of making their product suffer. A “major improvement in picture quality or the introduction of revolutionary technique in screen entertainment would suffice to break the inertia of depression psychology among the masses at an early stage of a business recovery,” the survey states.

REELS PASS UP BONUS CAMP

Washington—In order to avoid encouraging more men to join the Bonus Expeditionary Forces, en- camped at Anacostia, policy of the new reels is “hands off” as far as shooting feature stuff is concerned. In case of disturbance, however, the cameramen are ready to catch the action.

COMING & GOING

JEAN HERSHOLT and UNA MERKEL, MGM players, are due in New York from the coast the end of this week to begin rehearsing for their personal appearances at the Capitol, along with Jack Benny, Arvalia Anna May Wong, Lew Cody and Abe Ly.

REGINALD ARMOUR, For Eastern representative of RCA Photophone, is en route to Calcutta, India, where he will make his headquarters during the coming year.

HILL ESMOND and LAURENCE OLIVER, RKO players, are due to arrive to-morrow from the coast and will sail immediately on the Bremen for Europe.

JOSEPH SCHILDRAUT returns today from abroad aboard the Albert Ballin.

KATHERINE CORNELL and GUTHRIE MCCINTIC sails last night on the Sarsen for other sales.


MORT BLUMENSTICK, Warner theaters advertising director, left yesterday afternoon for Atlantic City, where he will spend several days surveying local operations.

KAY FRANCIS and KENNETH MACKENZIE will board an airplane tomorrow at the Newark Airport en route to the coast.

New Haven, Conn.—City officials, defeated in their attempt to force employment of two stage hands in Arthur houses here during the current strike, have drawn up an amendment to the ordinance requiring two men which will be submitted to the aldermen soon. The amendment requires employment of five so as not to limit the opening and make it impossible to provide for the immediate needs of the theaters. (Continued from Page 1)

St. Clair, Mo.—Edwin Engel has sold the Ozark theater to K. M. Lenox.

Olivia, Minn.—A. C. Buermester is the new owner of the State, having acquired it from D. W. Buckley.

White Lake, S. D.—The Aurora has been purchased by Joe Kutcher from W. F. Evans.

Cleveland—Harris Silverberg, RKO branch manager is the father of a girl.

Cleveland—Clev Adams of First Division Exchange of Ohio has rented space in the Film Exchange building.

Moberly, Mo.—Oursch Heights Amusement Co. has been incorporated with $15,000 authorized capital by William Oursch, E. J. Oursch and Glenn Noel.

Webb City, Mo.—Civic Theater Corp. has been formed by Fletcher Hammond, J. H. Larsen, L. P. Larson and Earl Van Hoose.

Southington, Conn.—Oscar Swan- son has returned to the management of the Colonial here after being manager of the Bink Rock, Bridgeport, owned by the same interests.

Los Molinos, Cal.—Henry E. Inns has taken over management of the outdoor and has changed the name to the Los Molinos.

Nubieber, Cal.—Nubieber Theater Corp. has been organized with a capitalization of $6,000 by Louise A. Schelling and Granville MacPherson.

Cloris, Cal.—Joseph Keenmester is opening his new theater here.

FERRI ON “CORGILLIKA”

S. R. Kent has assigned Roger Ferri to handle exploitation on the run of “Corgillika,” which is expected to open at the Winter Garden on June 29. Ferri has turned out a “Harrigan & Bailey” press book replete with showmanship ideas to help sell the picture.

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Detroit—The Madison, closed for over a year, is to be converted into one and club space. The building will continue to house Publix offices for this division.

Detroit—George R. Doyle and Arthur W. Koch have bought the Fredro theater from Joseph Oleshefsky. Doyle manages the house. Oleshefsky has moved to the Ritz, which he is taking over.

Miami, Fla.—Charles Johnson, manager of the Flagler, announced he will reopen the theater for the summer.

Lake Worth, Fla.—The Ritz, operated by L. Goodbread, is being re-opened after remodeling.

Council Bluffs, Ia.—The Broadway, operated by Publix, closed July 5. The Fox-Strand of the Fox-West Cool Theaters Corp. will close July 9 for the summer.

Cedar Rapids, Ia.—Publix has closed the Iowa theater for the summer. Repairs and remodeling are planned.

London—with the Duke and Duchess of York among the thousands of visitors to the International Congress of Film Exhibitors at Grosvenor House, RCA Photophone, Ltd., conducted continuous demonstrations of the new RCA Victor 16 mm. portable sound-on-film projector for five days. Several subjects were loaned by Walter Herman, British representative of the McKee-Heller Co., in New York. It is said the Duke of York is considering the purchase of one of the machines for installation in Princess Elizabeth’s cottage.

Truckee, Cal.—Herbert Frankel has opened his local theater.

Detroit — The Shubert Detroit Opera House, recently opened as an all-Catholic house picture, will hereafter also show Russian, French, Polish and other foreign product. Sam Carver and Lester Levy, lessees of the Shubert-Detroit, are old Detroit theater men.

Arbuckle, Cal.—The Arbuckle has been purchased by Harold Willey, who will reopen it.

SALES DRIVE TO START

Selling of Educational product for 1932-33, which has been generally well up owing to the absence of Joe Goldberg, general sales manager, and Jack Skirball, will begin within a few days, following the return of those two executives to New York Saturday from the Coast.

13 FEATURES SCHEDULED BY EAGLE PRODUCTIONS

(Continued from page 1) goes in work today and is to be delivered not later than Aug. 1, are: “A Hasest Wife,” “Neglected Husband,” “Fires! A Fireman,” “The Night Boat,” “A False Witness,” “Derby Days,” “A Man There Was,” “Stolen Joy,” “The Big Chance” and “Exposed.”

Distribution contracts for these 12 have already been signed with Dave Rosenbarger and Arthur Greenblatt of Invincible Pictures, New York; Oscar Neufeld, Success Pictures, Philadelphia; Mike Seigod, Reliance Pictures, Washington; R. W. Davidson and Joe Roth, Cameo Screen Attractions, Boston; Joe Cohen, Hollywood Pictures, Detroit; RKO, Arthar Hollywood pictures, Cleveland; B. Mills and J. Berkowitz, Standard Pictures, Buffalo; George Montgomery and E. Cohen, All Star Features, San Francisco and Los Angeles; Butcher’s Film Service, United Kingdom; for agents, Aton and White.

The roadshow production, “Isle of Paradise,” was made in the island of Bali by Charles T. Trice and opens in New York at the Van- corder on July 20. It has narration by David Ross and a score by James C. Bradford. In this connection, it is certain that9074271777

Operators Local 306 Increasing Membership

(Continued from Page 1) preliminary step toward absorbing the additional men affiliated with the union though not full-fledged members, says Kaplan. When sound first came, in certain number of operators were designated as ‘permit men’ because it was not certain at that time that talkers would be a success and the union desired to protect the members it already had. Kaplan states. Now that talkers are here to stay, he says, the union finds it desirable to admit the ‘permit men’ in order to provide adequate service and responsibility.

The move is interpreted as indicating that Local 306 expects no reduction in the number of employed operators either through common-man-in-a-boot policies or other causes.

New Incorporations

NEW YORK CHARTER

State Film Service Corp., Newark, N. J., has incorporated with capitalization of $100,000, 100 shares common.

NEW JERSEY CHARTER

State Film Service Corp., Newark, N. J., has incorporated with capitalization of $100,000, 100 shares common.

DISSOLUTION

Emunst Authors Pictures, Delaware.
RKO Adopts New Distribution System Abroad

MORE THAN 600 HOUSES ON TEN-CENT ADMISSION

Critics' Forum

Today's Speakers:
J. H. KEEN, Philadelphia "Daily News"
JEROME KURTZ, Newark, N. J., "Ledger"
ED JACOBS, Cleveland "News"
MERLE POTTER, Minneapolis "Journal"
HELEN TAFT WALKER, Syracuse, N. Y., "Post Standard"

ONE of the most frequently recurring indictments in the replies to the ten questions with which the Film Daily elicited the views of the country's leading motion picture critics is the charge that Hollywood is woefully lacking in imagination. Discussing this and other matters, J. H. Keen of the Philadelphia "Daily News" says:

"What the movies need is a good, generous dose of imagination and invention in their stories and the elimination of imitation of everything that happens occasionally to be successfully hit upon by some producer who dares to be different. This sheep-like following of the other fellow has done more to give the studios the miseries than any other single factor, in that it has saturated the public taste.

"Confining the far-reaching and elastic range of the camera to the narrow and cramped confines of the theater, for the mere purpose of allowing for conversation that might better have been omitted, anyway, has not improved matters, either.

Entertainment First

"And regardless of what the pundits yap about, the fundamental purpose of the spoof drama is entertainment. After it has fulfilled this purpose, it has accomplished its mission.

New Foreign Distribution Plan
Launched by Dowling for RKO

Dime Policy on Increase, National Survey Indicates

More than 600 houses throughout the country are now operating on 10-cent scales, according to a check-up made in behalf of the Film Daily. Total is increasing at a considerable rate of speed. Operators of de luxe rooms are apprehensively watching development of the policy, owing to the competition it affords them.

In Ohio, Joe Cooper is now running

(Continued on Page 3)

10 New Season's Shorts
Completed by Paramount

Ten of the short subjects on Paramount's 1932-33 lineup have been completed and previewed by the home office. Most of them will be in release next month and the remainder by September. The group includes "Rudy Vallee Melodies."

Guarantees Specified
On Warner P. C. Deals

Guarantees are being included on all percentage deals which Warner-First National are making on 1932-33 product. Increased rentals are being obtained by the company, it is understood.

Chaplin's Wealth
West Coast Bar, THE FILM DAILY

Hollywood—Charlie Chaplin has taxable stocks and bonds valued at $7,687,570 and cash and solvent credits totaling $329,600, it is shown in the assessment roll of the County Assessor. Douglas Fairbanks is down for $689,000 in taxable stocks and bonds, while Harold Lloyd has $174,450 in securities, $341,260 in real estate and $102,940 in furniture.

(Continued on Page 5)
mission it can be educational, artistic or any of the other things that the esthetic souls find such pleasure in mourning over.

"This achieved, all that is necessary is that the players be properly cast and capable of playing the roles assigned them, which has not, been the case in recent productions in which producers tried to play God by assigning munism to do things that nature never intended them to do."

**New Generation Needed**

JEROME KURTZ of the Newark, N. J., "Ledger" believes that "the present breed of producers have reached the peak of their careers. Therefore I do not look for any intellectual improvements from them, only technological ones, which their scientists will supply."

Kurtz gives his pet peeve:

"The fact that high-pressure publicity, by Hollywood press agents (the slickest the world has ever seen) are 75 per cent for more) responsible for the success of movies and movie stars. I do not begrudge success—but I want to see success on merit, not through high-pressure salesmanship. Pet theory: The motion picture exists to exploit mass prejudices for the enrichment of the few. Contrarily, the motion picture should be a form of artistic expression that looks on life sincerely and honestly and should be watched by the shownen who divert its use to commercial exploitation."

**Aping Stage Dirt**

ED JACOBS of the Cleveland "News" feels that a caddish, ill-advised tendency on the part of producers to ape the stage in seeing how far the limits of propriety can be stretched. The catering to the night club life of a city rather than to the family."

After citing instances, however, where unduly frank stage plays were transferred to the screen in carefully purified versions, Jacobs continues:

"When the producers realize that the public is soul-weary of the boudoir piffle, when they realize that every type of crotcheted manner that can be put into a door has already been exhibited, when they conclude that pictures of 'The Diver-" are their own course and yet back to the old technique of giving the public an honest run for its money, when it is not instead 12 per cent of the people can visit a picture theater in safety, when films again become diversion for the entire family as they once were—then the exhibitor will again know what a filled theater looks like."

"If it were still possible to gross two million dollars with a film that cost sixty thousand, that would be just glorious. But then happy days are gone. More pictures like 'Cimarron'-Ben Hur,' Working Side by Side,' The Covered Wagon,' Way Down East,' The Big Parade'—there's your little old answer."

**Better Stories**

MERLE POTTER of the Minneapolis "Journal" is one of the many who plead for better stories. He also urges "less emphasis on exag- and glistening sentimental- and a resolution to eliminate cheap- ness, to assume more intelligence on the part of audiences. This last might be disastrous."

"In the way of peeves and theories, Potter enumerates a plurality, to wit:"

"Giving good actors and actresses miserable vehicles; too much em- phasis on names and pretty facades; playing bad pictures in important theaters and vice versa; giving good players inadequate support; a ten- dency to dazzle and confound the senses by playing up settings, gowns, extravagance and such to the end that silly story may be overlooked, etc."

**Raps Exaggeration**

HELEN TAIT WALKER of the Syracuse, N. Y., "Post-Standard" declares producers could improve matters by "(1) ceasing this habit of over-exaggeration, (2) by cutting out the sex angles to a greater ex- tent in the film, and (3) more authentic detail—college films, for example."

Miss Walker's peeves are: "Mis- leading advertising, especially. Changing of plots of perfectly good novels in adaptation—"Westward Passage,' for example, Misrepresenta- tion of professions, such as jour- nalism. Glorification of sex and crime. Casting good stars in cheap pictures."

"Theory: The American public could appreciate better and more artistic pictures. Many fans consider present films an insult to their intelligence—at least, they do in Syracuse."

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**THE INDUSTRY'S DATE BOOK**

July 11: Resumed hearing of Cleveland exhibitors' "monopoly" suit against distributors, Bar Association Building, New York.


July 12: Meeting of Allied Theater Owners of New York, Eclipse Hotel, New York.


July 19: Meeting of board of directors of Allied Theaters of Michigan, Detroit.

July 19: Semiannual meeting of board of directors of the WAMP, at the Writers Club, Hollywood.

July 26: Monthly meeting of International Brotherhood of Electrical Workers, Home Circle.


Aug. 3: Meeting of board of directors of M. P. T. O. of Wisconsin and Michigan, Milwaukee.

Sept. 4: Quarterly meeting of board directors, Motion Picture Producers Distributors Association of America, New York.


**HIPP, REOPENS AUG. 13**

RKO will re-open the Hippodrome Apartments with a straight picture policy, playing split weeks. Picture will play date and date with t RKO circuit bookings.

**HARRY LANDE WITH POWEL**

Harry A. Lane, has assumed charge of the Chicago exchange. Powers Pictures, succeeding E. Alexander.

**STOP BLUE LAW**

Franklin, Pa. — The city council has voted three to two against ordinance prohibiting shows on Sunday, definitely sidetracking any project to block film shows within the city. County authorities will continue to invoke the blue law of 17. It was indicated, which will prevent local theaters from benefitting by council's action.

---

**ST. CHARLES**

Occupying Entire Block

IN THE SHADOWS

ATLANTIC CITY

A Smart Hotel in Atlantic City's Best Location

Ideal Convention Facilities

ATTRACTIVE RATES
Ambitious Plans Under Way For Screening ‘Cavalcade’

Inspiring Drama of British Life Chosen As One of Hollywood’s ‘Super’ Films For Current Year

By LOUELLA O. PARSONS

Universal Service

By June 11, ‘Cavalcade’ is not a cycle, filmed to spend money and a human story of an English household. I gathered that the 60 people in the event that forms the spectacle of the films. I gathered that the 60 people in the event that forms the spectacle of the films.

By LOUELLA O. PARSONS

Universal Service

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Lillian Harvey in Fox Films

Lillian Harvey in Fox Films

By ‘Cavalcade’

Elise Creelman

The revised version of Noel Coward’s ‘Cavalcade’

FRENCH PRIZE NOVEL GOES TO HOLLYWOOD FOR JANET GAYNOR

But Director Puts Choice of Leading Woman Up to Fans

By ROSE PELSWICK

Comedian’s 2 Sons, 6 and 8, and Mother Sign to Make 5 Pictures on Fox Lot

NOEL COWARD PLAY IN FORM EXPECTED TO BE MAGNIFICENT

By LOUELLA O. PARSONS

For Universal Service

By ROSE PELSWICK

Comedian’s 2 Sons, 6 and 8, and Mother Sign to Make 5 Pictures on Fox Lot

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By LOUELLA O. PARSONS

For Universal Service
SHORT SUBJECT REVIEWS

“Isle of Peril”
Principal Distr. Corp. 30 mins.
Very Good
An out of the ordinary three-reeler of the travel and adventure type, it deals with a desert region, and in addition to its interest from an exploration viewpoint it has the advantage of foreign locations. The barren island where most of the action takes place is a rarely visited place, populated by Viking descendants, whose main source of livelihood is from sheep-herding on a high plateau. An old man who is known as the peasants’ king has a son who falls in love with a girl on a neighboring isle. In order to win her he must climb a perilous rock, then climb down and catch some of the birds, in accordance with a native custom, and he succeeds where many others failed. Enormous photographs, scenes of amazing birds, folk songs and a most interesting running talk also are among the high spots of interest in this short feature.

“The Queen Was in the Parlor”
(Merrie Melody)
Vitaphone 5614 7 mins.
Okay
Based on the currently popular song, “The Queen Was in the Parlor,” this Merrie Melody is a good number of its kind. The cartoon antics revolve chiefly around the king, a fat and comical duffer, and the queen, who is as loquacious as her husband. Action and musical work are okay.

“Paris Glimpses”
(E. M. Newman Travel Talk)
Vitaphone 5710 9 mins.
Good
Scenes of the recent exposition in Paris occupy a major part of the footage in this travelogue. It’s a very colorful sequence, due to the varied groups included in the French colonial collection. Among the shots in the short are the usual glimpses of the Eiffel Tower, Champs Elysees, Picnickers in the Bois, society at the races, etc.

“The Crane Poison Case”
with Donald Meek, John Hamilton, Jane Winton
Passable
Vitaphone 6211 18 mins.
Excessive dialogue and not enough action continues to be the handicap of these S. Van Dine murder stories. Outside of this, the present two-reeler is an engaging affair for those who like the stuff well enough to sit intently from start to finish. The current murder has a rich man as its victim, with suspicion cast on a stopper who is absorbed in snakes and other animals brought back from his expeditions. Real murderer, however, turns out to be a doctor who also was in line to benefit through marrying the victim’s daughter.

Robert Ripley in “Believe It or Not”
(No. 8)
Vitaphone 5308 8 mins.
Good
After presenting sketches of the youngest parents in the world, an Oriental couple aged nine and eight for the man and wife, respectively, along with a 17-year-old grandmother, Robert Ripley turns the stage over to Leo Donnelly, who describes various items submitted in the “Believe It or Not!” contest. Usual collection of interesting material.

Ted Husing in “Sport Slants”
(No. 9)
Vitaphone 5309 10 mins.
(Very Good)
Following a series of scenes showing girls diving and doing stunts underwater at a Florida resort, Ted Husing presents a battle between a man and a big alligator. The tussle is quite a thrilling affair.

Canadian Society Rules
Talker is “Performance”
Toronto — Canadian Performing Right Society holds that a talking film is not a copyrightable work, thus, taking issue with the judgment of a French court, in the action of M. Lehmann, theater owner, against the heirs of late Edmond Rostand, and Films Osso, in respect of the latter’s talking film production of the play “L’Aiglon.”

LEADS WARNER POSTER DRIVE
Hugh McNary of Warner Portland branch is in first place at the end of the 12th week of the company’s poster sales drive. Jack Wadsworth, Charlotte, and John Winn, Omaha, are in second and third places, respectively.

3 Columbia Pictures
May Play the Rivoli
Negotiations are under way between Columbia and Paramount Publicity under which three Columbia features may play the Rivoli. One, “War Correspondent,” is definitely set to open at that house soon. Other features figuring in the deal are “American Madness” and “Hollywood Speaks.”

FIRST ON VITA LIST
Jack Haley in “Sherlock’s Home,” a two-reeler in the Big V comedy series, will be the first to go into production at the Vitaphone studio when it reopens Monday. Alf Goulding will direct.

HOLLYWOOD’s most convenient hotel
Next to famous studios, theatres, cafes and shops, ten minutes from golf courts, bridle paths, etc.
The Plaza Hotel is quiet, luxuriously furnished, with restful beds, glinting tile baths and showers, room service and cuisine, convenient parking—every modern convenience for your comfort. European plan, $2.50 and up, single. $3.50 up, double. $4.50 up, twin beds. Special weekly and monthly rates. Look for the “Doorway of Hospitality”
ORE THAN 600 HOUSES 
ON TEN-CENT ADMISSION

(Continued from Page 1)
ong 40 houses on a 10-cent basis. There are 30 houses in Grand Rapids playing 10-cent shows matinee d 15 cents in the evening, the exhibit shows.

New Foreign Sales Plan
Is Instituted by RKO

(Continued from Page 1)
"le is the reason. The dif-
ficulty of taking money out of the pockets in question caused me to flee in a change of sales plan," said Dowling. "While in Europe, head of sending salesmen to indi-
vidual buyers, we arranged to have them visit the various branch offices.

Dowling closed his Berlin office. Tobis is now in charge of the German zone, the RKO franchise is held by

atumont, W-F May Get
World Wide Product

Deal Films will continue to han-
dle the distribution of Educational
stores in Europe, but according to
J. W. Hammer, who sailed for
England last night, distribution of
World Wide features in Great Brit-
ain is yet to be decided. Releases
will be made by either W. and F.
British Gaumont, or it is pos-
tive that the release will be split
between the companies, according
Hammond.

LEADING JERSEY DRIVE

J. Ullman, manager of the Cap-
al, Newark, is in first place in the
Winter Theater, Newark zone sup-
er. Second and third places are
held by E. C. Bechtold, man-
ager of the Sanford, Irvington, and
Jacobs, manager of the Good-

Newark.

COMING & GOING

OGUSLA FAIRBANKS, JR, JOAN
WADSWORTH, GENEVIEVE TOBIN,
N. STARR LIDDELL and MARGARET
HALLIDAY and PAUL SOANE
for Europe last night on the Fren-
ch liner SS Antoinette. Writer
writer, sails today for England on the
France.

W. NEWMAN has arrived from London to
a conference at the RKO offices.

NED RUTHERFORD was on a tour of
theater for the Screen Guild, left for the coast yesterday.

W. W. RAYMOND sailed last night
on the Majestic for a four weeks' sojourn in Europe.

S. DVORAK is on her way from Cali-
for New York on board the Virginia.

1310 LUFTACIEN sails from New York
on his return to Italy via London.

Recently returned to New York after a
trip to the Coast.

THE FILM DAILY

ALONG THE RIALTO
WITH PHIL M. DAILY

ONE OF THE most significant innovations of the year is the Warner Sales Manual ... with which every sales-
man ... The salesman parks this on the exhibitor's desk by folding the cover back and
deftly hooking it onto the rear cover ... presto! it becomes an easy-firmly planted there, as the salesman turns
each page ... and sells the company's line, its policies, stars, directors ... everythin' .

EVERY PAGE carries a distinct sales message ... with clever layouts of type and photographic illustrations
its ease on the eye. The idea that the exhibit is read
... or just look and listen while the salesman expounds the sales points.

THE BIGGEST innovation is the Flexible Schedule
the Warner idea in production planning ... one page
is devoted to this ... it tells the exhibitor that no company
can predict public taste and popularity for a year ahead
so they have a schedule to December 31st ... Flexible
enough to work in a pin of a possible new trend or vague
and for the coming year the field is Wide Open ... as it should be ... that's what you call being fair and honest to the exhib.

THE Manual sells in succeeding pages the stars, directors ... the Vitaphone shorts ... the new release
schedule to Dec. 31 ... the idea was worked out by Messrs.
Albert Warner, Grad Sears, Andy Smith, Charles Einfeld, Dan
Michalove, Norman Moray ... and it's a Pip.

Jack Sharkey for Feature

Pat Flaherty, formerly head of the Red Star Music Co. has signed
Jack Sharkey, world heavyweight champ, for one feature. Flaherty
has approached various major com-
panies on releasing deals.

More Arbuckle Dates

Rosco (Fatty) Arbuckle, who re-
turns from Chicago today, has been
booked for three more weeks by
RKO, including the Fordham, New
York; Keith's, Boston, and the Al-
bee, Brooklyn. Arbuckle has come
back east principally to start on
his series of comedies for Vitaphone,
negotiated by the Leo Morrison
office.

3 Stanley Shorts Ready

Stanford Distributing Corp., headed by Ira H. Simmons, has com-
pleted the first three in its series of one-
reelers featuring radio celebrities. First short stars Harry Richman,
Norman Brokenshire and Lew White
appear with him. The second has the popular jesters, Pep, Vin and
Vigor, while Sophie Tucker appears in the third.

"Illegal" for Garden

"Illegal," Warner's special British
production made at the Teddington
studios, will have its American
premiere at the Winter Garden
on July 28. Isobel Elsom heads the cast.

RKO SIGNS CROMWELL, KIBBEE
W's Coast Bureau of THE FILM DAILY

Hollywood—John Cromwell, for-
mer Paramount director, has been
signed by Radio Pictures. Guy
Kibbee, Warner-First National char-
acter actor, also has been signed by RKO for a featured part in "The
Conquerors," the Richard Dix-Ann
Harding special which William
Wellman will direct.

A. GOLDBERG CELEBRATES

San Francisco—Aron Goldberg,
president of the Aaron Goldberg
Circuit, was given a testimonial din-
er recently at the San Francisco Ho-
tel in honor of his 20th year as an
exhibitor in this section. Thomas
D. Van Osten was toastmaster. G.
William Wolf, RKO branch man-
ger, presented a token to Goldberg
on behalf of Pathe News and an-
other on behalf of the Film Board of
Trade.

3-Day Summer Schedule

Akron, O.—During the summer, the Rialto, neighborhood house, will
operator only on Saturdays, Sundays
and Mondays, at 15 cents top.

Close in Steubenville

Steubenville, O.—Three major
houses, the Paramount, Grand
and Capitol, have closed for the
summer, leaving only two second-run
houses operating.

OCTOBER 22 is the opening date
of "Petrified Forest," in all the
theaters in the county.

PLUNKETT ON HIS OWN

Joseph Plunkett, who is in charge of the W. & F. OF WEXFORD and
Berwick, will open the new 300-
seat Strand Theater as manager
on October 21.
**“MILLION DOLLAR LEGS”**
with Jack Oakie, W. C. Fields, Andy Clyde, Lydia Loretta, Ben Turpin
 Paramount
 64 mins.

A LAUGH RIOT. NONSENSICAL BURLESQUE FULL OF NUTTY STUFF AND ACTION THAT SHOULD ROCK ANY HOUSE.

This one apparently was built solely for the laughs, and what a job they made of it! Most of the action takes place in a huge telephone switchboard, where W. C. Fields plays the part of an eccentric king whose cabinet is plotting to depose him. Jack Oakie, a brush salesman, turns up and falls for the king’s daughter. The king appoints Jack his privy counselor and orders him to find ways and means of raising $8,000,000 for the deposed exchequer. As the king and his subjects are all good athletes, Jack promotes their participation in the Olympic games, and they set up with fistic scenes despite the efforts of the traitors to disable them by setting a famous vamp, Lyda Roberti, on their track. It’s all more or less nutty stuff, with surprising turns and laughs thick and fast, but it arouses the howls in a big way. Fields burlesques the king role to a fare thee well.

**Cast:**
Jack Oakie, W. C. Fields, Andy Clyde, Lydia Loretta, Ben Turpin, Bebe Daniels, Susan Fleming, Hugh Herbert, George Barbier, Dickie Moore, Billy Gilbert, Vernon Dent, Tommy Dars, John Smiert, Sam Adams, Irving Bacon, Ben Taggart, Hank Mann, Dick Clark, Sid Saylor.

**My Biggest Fear:**
Director, Edward Cline; Author, Joseph L. Mankiewicz; Adapter, Harry Kurnitz; Lyrics, Nick Barrows; Cameraman, Arthur Todd.

**Direction:** Fast and Funny. Photography, Fine.

**STANGER IN TOWN**
with Chic Sale, Ann Dvorak, David Manners, Noah Beery

AMUSING COMEDY OF SMALL-TOWN LIFE WITH FINE CHARACTERIZATION BY CHIC SALE AS HIGHLIGHT.

Though generally mild in dramatic structure, this yarn about an old country storekeeper and his fight against the invasion of a modern chain store, betokened by the local villain, has its moments of amusement and primitivism. Chic Sale is the central character. He started the town back in the Gunдоров, though folks said he couldn’t, and has remained an optimist through the years. Now, at the age of 70 or more, he runs the only general store in the community, and also is postmaster and leader of the town band. His granddaughter (Ann Dvorak) returns home from school in town and the local villain, who has a young chap (David Manners) sent to open a branch for a big chain store system, tries to get a location on the sheriff (Noah Beery), who hates Chic, and competition tactics begin, complicated somewhat by the fact that David and his rival’s granddaughters meet in school and the old man outsmarts his opponents, with the hero also getting in on the right side of the fence.

**Cast:**
Chic Sale, Ann Dvorak, David Manners, Noah Beery, Raymond Hatton, Maude Ebune, Lyle Talbot, John Larkin, Jessi Arnold.

**Direction:** Erle Kenton; Author, Carl Erickson; Adaptation, Carl Erickson, Harvey Thaw; Dialogue, same; Film Editor, James Mor- ray; Cameraman, Dev Jennings.

**Direction:** Good. Photography, Good.

**DIE BLUMENFRAU VON LINDENAU**
(“The Flower Lady of Lindenau”) (In German)

Precisely Trading
 75 mins.

AMUSING GERMAN DIALOGUE COMEDY WITH LIGHT PLOT BUT HEAVY LAUGHS. CAST IS FINE.

Hansi Neise, comedienne in this feature, handles her substantial part in much of the Marie Dressler fashion, the result being many good laughs and a host of chuckles. The story concerns Hansi, who, as a flower-lady, has failed through force of circumstances to pay the tax on her pet dog. She visits a prominent alderman in an effort to obtain the return of the dog, and while wins the sympathy of the alderman’s wife, Renate Mueller and a young newspaper editor who happens to be visiting the couple (Noah Beery), who hates Chic, and competition tactics begin, complicated somewhat by the fact that David and his rival’s granddaughters meet in school and the old man outsmarts his opponents, with the hero also getting in on the right side of the fence.

**Cast:**

**Direction:** George Jacoby; Composer, Peter Herz; Author, Bruno Frank; Scriptwriter, Walter Wassmer; Warner Schlee; Cameraman, not credited.

**Direction:** Fine. Photography, Good.

**REBECCA OF SUNNYBROOK FARM**
with Marrian Nixon, Ralph Bellamy

Fox
 80 mins.

CONTINENTAL POLLYANNA YARN DRIFTS ALONG AIMLESSLY IN OUTDATED STYLE.

When “Rebecca” was a play many years ago it had its vogue, but the screen adaptation only serves to show what outdated material it now is—and how lacking in any coherence, motivation, or general interest to hold an adult mind. It is too Pollyannaish. The acting is divided equally between old Aunt Miranda cradling at everything, and Rebecca scattering rays of sunshine everywhere. Marrian Nixon as Rebecca recites her lines in a monotone sing-song, and acts about the same way. Nothing of any dramatic importance happens. The story of the girl adopted by the two old maid aunts trying to shoulder everybody’s troubles gets monotonous. Dialogue is flat and meaningless. It has no change of pace or tempo, and just drifts along to an indeterminate end. The only worthy feature is the camera composition, which in some superb shots and settings of country scenes in snowstorm and springtime is fine. Marrian Nixon, Ralph Bellamy, Miss Marsh, Littlefield, Cline; Actors, Sarah Padden, Alan Hale, Eula Guy, Charlotte Henry, Claire McDowell, Ronald Har- rard, Mills Mark, William Boyd, Ward, Conlon, Wally Albrit.

**Direction:** Alan Santell; Authors, Kate Douglas Wiggin, Charlotte Thompson; Dialogue, same; Cameraman, Glenn MacWilliams; Recording Engineer, Joseph Alken.

**Direction:** Weak. Photography, Excellent.

**FREAKS**
with Wallace Ford, Leila Hyams, Olga Baclanova, Rosco Ates

M-G-M
64 mins.

RATHER GRIESEOME DRAMA OF SIDE-SHOW CHARACTERS. EXPERTLY DONE, BUT THEMES MAY PROVE OFFENSIVE.

Though placed in general release some time ago, this picture has just come to Broadway after many postponements. It is a most unusual picture, not least in the fact that the horror cycle appeared to be in full swing, and as a picture of this type it was produced with expert hands. But the nature of its theme makes its chances problematical. First, the fact that the ugly human monstrosities in this picture are that way in reality, whereas in other films the audience knew it was all make-believe seems to induce a different and not pleasant reaction. Then it is difficult to work up sympathy for the love affair of a midget and a normal vamp who is merely playing the small fellow for his money and is also, at the same time, a giant. The background atmosphere of the picture is colorful and interesting in itself, when looked upon as a display of freaks in a sidelineshow, but when love and drama are brought into play between the charac- ters it doesn’t strike so good.

**Cast:**
Wallace Ford, Leila Hyams, Olga Baclanova, Rosco Ates, Harry Earles, Daisy Earles, Edward Brophy, Matt McHugh, Rose Dionne, Albert Conti, Daisy and Violet Hilton, Michael Vite.

**Direction:** Tod Browning; Author, Tod Robbins; Adaptations, Willis Goldbeck, Leon Gordon; Dialogue, Edgar Allan Wool; Actors, same; Cameraman, Merritt Gerstad; Recording Engineer, Gavins Burns.

**Direction:** Good. Photography, Good.

**SKIN GAME**

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26 One Reel

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WIDOW IN SCARLET
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Motion Picture Producing and Releasing

729 SEVENTH AVENUE, NEW YORK
Blyrant 9-2812

**“SKIN GAME”**
THEY STARTED WITH
"INKIES"
AND ENDED WITH
DAYLIGHT

WHEN first announced, Eastman Super-sensitive Pan-
chromatic Negative was used chiefly with incandescent
lighting. It was found, however, to be equally valuable
under arcs. And now cameramen are finding it ideally suited
to daylight shots, particularly when it is provided with the
non-halation gray backing. Expert in every branch of cine-
matography, Eastman Super-sensitive “Pan” is an all-purpose
negative, the advantages of which are felt all the way from
the lot to the screen. Eastman Kodak Company. (J. E. Brula-
tour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE
PANCHROMATIC NEGATIVE (GRAY-BACKED)
Revivals Gaining Force Throughout the Country

DUALS CALLED ESSENTIAL TO GOOD INDIAN PRODUCT

15 Players Are Being Groomed for Stardom by RKO

Parts Being Assigned to Stellar Candidates in Individual Films

Fifteen young players are being groomed by RKO for stardom in a like number of Radio Pictures featuring the big names of yesterday, but two of the embryo stars have already been assigned important parts. (Continued on Page 2)

BIG PROGRAM IN PROSPECT AT METROPOLITAN STUDIO

West Coast Bureau of THE FILM DAILY

Hollywood—Ninety-five carpenters are being given employment at the Metropolitan studio in preparation for a heavy production program. The plot is used by many independent units.

N. J. Unit Meets Thursday To Wind Up Convention

Adjourned and final sessions of the 18th annual convention of Allied Theater Owners of New Jersey will be held Thursday in the New York headquarters of the organization. The meeting is open to all independents, as well as members, says President Sidney E. Samuelson. Session starts at 1 P. M.

Indies Fight Labor Cost

West Coast Bureau, THE FILM DAILY

Hollywood—Independent producers are understanding to be considering concerted action to eliminate the 10 per cent added cost on labor charged by major studios available for independent production. The independents appreciate the necessity of the added 10 per cent over our actual cost for all other items, but will endeavor to either have the studio owners eliminate the extra charge for labor or permit independents to supply their own staffs. Independents argue that better product will be available to major circuits if the added labor cost is scratched.

Showing of Revivals Eases Product Shortage Situation

Equitable Starting First of 8 Features

West Coast Bureau of THE FILM DAILY

Hollywood — Equitable Pictures Corp., planning eight features for the independent market, has signed Dorothy Burgess, Alan Hale and Walter Byron to play the principal roles in the first of the series, "De-}
New York Stock Market

(NOTICES AS OF SATURDAY)

East, Koda Capt. 145 145 145 145 173
Loomis, Inc. ... 145 145 145 145 + 16
Am. Securities ... 114 114 114 114 + 16
Pattie Nash ... 15 15 15 15
Watson Nash ... 31 31 31 31

NEW YORK CURB MARKET

Trans Las ... 145 145 145 145 145

NEW YORK BOND MARKET

Gen. Th. Eq. 04 04 04 04 + 5
Loomis, Inc. ... 145 145 145 145 145
Par 56 47 ... 145 145 145 145 145
Par 55 50 ... 131 131 131 131 131

MAY REOPEN ST. LOUIS

St. Louis: The theater reopened May 18 in the hands of the St. Louis theater organization, which has decided to reopen.

BEATRIX WRIGHT BOOKS
West Coast Bureau of THE FILM DAILY

Hollywood—"Know Your Movies," by W. C. Beaumont, is now available in paperback format. The book, which covers all phases of production, will be available at the theater soon. Many chapters are devoted to the proper use of elements entering into making a picture.

Eastman Films

J. E. Brulatour, Inc.

Chicago: 1729 W. Grand Ave., (773) 875-7452

Hollywood: 6700 Santa Monica Boulevard, 3692

Link Island City 2554 Broadway 29

Stillwell 7-9490

New Orleans Tax Bill Passed by State Senate

New Orleans—Following a favorable voice action by the Senate at Baton Rouge has passed a 20 per cent tax on New Orleans amusements to defray cost of unemployment relief. The levy is to be sold Sept. 1 and continues only as long as the emergency exists. Some small houses plan to close during the duration of the tax.

Cut in Program Time

Saves $3,000 Weekly

Through the recent reduction of running time of all RKO programs and a shortening of a number of short subjects, the circuit is saving $3,000 weekly. Shorts formerly cost RKO about $30,000 weekly.

Sen. Harris Reports

In New Penna. Circuit

Pittsburgh—Report is current here that State Senator Frank J. Harris and Eugene L. Connelly are planning a new theater circuit in Western Pennsylvania.

BUCK JONES CLUBS IN WEST

West Coast Bureau of THE FILM DAILY

Los Angeles—Launching of the Buck Jones Ranger Clubs on the Pacific Coast has taken place with the creation of one of these kiddle organizations at the Strand, Belvedere Gardens. The clubs are a hook for the Buck Jones westerns released by Columbia.

REOPEN ADAMS, DETROIT

Detroit—Harry Whisen of Chicago and owner of the Paramount Houses, for- merly a Publix house with uncorrected the runs at 25 cents. The theater formerly was a first-run suburban house, recently operated by Frank Scheuer, who has closed.

Berkowitz Takes Over Powers Coast Branches

Sam Berkowitz, formerly with Gotham Productions and James Cruze, Inc., and operator of Atlas Pictures Film Exchange of Los Angeles and San Francisco, has taken over the Powers Pictures exchanges in Los Angeles and San Francisco. Associated with him is Mel Huling in the capacity of general sales manager, with Clarence Hill as San Francisco manager. Territory includes California, Arizona, Nevada, and Alaska.

Jules White to Make Columbia Two-Reelers

West Coast Bureau of THE FILM DAILY

Hollywood—Columbia has signed Jules White to head its newly created department for the making of two-reel comedies. A series of 12 is planned. White has been with M-G-M, where he made the Dogville comedies and directed Buster Keaton's "Sidewalks of New York."

WHEELER, WOOLSEY MAKE UP

Bert Wheeler and Robert Woolsey have patched up their differences and immediately upon conclusion of his five-day tour Wheeler will leave for the coast to start on the first of a series of features which the comedians will make for Columbia.

YONKERS POOL SET

Publix-RKO pooling deal at Yonkers is set and expected to be definitely closed within a few days. Under the plan RKO, which has Keith's in that situation, will operate the Strand, Publix house.

PRODUCERS ATTENTION

WE DISTRIBUTE

FEATURES AND SHORTS

THROUGHOUT THE WORLD

RELIANCE FILMS

789 Seventh Ave.

BYRANT 9-3595

The Broadway Parade

(Week of July 8)

FIRST RUNS

PICTURE DISTRIBUTOR THEATER

"Red Headed Woman" (2 week) M-G-M Capitol
"Million Dollar Legs" Paramount
"Bringing Up Father" Paramount
"The Smiling Woman" Paramount
"Stranger in Town" RKO

EXTENDED RUNS

"Freaks" M-G-M
"Ain't We All" M-G-M
"Cry of the World" Fox
"Grand Hotel" M-G-M

SECOND RUN

FOREIGN PICTURES

"Schubert's Freibergbund" (4th week) Capital Film Exch.
"Die Blumenfrau Von Lindenau" Protox Trading
"Purpur and Waschbahn" Capital Film Exch.

FUTURE OPENINGS

"Brand in Der Oper" (July 12) Capitol Film Exch.
"Hollywood on Parade" (July 14) M-G-M
"The Purchase Price" (July 14) M-G-M
"Lady and Gent" (July 19) M-G-M
"Isle of Paradise" (July 20) M-G-M
"Illegal" (July 28) M-G-M

THE INDUSTRY'S DATE BOOK

Today: Resumed hearing of Cleveland exhibitors' "monopoly" suit against distributors, Bar Association Building, New York.


July 12: Meeting of Allied Theater Owners, the Delmar, southeast, Buffalo.


July 19: Meeting of board of directors, Allied Theaters of Michigan, Detroit.

July 20: Semi-annual meeting of board of directors meeting of the WAMPAS, Detroit.


Aug. 1-15: International Artistic Cinematographic Congress and International Exhibition of Art, at the Lido Excelsior, Venice, Italy.

Aug. 2: Meeting of board of directors, Missouri State Exchange, St. Louis, Missouri.


ST. LOUIS BOND UPHeld

St. Louis—The Missouri Supreme Court has sustained the refusal of the St. Louis Circuit Court to reduce a $400,000 appeal bond fixed by Circuit Judge Albert D. Norton in the St. Louis Amusement Co. receivership case. Kremlin Bros. are controlling the Amusement Co. and claimed that the receivership should be dissolved in order that the $400,000 bond was excessive and unreasonable.

NED WAYBURN

who has spent over 600 productions, including the best editions of the Ziegfeld Follies, and who directed and helped win the U.S. in World War I, and then fame many stars of the first magnitude, such as Al Jolson, Marilyn Miller, Fred and Adele Astaire, Eddie Cantor, Ann Pennington, Will Rogers, Marie Dressler, Ed Wynne, Jeannette MacDonald, Harry Richman, Charlotte Greenwood, and hundreds of others, has opened new interna- tionally training headquarters in the theater of the Park Avenue District. This, the world's greatest theater district, has every entertainment of stage or social dancing, Morning, Afternoon and Evening Ses- sions for Adults 16 to 60 Years of Age.

Redei and Building Up—Mild Courses for Middle-Aged Folks. Special Sunday School Classes for Children (Ages 4 to 16 Years).

Thorough Course in Direction and Micro- phone Technique for Radio and the Talkies.

TEMPORARILY, 20% to 50% REDUCTION IN ALL RATES

Send for the following free booklets:
"YOUR CAREER in "HOME STUDY COURSE in DANCING," or "HOMESTYLE COURSE in DANCING," or "RADIO DANCE COURSE in DANCING."
RKO IS GROOMING 15 FOR STELLAR HONORS

(Continued from Page 1)

parts in completed or coming productions. They are:

Phyllis Fraser and Mary Mason, who will be cast in pictures to be put in work next month; Harriet Haman, Jule Haxton and Fill Esmond, who will be seen in "Thirteen Women Can't Change" who has an important part in "Roar of the Dragon," starring Richard Dix, and in the RKO Van Beuren serial, "The Last Frontier," Gwili Andre, who has just finished work in the Dix picture and will have a more important part in "Mysteries of the French Police"; Katherine Hepburn, "Bill of Divorcement"; Arlene Judge, "Age of Consent"; Rochelle Hudson, "Liberty Road"; Anita Louise, "Phantom of Crestwood"; Dorothy Wilson, "Age of Consent"; Betty Furness, "Liberty Road," Bruce Cabot, "Song," and Eric Linden, "Age of Consent.

Revivals Gain Force Throughout Country

(Continued from Page 1)

revivals, in some cases singling out the vehicles of different stars for each week, while other exhibitors are picking attractions individually according to local popularity. Reports so far received indicate that the revival idea is generally profitable, and that its possibilities have barely been touched. Some exhibitors compare it to revivals of stage hits,

JOLSON FILM STARTS

West Coast Bureau of THE FILM DAILY

Hollywood—After several months of preparation, Al Jolson's United Artists picture, "The New Yorker," went into work last week with Harry D'Arrast directing. Supporting cast includes Madge Evans, Roland Young, Harry Langdon, Chester Conklin, Bob Rosing and others.

WARNERS BOOK POLISH FILM

"Ten Condemned," first Polish talker, has been booked by Warner Brothers in the De Witt theaters, Bayonne, and the Regent, Elizabeth. S. Sulin, in charge of bookings for the Polish Film Corp., distributors of the picture, states that deals are pending with Warners to book the picture wherever the Polish people are residing in numbers.

Showman's Daily REMINDER

- Are your "cool" trailers convincing? Cheerful? Interesting? Brief?

- - - THERE IS nothing in the history of the film biz that in any way equals the record of "Grand Hotel"... for keeping an entire organization bustling for months... it started off in April... and has been steadily roadshowed ever since... playing in hundreds of spots... and is booked right through to September... with a grand total of approximately 800 engagements... playing at $1 and $1.50 top...

- - - ONE OF the interesting things about this production is that the demand to see it is practically universal in all sections... big cities... small hamlets... it sells just as good in factory districts... as in rural sections... appeals to the hoi polloi equally as strong as to the cognoscenti... and it is at 10 o'clock somewhere at the Astor on Broadway since its April opening... and when you realize that no passes are being given out... not even to the boys in the home office... that tells the story more graphically than anything... hell, even we with all our chiselling couldn't snap a pair of ducats.

- - - JUST ABOUT the smoothest campaign we have ever witnessed is pushing "Grand Hotel" merrily along for a record gross... Billy Ferguson's department has worked on it practically to the exclusion of everything else... and, boy, what a system!... Billy spends an average of 16 hours a day on the job... he personally checks every item of expense on exploitation... on every single showing... with a fluctuating force of 20 to 50 exploiter right on the job... from the time it opens till it closes... telegrams come and go in a steady stream... and usually he is talking on long distance to his boys on both phones at once... in between he checks his booking sheets... and dictates to his secretary a stream of never-ending telegrams... giving minute instructions to his field force.

- - - IN THESE days most exploitation staffs work an average of one week on any production... over at Emgeem the handling of "Grand Hotel" has become a career for all hands involved... they talk of Grand Hotel as if it was an actual hotel they were all working for... well, maybe it is, at that... certainly it is feedin' and boardin' em.

- - - AND HAS that Critics' Forum caught on!... the newspaper lads have stepped right up... and laid bare the thoughts that they dare not voice in their own columns... for fear of disillusioning their dear fans public about the film biz... among the 10 questions asked them the one that got them most was regarding their "Pet Peeses"... and how they went for it... they just sailed right in and yawned plenty... telling the industry in plain, unvarnished lanwich just what they think about this and that... that phrase "pet peeses" seems destined to become a national catch phrase... so follow the Critics' Forum every day... it's plenty hot... and filled with biting truths that should sting a few gents... into Doing Something.

DUALS CALLED ESSENTIAL TO GOOD INDUSTRY PRODUCE

(Continued from Page 1)

more substantial production investment.

"This present move against double-feature bills is all wrong from every point of view," said the executives of the first idea, exhibitors will tell you that their grosses and net losses have considerably increased since the wholesale advent of double-feature programs. That means that the public wants that style of program. A bit of encouragement, such as the double-feature gave us, inspired the independent to plan for better and most costly product, which in turn will mean a sooner return to normal for the box offices. If double-featureing is hampered or cut down to any extent, just so much will the ambitions and outlook of the independent be deprecated."

M. H. Hoffman of Allied Pictures and president of the Independent M. P. Producers Ass'n, in a statement issued on the occasion, also opposes the present agitation against double bills. He contends that each exhibitor, being familiar with his local situation, knows best what he should do, and that many of them have been kept alive solely by the double feature policy.

SUES OVER HAYS BIOGRAPHY

Charging breach of contract which called for publication of a biography which he wrote on Will H. Hays, suit for $30,000 has been entered in the U. S. District Court by Silas Bent, prominent writer against Horace Liveright, Inc., publishers. Bent, in his complaint, says Liveright has failed to keep his agreement to publish the book, which was completed and delivered Aug. 12, 1930.

CIRCUITS CONTROL DOWNTOWN

Syracuse—Down town Syracuse is now 100 per cent circuit-controlled, with passing of the DeWitt to the Central New York Theaters Corp., subsidiary of the Skouras group. Policy is expected to be straight pictures.

CLOSINGS COMPLETED

With 185 houses dark, Public summer closings are understood to be virtually finished. Figure includes theaters operated under partnership deal by about 75% of the houses are Class A theaters.

BEST WISHES EXTENDED BY THE FILM DAILY TO THE FOLLOWING MEMBERS OF THE INDUSTRY WHO ARE CELEBRATING THEIR BIRTHDAYS:

July 11
Walter Wanzer
Sally Blake
Connolly

"< " " " " " 
CAST - THE YEARS GREATEST BOX-OFFICE ATTRACTION

LED BACK

UNDER by ANDREW SOUTAR

DORIS KENYON

BITION · REGINALD OWEN

RIS · GILBERT EMERY

HN T. MURRAY

By

OWNED AND CONTROLLED

WORLD-WIDE
A LITTLE from "LOTS"  
By RALPH WILK

HOLLYWOOD  
JOHN ROBERTSON has been signed to direct "Little Orphan Annie," with Mitzi Green in the title role, it is announced by David O. Selznick, executive vice-president in charge of RKO production.

"The Crash," instead of "Pages From Life," will be the title of Ruth Chatterton's latest First National picture when it reaches a Broadway screen some time in August.

Katherine Hepburn, Broadway actress who recently scored in "The Warrior's Husband," has arrived at the RKO Radio studio to make her screen debut in "Bill of Divorcement." George Cukor is directing this Clenence Dane play, which has Billie Burke cast in a featured role.

Columbia has engaged Roy William Neill to direct "That's My Boy."  

Clarence Muse, well-known colored player and composer, who is now working with Richard Dix in "Liberty Road," has written a special musical theme for this RKO Radio picture.

Harry Sweet is making "The Farmer's Honeymoon," a two reel comedy under the direction of George Marshall on the RKO Radio lot. In chief support are Mack Swain, Lee Kinney and Monte Collins, Jr.

Children of popular Hollywood stars will receive their screen baptism in "Young Hollywood," a special Columbia "Snapshot" to be produced under the supervision of Ralph Staub.

William Wellman and Robert Lord, who worked together as director and scenarist, respectively, on an assignment for Warner Bros., where they are under contract, will make "The Conquerors," a David Selznick production for RKO.

Regis Toomey is taking a bunch of screen plays in which he appeared, revising them, and presenting them twice weekly on a stage to neighborhood folks with casts composed entirely of youngsters who have never appeared on either stage or screen. The theater is in a big mansion formerly owned by a New York producer. Toomey expects to develop some promising player material.

Principal Productions has started work on the first of four one-reelers known as "Zane's Grey's Diary." Raymond Hatton and Lloyd Ingraham have roles in Tim McCoy's next Columbia feature, "Long Loop Laramie."  

Leon Waycoff, who came to Holly- wood from the New York stage, and Loutie Natheaux, character actor, are additions to the cast of "Thir- teen Women," RKO Radio Pictures production of Tiffany Thayer's novel.

"THE BIG TIMER"  
with Ben Lyon, Constance Cummings, Thelma Todd  
Columbus  
70 mins.  
GOOD COMEDY DRAMA WITH PRIZE FIGHTER AS CENTRAL FIGURE. MOVES AT LIVELY CLIP AND HAS GENEROUS LAUGHS.  
A novel touch in this story is the use of a woman as manager of a prize fighter. Ben Lyon is the pug, while Constance Cummings officiates as his boss. Not bad combination, with both turning in good performances. The yarn itself is pretty much the usual procedure about a boxer climbing to success, then falling victim to his surroundings and eventually going on the toobegan. Consistent action, together with better than average dialogue, help to keep the interest well sustained throughout the proceedings. A nice scattering of laughs also helps quite a bit. In the com- edy department there is some able and effective troup ing by Tom Dugan, who plays the part of helper to the prize fighter. Thelma Todd and Russell Holton also create the perfect effect, and the rema- inder of the cast fills the requirements. As Eddie Buzzell's first directorial effort in the feature line, it is a creditable job. Directed by George Marshall; Thelma Todd, Charles Delaney, Tommy Dugan, Charles Graupwin, Russell Holton, Jack Miller, Robert Emmet O'Connol, Bert Starkey.  

Director, Eddie Buzzell; Author, Robert Riskin; Adapter, Robert Riskin; Dialogue, Robert Riskin; Camera, Dorothy Howell; Camera Supervision, L.W. O'Connell; Receding, Emenee, Edward Bernds. Distribution, photography, good.

SHORT SHOTS from EASTERN STUDIOS  

MRS. ROY MACK, just back from Hollywood, where her husband directed a series of six Technicolor musical comedies for Vitaphone, is returning to New York at Maryland Hospital in Baltimore from an appendi- citis operation. Roy Mack is making his headquarters at the Park Central Hotel, while in New York he will continue to turn out musical shorts at the Vitaphone studio.

A record in shorts production was made last week at the Eastern Ser- vice studio in the Bronx when the shooting of four of the series of Tom Howard shorts being produced by Larry Kent Productions, was completed over a period of two days.

June O'Nea, comedy featured player currently appearing in the Pulitzer Prize play, "Of These I Sing," has been signed by Sam Sax production manager of the Brooklyn Vitaphone studio, for the leading female role in "Sherlock's Home," starring Jack Haley. Members of the supporting cast include Tony Walters, Martin McNeill, Alf Goulding has been as- signed to direct.

The fourth of the series of Nick Kenny "Radio Thrills," featuring  

"PURPUR UND WASCHBLAU"  
(Purple and Wash-Blue)  
In German  
Capital Exchange  
90 mins.  
WINNIE'S ROMANTIC COMEDY IS LIGHT AND GAY WITH HANSI NIESE SCORING IN DOUBLE ROLE.  
This is a product of Sascha Filmindustrie of Vienna, and the theme is that of a little principality in the Balkans ruled by a princess. Hansi Niesl, the laudress, the illegitimate daugh- ter of the old prince, the princess' father. Hence the royal dame and the lowly laun- dress are half-sisters, and the dead image of each other. Young Prince Georg has a romance with the daughter of the laundress, leading her to believe he is an engine. When a revolution breaks out it is necessary for the princess to dis- appear, and they surmise the laundress to take her place. With her intimate understanding of the people and their problems she brings order out of chaos. There is a very pretty romance all through the picture between the prince and the laun- dress' daughter. Hansi Niesl handles the dual role with cleverness, and a robust humor in the part of the laundress. Directed by Harry T. Doedenfein; A. Neureuber, Else Elster.  

Director, Max Neufeld; Authors, Peter, Anna Mijares, as is the story.  

COMING AND GOING  

A. W. SMITH, Warner sales executive, last night last for Toronto, where he will make a survey of general conditions. He expects to return to New York next Wednesday, NORMAN MORAY will accompany Smith.

ARTHUR LAKE is in town from Holly- wood to join his sister, Florence Lake, at the Warwick Hotel for the summer.

LEW CODY arrives today from the coast to appear in the new stage show at the Goldstein. Among the other stars will be PHILO PILLS, the Melody. He will have a home office in New York, P. C. Goldman, zone manager, and other execu- tives on a special drive scheduled to start July 5.

REGINALD SMITH is en route from New York to London on the Majestic.  

DAVE (SKIP) WESNER, Warner The- aters executive, left this morning for Phila- delphia, New York, and Washington, D. C., to meet HARRY DODSON, Goldstein, zone manager, and other execu- tives on a special drive scheduled to start July 5.

NEW YORK CHARTERS  

NAME CHANGES  
Some Art World Wide Pictures, Manhattan, to World Wide Pictures.

Arthur Tracy, being produced by the Big Rowland and Monty Brochu Productions, is scheduled to go into production next Thursday with opening shots to be made on the St. Regis of the French Line, and inside shots to be completed at the Eastern Service studio in the Bronx.

Vacation returns at the Brooklyn Vitaphone studio. Montie Shaw back from Murray Bay, Canada, where he did a great deal of horse- back riding and then flew down to Lake George, etc. After visiting 842 of the Thousand Islands, Dorian Ot- tos was called back to the Vitaphone studio. Dorian claims he's going back some time for a peek at the 158 which he missed. Burnet Hershey spent his first vacation week-end at a beach in Cape Cod, and he came back with a bad dose of sunburn which is keep- ing him in bed. Blanche Schneider got herself a beautiful tan playing in Cape Cod. She is expected in Lakeville, Conn., Part of Her- man Ruby's vacation was spent go- ing over some of the scripts on Vitaphone's next season's short subjects.

Edna Hill, former member of the cutting staff at Paramount's New York studio, has been signed by E. R. Williams to cut and edit "The Divorce Racket," first of a series of six features which Gold- stein is producing at the Ideal Stud- ios, Hudson Heights, N. J. Shooting for "The Divorce Racket," which stars James Rennie, and features Olive Borden and Judith Wood, and which is directed by MITCHELL LEFEBVRE, was com- pleted last Tuesday. William Miller was in charge of camera work.
Nation's Critics Speak Their Mind on the Film

Vital Subjects Discussed With Frankness by Cinema Scribes

(Continued from Page 1)

Equally Important

There have been numerous occasions when a good script has been butcheted by a well-meaning player, and there have been times when a director has butchered things up because of a tendency to be too artistic. But if producers would endeavor to place these three combinations on a common basis, giving each equal importance, I feel pretty sure we would have made of picture-making work that we are witnessing today.—A. ALFRED MARCELLO, Providence "News-Tribune."

-Why should a motion picture critic review pictures from his own individual viewpoint as distinguished from the viewpoint of the average film patron? A. ALFRED MARCELLO.

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-Why should a motion picture critic review pictures from his own individual viewpoint as distinguished from the viewpoint of the average film patron? A. ALFRED MARCELLO.

Fewer and Better

HERMAN J. BERNFELD of the Cincinnati "Enquirer" is one of many critics who suggest the making of fewer pictures in order that they may be better. Replying to question No. 7 he adds: "A picture worth the making should say by curtailment of production schedules and more attention to detail on the fewer efforts released. More attention to treatment and less attention to gaudy head-dress, clothes, lack of clothes or any other detriments to story interest. If scenery and dress are paramount, delete the story.

Classing Pictures

"Despite the fact that motion pictures do not possess an average audience, some distinction should be made of the various kinds of people who go to the movies."

-What type of short subject do you like best? A. Mickey Mouse. Mike. No one can blame the public for their choice of Mickey Mouse animated cartoons: Aesop Fables and good travel subjects. Short comedies usually cheap and dull. The best short story theory or peevy relating to motion pictures? A. My pet theory is that motion pictures must stop imitating one another and the legitimate drama if they are ever to arrive at a firm and logical position. Film censorship should be practiced as rigidly as a joke and a menace which needs to be revised or even eliminated. My chief quarrel with films is that they are too long and too sentimentally and the James inancy of the great average of the stories set the public. A good subject is done to death in color carbon copies. Good players are asked to repent themselves indefinitely. Individuality of plot is the best possible and all screen actresses look exactly alike: thin, hollow-eyed, ready to burst into tears, and snub-nosed. Stars imported from abroad are marred to conform to imaginary but deadening standards. Romance and pathos are hopelessly confused; hokum substituted for genuine melodrama; and players of small talent are mistakenly elevated into exciting roles for which they are not fitted. Finally, as a wholesale, blanket objection, American films totally misrepresent America.

Forcing Unqualified Stars

GEORGE C. WARREN of the San Francisco "Chronicle" is peaved at many screen stars who are flung together and boys into starring positions for which they have not fitted. This is less noticeable in the talking pictures than in the old silents, but is an annoyance always.

Warren also joins the chorus of those who declare compulsory could be made by "ceasing to copy what other producers do, and striking out on original lines. This would give variety to the programs, and would prevent the wearing out of a theme."

Urges More Use of Camera

LOWELL LAWRENCE, of the Kansas City "Journal-Post," besides expressing similar views about the imititation evil, submits the following theory:

"Producers, as a whole, are too easy. Too easy have the courage to be original and get out of well worn ruts. To advance as should, the movies should utilize the flexibility of the camera to the fullest extent, rather than follow the technic of the stage. 'Grand Hotel,' for all its fine performances, was a bit disappointing to me because it adhered closely to the stage play and lacked the sweeping panorama the facile cameras could have injected. The movies have made remarkable strides in the last few years but they will not reach their fullest power until we have more producers with the daring to be different."

Shelving Bad Pictures

CHARLES P. JONES of the New Orleans "Times-Picayune" believes "producers should be willing to take a loss when they see that a picture claim is based on a haphazard mongrel of the industry by putting out admitted failures than by anything else.

If a distinction could be made in film product, perhaps all groups could be graded, so that the cinematographs should be labeled, by any means, but certain theaters should cater to certain trade. The small house to the rural trade, the other to the sentimentalists. In between there should be grades.

"All of which is rather Utopian. Utopia, too, in the sense that by degrees all audiences should be catered to by varied lengths. All should learn that there is fun in using the brain as there is fun in having the heart twitched."

"Product, as said before, should be curtailed. Runs of several pictures simultaneously would enable the whole population to see each film."

Taking Self Too Seriously

Coming down to theories and.peeves, Marcello unloosens himself with this: "Present-day motion pictures have a tendency to take themselves too seriously. They don't stand off and look at themselves. Probably the most serious mistake they are making today is to characterize every story ar epic, every actor as the world's greatest."

"All this, obviously, leaves them open to easy ridicule. If they would stick to the facts, both in exploitation, and in attempted effects, something that could be backed up, they would not only enjoy an immeasurable improvement, but would also learn to produce steady progress to a higher level of average entertainment."

Moreover, Hollywood thinks too much box office. We hasten to agree that the industry is not dispensing charity. But it has become apparent that in attempting to make box office amass, pictures are for getting everything else, losing valuable prospective, with the result that the box office usually turns out to be a cheap ten-cent fizzle. For an industry that has such great resources in financial and other wits, pictures of today lack sufficient imagination to make the fans cling to their coats in the box office cages, and bellow with glee.

Against Double Bills

Double features are a needless expense, unnecessary to the enjoyment of audiences. One feature and several diversified shorts makes the most pleasing screen program. Seeing two or three plays in a legitimate theater at one time, the two or three pictures should be regarded. Then, should movie houses have multiple programs, the ride with a movie they have a free hand."

LOWELL LAWRENCE, Kansas City "Journal-Post."
New Harris Circuit is Launched in Pennsylvania

WOMEN'S FEDERATION LAUDS FILMS AS MORALE AID

A. E. Lefcourt Reported Behind New Film Company

Remington Pictures Plans 12 Independent Productions

A. E. Lefcourt, prominent New York realty man, is reported behind Remington Pictures Corp., which was granted a charter last week, and it is understood the new company has unlimited resources to invest in independent production. Neither Lefcourt nor H. William (Continued on Page 3)

L. J. BAUM AND I. N. STONE JOIN EAGLE PRODUCTIONS

Louis J. Baum, former Yonkers exhibitor who has been in retirement for 15 years, and Dr. I. N. Stone, president of Selective Equities Corp., have joined Eagle Productions as president and manager, respectively, and will supply finances for the company, which plans to re-

3 Fox Exchange Shifts

Follow Ben Gould's Death

West Coast Bureau of THE FILM DAILY

Los Angeles—Death of Ben Gould, Fox exchange manager here, on Sunday night, has resulted in the appointment of J. A. Dillon, former manager in San Francisco, to succeed him here. George Bal
dentine of Seattle takes over the Pacific office, and is in turn suc
ceded by Herrnd Edmond, former

Going Up

Canton, O.—Free movies at Meyers Lake Park have proved so popular during the past month that the management has installed sever

 Operators Accept Cut

In 3 Northwest Cities

Seattle—Motion Picture operators have accepted a 1½ per cent cut in this city, Tacoma, Portland and Spokane. The new deal expires Jan.
Pittsburgh—Organization of the Harris Amusement Co. Theaters, Inc., was formally announced yesterday by Eugene L. Connelly, vice president of the concern. Charter for the corporation was issued Sat-

Clubwomen See Increase in Worthwhile Pictures

Seattle—Motion Pictures have been one of the leading factors in maintaining morale during the try-

THEATER SERVICE CORP.

INCREASING ACTIVITIES

Signing of three important con-

(Continued on Page 3)

Pantages Reported After 7 RKO, 4 Warner Houses

Chicago—Seven RKO theaters and four Warner houses in the west are to be taken over by Axelander Panta-

(Continued on Page 4)

RKO House Receipts Rise

Receipts in RKO houses showed a gain of about $85,000 for last

(Continued on Page 4)
A. E. Chadick Joins Theater Service Corp.

A. E. Chadick, formerly with Publix, has been appointed district manager for Theater Service Corp. in the middle Atlantic Coast region. He is now in New York conference with William Johnson, head of T. S. C.

Maisell-Pollard to Make 2 Features for Monogram

Lew Maisell and Bud Pollard have formed a producing company and plan to make two melodramas for Monogram. They leave New York for the Coast early next month to put the pictures in work at the Monogram studio.

"CONGORILLA" OPENS JULY 21

"Congorilla," the Mr. and Mrs. Martin Johnson picture being distributed by Fox, will have its world premiere July 21 at the Winter Garden.

AUTEN & WILD GET FILM

Auten & Wild, Inc., have acquired foreign rights to "Isle of Paradise," feature made in Bali, from Adolph Pollak.

WILLIAM CONKLIN MARRIES "FILM DAILY" EDITOR

William Conklin, head of the "Film Daily" publishing house, will marry Marie Heath on July 15, according to New York papers.

ARCHIE MAYO AT PARAMOUNT"FILM DAILY" EDITOR ORGANIZES "FILM DAILY" STAFF AT PARAMOUNT

Archie Mayo, Warner director, has been assigned by Paramount to direct George Raft, Nancy Carroll, Mae West, Alison Skipworth and Wynne Gibson in "Night After Night," starting late this month.

MARX FILM FOR RIALTO

"Horse Feathers," starring the Marx Brothers, on Paramount's 1932-33 schedule, will have its world premiere at the Rialto following "Freaks."

BANNISTER TO LONDON

West Coast Bureau of the "Film Daily" Hollywood — Harry Bannister plans to leave this week in his own airplane for New York to sail July 30 on the Ile de France for London, where he is to appear in a play.

METHODISTS FAVOR CONTROL

Lake Junaluska, N. C. — Backing of John V. Hubbs for federal control of the film industry and to ban block booking was advocated in the annual report of the Board of Trustees of Mountain Memorial Episcopal Church delivered here by Bishop James Cannon, Jr.

"BLESSED EVENT" PREMIERE

World Premiere of Warner's "Blessed Event" is scheduled to take place at the Stanley, Pittsburgh.

PLUNKETT IN READE OFFICE

Joseph Plunkett has been named temporary offices with Walter Reade in the Astor Theater building.

Brookhart Bill Reported by Senate Committee

Institute commerce committee of the Senate yesterday reported the Brookhart bill, according to advice received in New York. C. C. Pettit, John of the Hays office told the Film Daily that he "had heard about it," and added: "I don't believe the Government is going to create any more bureaus or commissions during the next 20 years. I think that the bill will not meet with favor from Congress." Abram F. Myers of Allied States expressed the opinion that the Senate committee insures passage of the bill at the next session.

AMPA ON VACATION

Thursday luncheon meetings of the A. E. C. for a month or so, are being discontinued for the summer, in accordance with the usual custom, President Ed Finney announces. The gatherings will be resumed early in September.

GETS EQUIPMENT PATENT

Chicago — A patent covering re-winding of films in an enclosed motor-driven rewind has been obtained by Chicago Cinema Equipment Co.

CHI. FOREIGN EXCH MOVES

Chicago — Foreign Talking Pictures Corp., only exclusive foreign film exchange here, is moving its offices and sales rooms to 801 West Madison Ave. through the efforts of David L. Apfelbaum, who remains as office manager, and Louis Machat of the Cinema Art Theater, will be associated with the firm as sales manager.

SHARON THEATER SHIFTS ASHTABULA

Ashtabula, O. — Louis J. French and James G. Moore of this city have taken over management of the Capitol, Sharon, Pa. succeeding P. J. Pagodolites, who becomes manager of the Colonial theater in that city.

SCHOENSTADT GETS MIDWEST

Chicago — The Schoenstadt circuit has taken over the Midwest. This leaves but four local houses under Fox control, the Sheridan, Terminal, Crown and Gaiety.

KAPLAN & SOLOMON ADD ONE

Chicago — Morris Kaplan and Edward Solomon, operators of the Drake and Admiral, have taken over the Portage Park.

FILMS FOR CHICAGO GARRICK

Chicago — Warren B. Iorns, operator of the Garrick, has leased the Garrick, in the heart of the Loop and plans to install pictures late in the summer, probably adding a large screen.

LESSER BUYS TWO NOVELTIES

Hollywood — Two single reel novelty films, "Walpi," showing the ceremonial dance of the Hopi Indians, and "The Indian of Today," a study of Navajo life, have been bought by Sol Lesser, president of Principal Distributing Corp.
WOMEN'S CLUBS LAUD FILMS AS AID TO MORALE

(Continued from Page 1)

biennial convention of the organization being held here this week. "During months of economic strain," says Mrs. Diehl, "we have been given picture entertainment that has served to cheer, amuse, encourage and take the minds of people the country over away from their troubles, and for this we express our appreciation."

The report, which is remarkable for its understanding of film problems, its tolerance of unavoidable conditions and its aim to be constructive and helpful, gives a most comprehensive and informative resume of the motion picture situation, along with certain analyses, deductions, reflections, conclusions and suggestions for achieving better results. It also lists more than 120 recent films that are designated as "innovative."

Speaking of the committee's work, Mrs. Diehl says: "Two courses of action were open to us from the first. One was negative criticism and force, the other cooperation, persuasion and a constructive program. Our one interest and our main objective was worthwhile motion picture entertainment. Our cooperative and constructive course we felt to be the one that would accomplish the results we wanted." About 3,000 communities now have Motion Picture Councils, cooperating with local exhibitors, said Mrs. Diehl.

An "increasing number of worthwhile productions are being released monthly," according to Mrs. Diehl, who says that "one way of estimating progress in the quality of pictures produced today is to compare the best and the worst of them with the same type of picture five years ago."

She declared the films are here to stay, that their quality will rise as public taste demands it, that the current trend is for adventure and mystery and that misleading ads are keeping many away from theaters.

British Films Must Stand On Merit, Say Can. Exhibs

Toronto — A resolution declaring that exhibitors will give preference to British films if quality of the product and its exploitation is such that they draw sufficient patronage, has been adopted by Allied Exhibitors of Ontario and copies forwarded to the governments of the nine Canadian provinces as well as to the Dominion Government at Ottawa. The move is part of a campaign in opposition to enactment of a compulsory quota.

A. E. LEFCOURT REPORTED BEHIND NEW FILM COMPANY

(Continued from Page 1)

Fitelson, attorney in the incorporation proceedings, could be reached for a statement yesterday, but from reliable sources it was learned that an initial program of 12 features is planned on the coast. The company will protect independent state rights distributors by guaranteeing all product to the franchise holders regardless of major circuit bids on outstanding productions. A prominent New York distributor is understood to be connected with the project.

Theater Service Corp.
Increasing Activities

(Continued from Page 1)

cuit executives, enthusiastic over the prospects of the Screen Broadcasts for the coming year, signed a new contract with Theater Service Corp. This agreement is understood to be for a long term; not for one year, as previously reported.

C. TERRETT AT M-G-M
West Coast Bureau of THE FILM DAILY

Hollywood—Courtenay Terrett has been signed to write originals for M-G-M.

RKO Detroit Division Becomes Separate Unit

For geographical reasons, RKO has revised its theater setup to allow the Detroit division to become a separate unit, reporting to New York instead of relaying through Nat Holt in Cincinnati. Arthur Frudenberg, Detroit division manager, will have charge of that city, Grand Rapids and Toledo.

LEFKO JOINS CLEVE ADAMS

Cleveland—Cleve Adams, head of First Division Exchange of Ohio, with headquarters here, has appointed Morris Lefko office manager and city salesman. Lefko was formerly RKO office manager in Cleveland and Pittsburgh. Adams also appointed Art Toffer, previously with RKO and Columbia, as a member of the sales staff. Adams expects to have his new offices in the Film Building in full operation this week.

FUTTER EXPEDITION BACK

West Coast Bureau of THE FILM DAILY

Hollywood—Ira Morgan and Roy Scott, cameraman and director, who have been in the Philippines and China for the past four months making scenes for Walter Futter's two features, "Jade" and "The Jewels of Mahourbay," have returned with more than 50,000 feet of negative.
Hollywood

Mack Sennett has signed Wallace Ford as the fourth star for his spectacular roadshow comedy, "Hollywood," and is ready to direct this picture himself. The three stars previously signed are W. C. Fields, Charlie Mack of the famous team of Mack and Mack, and Charlie Murray.

Richard Cromwell, Columbia contract player, has been lent to RKO for "The Fraternity House," which will be directed by Gregory LaCava.

Rufus King, author of detective fiction who is now in cinemadland writing for RKO Radio Pictures, will do the screen play of "Mysteries of the French Street Police."

Joe E. Brown, recuperating from a series of severe operations at a Los Angeles hospital, has left for a rest and vacation to Catalina Island.

James Ashmore Creelman, after writing the scripts for "The Most Dangerous Game," a hunting story, and "Kong," a tale of prehistoric animals, has been assigned to adapt RKO's "Three Came Unarmed," a novel beginning in Borneo. Eric Linden and Arline Judge are to be featured in it.

Marlene Dietrich will sing on the screen again in her new Paramount picture, "Blonde Venus."

Director Edward Griffith plans to start actual filming of "Animal Kingdom" about July 15. Horace Jackson is preparing the script.

Robert Lord, Warner scenarist who has been borrowed by RKO to write the screen version and dialogue for "The Conquerors," is sponsoring two boxers in the Olympic tournament finals. Lord was at one time boxing instructor at Princeton University.

Lois Wilson will play Jackie Cooper's mother in "Father and Son," M-G-M picture now in work under direction of Charles Reisner. Also in the cast are Lewis Stone, Conrad Nagel, Maurice Murphy and Lawrence Grant.

Excellent reports filter in from "Ice Men's Ball," which M-G-M Sandra made and Louis Broock produced for release by RKO Radio. The comedy was recently previewed.

RKO Controls Schenectady

Schenectady—RKO now controls all the major houses here. It operates the Plaza, Proctor's, State and Strand. The deal is for three years on all houses recently acquired by RKO.

news of the day

Loudenville, O. — Inland Amusement Co. has been incorporated for $10,000 by B. W. Brickert, F. E. Brickert, L. L. Conrad, and D. Hom-er Graven.

Akron, O. — The Portage, closed since last April, is reported to be reopening soon.

Detroit — Frank Downey, M-G-M branch manager, has recovered from a slight operation which he had performed in a Cleveland hospital, and is back in his own territory again.

Cleveland—Derek Caplane, formerly with the local RKO outfit, and lately with WTM radio station, has been promoted to assistant booker.

Brookline, Mass.—People's Amusement Corp. recently incorporated with capital of $50,000. Incorporators are: Leonard Brand, Brookline; Samuel Rachlin, Brookline; and John D'Holloran, Waltham.

Pawtucket, R. L.—Plans for the erection of a theater at Central Avenue, Newport Avenue and Beckin Street by the Toreutetl Estate of this city was away called at the Pawtucket zoning board.

Vancouver—A bandit who held up by William Brown, manager of the Vancouver, got away with $100.

Cleveland — RKO's 105th St. is changing to second run pictures and vaudeville. The house has been playing independents and third run features.

MUST HAVE VAUDE LICENSE

Birmingham—An opinion has been handed down by the attorney general as to the effect that motion picture houses presenting vaudeville must have licenses for not only pictures but vaudeville as well.

ADD ELECTRO-ACOUSTIC DEPT.

Detroit—Metropolitan Motion Picture Co. has installed a new division called the Electro-Acoustic department, to supply all forms of sound amplification and public address systems for every type of indoor and outdoor meeting.

WARNER-DURKEE DEAL

Warner Bros. has sold its entire product, including First National and Vitaphone output, to the Durkee circuit of Baltimore.

LAMBS ADMIT EWE

A record of 58 years was broken yesterday when the Lamb's Club allowed a woman to enter its sanctuary, the occasion being the filming of the first "Lambs Gambol" on location in the Lamb's Club building in Columbus. The honored woman was Lois Moran, who appears with Warren Western and Victor Moore in the initial subject, directed by Joseph Santell, Kenneth Webb adapted the script.

A Little from "Lots"

By RALPH WILK

CRITICS' FORUM

(Continued from Page 1)

as the story is unfolded. Imagine a legitimate house putting out a program with only the players listed — well announcements on the screen take the place of the printed program and should supply the same information.

Among suggestions offered by Basehart are: "Elimination of so much love triangle; careful mixture of good comedy with even the most serious drama; unfinished plot — let the audience draw their own conclusions; titles often misleading and at times do not fit in with the story at all."

Duplication of Stories

BENJAMIN D. KORNFIELD of the Bridgeport, Conn., "Post-Telegraph" recommends to producers “more careful selection of material and feature actors; avoid duplication of subjects; if one company has the rights to a picture, let it go at that and don't try to imitate.”

Continuing, under the heading of theories and peeves, Kornfield scores "attempts on the part of the film heads to push poor actors and actresses. I feel that they hurt themselves in the end for the patrons know what they want. I don't really hate to have a player shoved down my throat only to find that they are flops. I believe that the plan to exchange players is very good and should tend to give the public better pictures. I also feel that the film companies should reduce the number of pictures being put out. Concentrate on a few and get better pictures. Unless this is done it won't be long before the audience will be fed up to a point where no picture is any good. In other words, the producers will be into saturation point, and then what? Plots are going fast. Last but not least is the attempt to put a picture across on the strength of the actor. Plot should be first."

Another Kick on "Stars"

CLAYTON I. WARD of the Alhambra, Cal., "Post-Advocate," berates many pictures that are using stars in a misleading way. "It is annoying when they analyze the so-called roles actors play. The average audience cannot comprehend fancy and superior acting techniques."

Dramatic Construction Weak

GENEVIEVE HARRIS of the Chicago "Evening Post" wants producers to devote "more attention to story values, that is, characterization and the dramatic construction of the screen play. These are the weakest elements in the average picture. Direction, acting and photography are usually superior to the structure of the story and to the characterization."

Harris' pet peeve is "a disapproval of the deep-rooted habit among both producers and players to imitate a success. It wouldn't be so annoying if they analyzed the 'excess for the success and took lessons from it. Instead, they copy the exterior appearance."

COSMAN EISENDRATH of the Bixlo, Miss., "Daily Herald" briefly recommends to producers "fewer productions and more perfect ones," and declares his pet peeve is "extravagant unnatural Southern dialect."

WILLIAM H. VOLTZ of the Philadelphia, "Gazette-Democrat" joins those in favor of always showing the cast, getting away from imitation in stories, and injecting more diversion into plots. He further believes there should not be discrimination in size of advertisements placed in influential foreign language papers.

L. J. Baum and I. N. Stone Join Eagle Productions

Former Harris Circuit Men Launch New Penn. Project

(Continued from Page 1)

president, and George S. Harrison, secretary-treasurer. All three were prominently identified with the old Harris Amusement Co., which was merged with Warner Bros. The new corporation has already acquired the Drake. Oil City will add other show houses to its string in the near future, Connelly said.

WILLIAM McILWAIN III West Coast Bureau of THE FILM DAILY

Hollywood—William A. McIlwain, veteran stage and screen actor, is in a local hospital following a sudden attack of apoplexy last week.

SIDNEY FRANKLIN RE-SIGNED WITH THE FILM DAILY

Hollywood—Sidney Franklin has been signed to a new M-G-M contract as director.
Production at Paramount Reaches Summer Peak

NATIONAL CONFERENCE BOARD PREDICTED BY MYERS

Columbia Studios at Full Blast on 18 Productions

Activities at Peak With 3 in Work, 2 Being Cut, 13 Preparing

West Coast Bureau of THE FILM DAILY

Hollywood—Activity at the Columbia studios is practically at peak, with a total of 18 productions in various stages, including three before the cameras, two being cut and 13 in preparation. In work are “Murder of the Night Club Lady,” starring Adolphe Menjou; Buck Jones in

(Continued on Page 3)

NEW YORK STATE EXHIBS

START NEW ORGANIZATION

Albany—A new organization, the Unaffiliated Independent Theater Owners of New York State, was named here yesterday at a meeting in the Ten Eyck Hotel. J. Beck of Liberty is president; Abe Stone of Albany, vice-president; Frank Walsh of Newburgh, secretary, and Henry Freider of Hudson, chairman of the board of directors.

Nearly 100 exhibitors attended the meeting, which also was a continuation of the recent Allied confab in

(Continued on Page 3)

L. C. Sipe Transfers

Offices to Charlotte

Charlotte, N. C.—L. C. Sipe, general manager of the Criterion circuit, has moved his activities from Spartanburg to this city, where all of the circuit will be located as a future. Criterion operates houses in Charlotte, Spartanburg, Durham, Greensboro, Anderson and Spindale.

Society Woman Exhib

Middleburg, Va.—Mrs. John Hay Whitney has taken over the Middleburg Theater and reopened it with talkers. Mrs. Whitney has an estate, Llangollen, near Upperville, about 10 miles from here.

AMONG the several major deductions that are crystallizing out of the welter of opinion induced from film critics by THE FILM DAILY, is the belief that the screen has yet to realize some of its greatest possibilities. In the van of those expounding this view is DAN THOMPSON, “Louisville Times” m. p. editor, who says:

“My pet theory is that the possibilities of the camera are only rarely realized. Whole unrestrained by the natural limitations of a stage production, the camera can be made as pliable as a painter’s brush. It can visit the realms of the imagination with ease, as proved in ‘Just Imagine.’ It can become a pictorial art, as in ‘Tabu.’ Or it can simply be used to photograph a play. When used in its finest sense it eclipses the cut and dried entrances and exits of the stage. It is, in short, the soul of the cinema. In the hands of an artist it can be made to film great and wonderful scenes; scenes which correspond to the dreams of the world. Just as Verne and Wells outran their time by hundreds of years so the camera can reach to the nethermost parts of history or peep beyond the veil into the far stretches of time. I believe, therefore, that instead of using the triangle, akered, and kindred plots, the cinema should make wider use of fantastic, impressionistic, ultra-imaginative themes. Of course, a straight diet of such films would be boring, but there should be enough of them to bring relief to the weary regular patron and to stimulate the interest of the casual film-goer.”

Hurt by Wrong Advertising

Thompson specifies asinine methods of exploitation as his pet peeve, declaring:

“I consider the motion picture one of the finest mediums of entertain-

(Continued on Page 3)

Paramount Studio at Peak

With 10 Features Shooting

New Dubbing Device Aids Small Countries

The Hague, Holland—A dubbing device that will enable small countries to adapt films into their language at small cost has been suc-

(Continued on Page 3)

West Coast Bureau of THE FILM DAILY

Hollywood—Reaching its summer peak in production activities, the Paramount studio has 10 features before the cameras, while two others are being edited. Those in the cutting room are “Love Me Tonight,”

(Continued on Page 3)

Allied Counsel Sees All Factions Getting Together

Creation of a “national conference board” with bona fide and sincere leaders of the producers, circuits and independents, is predicted by Abram F. Myers, general counsel of Allied States Ass’n, as one of the possible results of the present “welter and confusion” in the industry. With such a board, acting in

(Continued on Page 3)

3 INDEPENDENT SPECIALS PLANNED BY BOB WELSH

West Coast Bureau of THE FILM DAILY

Hollywood—Three specials for the independent market are planned by Bob Welsh, producer, to be “Kazan,” by James Oliver Curwood. Production will be at the Metropolitan Studios.

John Golden Sees Movies Swallowed by Television

Television and the radio will do to the movies exactly what the screen did to the drama—taking its stars, authors and audiences—declared John Golden, Broadway producer, in an address at Columbia University on Monday afternoon. He said the screen is not developing the needed writers for its particular field and that they are becoming unduly frank just as in the stage did before its downfall.

Penn. Okays “Scarface”

Howard Hughes’ “Scarface” has been passed by the Pennsylvania censors and will be shown in that state with the qualifying title “The Shame of a Nation,” as in New York. Kansas and Cook County, III., are now the only places where the picture has not been passed.
ment in the world today in spite of the sneers of some of my contempor- ary critics and the superficially high-minded public. Because I do believe the motion picture is potentially fine, I hate to see it exploited in the theater, sham- manner producers now favor. The day has passed when sexy pictures and promises can keep the cash reg- ister ringing. Even the advertisers on practically every picture made try to put out the sex angle and hold it up to the public—everyone building up and taking away from the steady movement away from the way the original story tried to say.

**Variety of Audiences**

Stinnett has also a bunch of sound theories to offer. He believes: “That while the silent pictures drove the lowest type of audience, the talkies have been attracting the best elements, and the talkies are here to stay. Here is where the product is making its greatest mistake at present. There is a story to be told, but the public is turning away from it. The talkies have not been as successful as they should have been because they have been, or have not shown, the possibilities.”

**Small Talk**

**New Marketing Methods**

“That the public will not pay top prices for pictures in first-run houses this month that they can see for free in the second run next month. This aggravating prob- lem will be simplified considerably when the product is produced and distributed for differentiated audi- ences. Pictures, plays, shows, should run as long as possible at one price and then taken off the market.

**Experimental Films**

“That men like the late Murnau, Eisenstein, Calvini, and Rene Clair should be employed by the industry as a whole to make experimental films. These should be distributed through testing centers; audience and critical reactions checked; and reports of methods and result made known to directors and technicians. That good writers, per se, are not necessarily good screen writers, and good screen writers are the heart and good will of a screen. Seventy-five per cent of the poor films are de- rectly the result of poor continuity, poor plot or poor dialogue. Plots, stories, novels and plays are adapted to the screen that have no more inherent possibilities as screen mate- rial than Einstein’s theory.”

**Sears Good Side**

J. RACHMAN of the Omaha “Bee-News” takes his place among the more tolerant type of critic. “Remember,” he admonishes, “that in the movie business there is a tendency to put the at- tacks on pictures or the motives behind them, the movie is still the superlative entertainment bargain.”

**The Industry’s Date Book**

July 14: Adjourned and final sessions of 17th annual convention, Alvin Theatre Owners of New Jersey, held at head- quarters in Atlantic City, New Jersey.

July 18-19: Joint meeting of M.P.T.O. of Southern California and the National Eastern Executive Committee of the M.P.T.O., St. Louis, Mo., and Atlanta, Ga.

July 19: Meeting of board of directors, Allied Theatre Owners of Michigan, Detroit.

July 19: Semi-monthly meeting of board of directors meeting of the WAMPAS at the Writers Club, Hollywood.

July 26: Monthly meeting of International Brotherhood of Electrical Workers, Holly- wood.

Aug. 1-15: International Artistic Cinematographic Exhibition held in connection with International Exhibition of Art, at the Excelsior, Hotel Olympic, Italy.


Sept. 14: Quarterly meeting of board of directors of Motion Picture Producers & Distributors of America, New York.


**New York Stock Market**

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**Heil to Run Again**

St. Louis—Louis C. Heil, secretary-treasurer of the Motion Picture Theater Owners of St. Louis, Eastern Missouri and Southern Illinois, is a candidate for re-election to the Missouri House of Representatives from the First District, subject to the Republican primary of Aug. 2.

**Riddle Me This**

Paramount has changed the title of “Riddle Me This” to “Guilty as Hell.”

**Eastman Films**

J. E. Brulatour, Inc.
NAT'L CONFERENCE BOARD IS PREDICTED BY Mgyers

(Continued from Page 1)

good faith, the way out will be found. Myers believes Myers says that, although Allied's "constructive program" has been handicapped because of neglect on the part of producers, and distributors to negotiate with the independent exhibitors, the brush has been largely cleared away and the time will soon be ripe for the industry to build anew.

Production at Para.

Reaches Summer Peak


FRANCES DANE MARRIES
Philadelphian—Frances Dane, film actress whose home is here, has announced her engagement to Brock Van Avery of Scarborough, N. Y.

"CROONER" FOR STRAND

"Crooner," First National production with Ann Dvorak and David Manners, opens Aug. 5 at the New York Strand.

LOUISIANA BILL COLD

Baton Rouge—Indications are that the bill which would make protection illegal will die in the State Legislature, now in session, without being reported out of committee. The measure is reported to have won but little support from legislators.

COMING & GOING

NAT WOLF, Warner Theatres' Ohio zone manager, with office in Cleveland, and JAMES COSTON, Chicago zone manager, arrived in New York yesterday for conferences with Moe Silver, Warner Theatres executive.

HERBERT T. SILVERBERG, Buffalo attorney for distribution, returned to Buffalo yesterday after a brief visit in New York.

A. W. SMITH, Warner's executive and Norman H. Morris, sales manager of Vitaphone, returned to New York today from Toronto.

WILLIAM "SNAP" MEINKER, M-G-M home office representative in South America, returns from Chicago Saturday.

KATHERINE BROWN, HBO story editor, sails for Europe Friday on the Aquitania.

COLUMBIA PLANT BUSY ON 18 PRODUCTIONS

(Continued from Page 1)


New York State Exhibs

Start New Organization

(Continued from Page 1)

Atlantic City, Discussion of contracts was continued, with Nathan Yamin, Sidney E. Samuelson and P. S. Harrison among the speakers. Ways and means were considered for strengthening the organization of independent exhibitors so as to be able to secure more favorable contract conditions.

SPENCER TRACY WITH W. B.

"West Coast Bureau of THE FILM DAILY"

Spencer Tracy, instead of George Brent, will play the chief role in Warner's "20,000 Years in Sing Sing." Warden Lewis E. Lawes, author of the book, approved the selection of Tracy.

ROCKFORD POOL CLOSED

Rockford, Ill.—The Publix-RKO pool has been closed, with Publix operating the RKO house and two Publix theaters. Deal is for 5 years.

OPEN BUCK JONES CLUB

Hartford, Conn.—A Buck Jones Rangers Club has opened in Loew's Hartford Theater.

BRILL GETS RKO HOUSE

Sol Brill estate has purchased the Park Lane at 89th St. and First Ave. from RKO on a foreclosure action.

THE FILM DAILY

Along the Rialto

with PHIL.M.DALY

New Dubbing Device

Aids Small Countries

(Continued from Page 1)

cessfully demonstrated here by the Leo C. Barnstijn sound department. Principal feature of the device is the possibility of getting the new version of the film in absolute synchronism with the original.

KANDEL OPENS COAST OFFICE

West Coast Bureau of THE FILM DAILY

Hollywood—M. J. Kandel has opened a general office of the General Film Library at 6050 Sunset Boulevard. The office will also serve as the coast headquarters of Prosperity Pictures. Sidney Kandel, now in charge of the New York office, will leave for the coast, Aug. 1, to take permanent charge of the office here.

"ZOMBIE" FOR U. A.

United Artists has closed the deal with B. S. Kreeloff whereby it will distribute "White Zombie," produced by Edward and Victor H. Halperin, it is announced by Al Lichtman. Bela Lugosi and Madame Bellac's head the cast. Picture will have a Broadway opening in a few weeks.

CHAS. ROGERS SIGNS MEIGHAN

Thomas Meighan leaves Tuesday for the coast to do a picture for Charles R. Rogers.

St. Louis Exhibitor Unit

Backs Friendly Candidate

St. Louis—Fred Wehnerberg, president of the Motion Picture Theater Owners of St. Louis, Eastern Missouri and Southern Illinois, in a letter to exhibitors throughout Missouri, urged them to run a trailer announcing the candidacy of George B. Calvin, theater owner of Washington, Mo., for the Democratic nomination for Attorney General for Missouri. Calvin was instrumental in helping defeat the local 10 per cent tax bill, the film tax bill, the standing room bill and a Sunday closing measure and has been a real champion of the cause of the motion picture industry.

TOBIAS-CAESAR DEAL

Berlin—Topoly, the Tobias synchronizing subsidiary, has closed a contract with the Caesar studios in Rome to do the synchronization of the latter's pictures. A Topoly system also is being installed in the Sonores Tobias studios in Paris.

OSSO IN BUDAPEST

Budapest—Films Osso of Paris has made an arrangement to use the Hunnia studio here for the next two years. The plant will be enlarged. Most of the pictures planned will be French versions.
NEXT WEEK . . . WATCH THE GRAND OLD ROCK OF SHOW BUSINESS!

Paramount's PARAMOUNT Year
70 St. Louis Theaters Abolishing Bargain Nights

CONN. MPTO PLAN LEGAL WAR ON EXCLUSIVE RUNS

4 Ready, 5 Under Way on Majestic's Lineup of 26

Gluckman and Goldstone to Offer 20 Features,
6 Hoxie Westerns

Of the 20 features and six Jack Hoxie westerns scheduled for 1932-33 by Majestic Pictures, newly organized producing company headed by Herman Gluckman and Phil Goldstone, two features and two westerns have been completed, while one feature is in work and four others (Continued on Page 3)

RKO FINANCES ARE OKAY,
SAYS HAROLD B. FRANKLIN

RKO-Radio Pictures’ budget for the coming season is in satisfactory condition, and reports that RKO will be forced to seek additional funds to carry out its production line-up are unfounded, Harold B. Franklin told Film Daily yesterday following a meeting of the RKO board of directors. “Radio Pictures is in shape to carry on and deliver its commitments,” he said.

Undiminished Demand

Seen for Worthy Films

Seattle—There is an undiminished for the worthwhile in screen entertain ment, declares Frances White Diehl, chairman of the Committee on Motion Pictures of the General Federation of Women’s Clubs, in her report presented at the biennial convention of the organization being held (Continued on Page 3)

Defying Superstition

West Coast Bar, THE FILM DAILY—Hollywood—The Thirteenth Guest Monograph release, has 13 members in the cast, is the 13th M.P.T.O. Hoffman production this year; is being directed by Albert Ray, who was born on Friday, this 13th; was written by Armitage Trail and adapted by Frances Hyland, both of whom have 13 letters in their names; is in its 13th day of shooting, and is to be released Aug. 13. Ginger Rogers, Lyle Talbot and J. Farrell MacDonald head the cast.

Critics’ Forum

Today we hear from—

ALBERT ARMITAGE
Knoxville “Journal”

LOUISE MACE
Springfield, Mass., “Republican”

THURSF. SIGMAN
Palmerston, O., “Telegraph”

MYRON LUSTIG
San Diego “Union”

TED WEAR
Topeka “State Journal”

GEORGE L. DAVID
Rochester, N. Y., “Governess and Chronicle”

MARY LOUISE WALLISER
San Antonio “Evening News”

N O LESS than a dozen of the critics responding to THE FILM DAILY’s questionaire have advanced the theory that the interest of moviegoers might be stimulated by some change in the manner of presenting screen shows. Among the suggestions offered along this line is the following from ALBERT ARMITAGE of the Knoxville “Journal”:

“Staging” Motion Pictures

“I’d like to see the best theaters in each town ‘stage’ their motion pictures, playing the feature film in three acts with brief intermissions such as were used in Journey’s End. No shorts, with the possible exception of a newsreel, and no advertising matter of any description. I believe the box-office would appreciate and respond to such ‘pure entertainment’ at the ace houses. It would be a relief from such crimes as double features and certainly would be no more dangerous experimen tal. Any show over two hours is more exhausting than entertaining.”

Miscasts Stars and Titles

LOUISE MACE of the Springfield, Mass., “Republican” thinks it poor judgment to keep stars in routine parts because once they made a hit in similar characters. She also is peeved at the “fillness of titles. Majority have little relation to subject matter. So many lack dignity that the picture immediately loses (Continued on Page 2)

Bargain Nights Being Dropped

By Theaters in St. Louis Area

St. Louis—Penny nights, two-for- ones, free coupons and similar stunts for cutting below the regular admission prices will disappear from local neighborhood and suburban theaters on Aug. 1, under a decision reached at a meeting of the representatives of more than 70 theaters now operating in this area, including 20 houses in the St. Louis Amusement Co. circuit.

Fred Wehrenberg, president of the M.P.T.O. of St. Louis, Eastern Missouri and Southern Illinois, was a leader in a movement to uphold regular prices and to eliminate the

Courts and Screens Will Be Employed in Fight On

New Haven, Conn. — Declaring that exclusive release exhibitions as planned by some major distributors will kill the smaller first-runs and neighborhood houses, the Independent M.P.T.O. of Connecticut has passed a resolution calling for retaliation and legal action against

(Continued on Page 3)

Uniform Contract Law

PROPOSED BY N. J. ALLIED

A uniform contract law similar to one pending in Wisconsin may be introduced at a coming session of the New Jersey legislature, according to Sidney E. Samuelson, president of the N. J. Allied. “Our eyes are on the decision Wisconsin makes in the matter and we will recognize that decision in governing our own movements,” said Samuelson yesterday.

Committee to Supervise

Arbitration Agreement

West Coast Bureau of THE FILM DAILY

Hollywood — A new committee, consisting of Fredric March, Frank Capra, Howard J. Green, Henry Herzbrun and J. A. Ball, has been named to supervise operation of the revised producers’ arbitration agreement ratified Tuesday night by members of the Academy of M. P. Arts & Sciences. Lewis Stone, William K. Howard, Ralph Block, Paul Bern

Stop ‘Boop’ Doll Infringers

Injunction restraining 13 doll manufacturers from marketing “Betty Boop” dolls have been granted to Max Fleischer by Circuit Judge J. W. Mack, Fleischer, through his attorney, Louis Nizer, charged infringement.
in appeal to persons who have passed, successfully, their 18th birthday.

"Undoubtedly, the star system is nothing but a tax on the actor himself rather than a legitimate means to that end. If producers would limit the number of yearly parts in a role to only their most cherished players, see to it that each picture fitted as well as possible the peculiar talents of the star in mind, they would find, I believe, that such a plan would carry a triple benefit: to themselves, to the stars and to the public, especially the public, whose eagerness would be greater and interest less dulled."

Superficial Dramatics

THURSDAY SIGMAN of the Paineville, O., "Telegraph" enumerates among the things that rankle him:

"Cinema stars, who look languorously lovely as they tread a weary way to sin with little else to suggest action or struggle or any emotion except a pained look... film... a poem and a song of yesterday in which a sex element must be instilled, producers think, to attract the Great American Public... change, change, cut and batter a story or a successful stage play for its cinema pro-duct, so that if a premiere audience were to shout 'author' it is doubtful whether the author of the novel would respond or a script girl front it onward. Such stage stars, who have proven them- selves stars, to such upstarts as have risen in the cinematic heavens through looks or craft or money rather than ability and seasoning."

Apportioning Themes

TED WEAR of the Topkea "State Journal" has an idea for combatt- ing cycles. He says:

"The various film-producing companies might get together once a year (possibly under the guidance of Will Hays) and make up their individual and respective minds as to what proportion of what kind of pictures to produce. So much sex, so much crime, so much comedy, so much tragedy, etc. Then, each pro-ducer would have to budget to follow and there would be almost no danger of dozens of gangster films tumbling over one another. Comedy would not be presumed. Only if one company believed it was better equipped for comedy than tragedy, it might be assigned the task of producing only comedy. A producer would get the tragedy assignments and a third would get the sex stuff. It would be an experiment which might prove a present premium. Or if, the leader system which is getting on film fan's nerves."

The Film Daily

CRITICS' FORUM

(Continued from Page 1)

Dramatic, Not Visual, Action

GEORGE L. DAVID of the Rochester "Democrat and Chronicle" declares he dislikes "swiveling the camera about considerably with the excuse of giving cinematic movement to the story which inherently requires comparatively slow development in a definite atmosphere. The essence is in the dramatic action, not the physical or external visual aspects. It is probably ideal when cinematic and dramatic movement naturally coincide, but when they don't fit, I object to the latter being sacrificed to the former."

"I dislike very much the one or two smears of vulgarity sometimes put on pictures, even good ones, as selling points to a certain element in the crowd."

More Soothing Silence

MRS. LOUISE WALLISER of the San Antonio "Evening News" is quite bothered over excessive and unnecessary dialogue, especially when the sequence could be acted better in silence. "The old silents gave patrons entertainment, rest and exhilaration. But they didn't have to think. They didn't have to exert themselves in any way. When they left the theater they had an important line. They are forced now. They must undergo hard work trying to follow the dialogue. They are tense, fearing they might make an important line. They are forced to use their brains and when they leave the theater they are exhausted and tired as if they had done a day's work."

Miss Walliser charges producers with making pictures too much from their own ideas, instead of the public's. She declares business men and professional men have been driven from the theater because doctors, bankers, lawyers, newspaper-men, etc., invariably are portrayed as crooks."

Raps "Supervisor Evil"

MYRON LUSTIG of the San Diego "Union," being near enough to the field of action to get an occasional first-hand glimpse of how things are done, believes the "big one development still to be made in is story matter and plot treat-ment." He also observes "the way the lack of sense and waste of money and time reflects in the fin-ished product. And it is not to be denied that the 'supervisor' evil is a big evil. It is not exaggeration to report that there are scores of executives drawing huge salaries for noth-ing to do or constructive work for their studios. They do at-empt—and succeed—in messing up work on pictures, by offering suggestions of the following type: 'You'll have to follow the removal of this inept element in movie studios would, I believe, result in better films in general.

FINANCIAL

NEW YORK STOCK MARKET

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NEW YORK BOND MARKET

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FARRELL IN WARNER FILM

West Coast Bureau of THE FILM DAILY

Hollywood—Warners will borrow Charles Farrell from Fox for the role in the Joan Blondell in "Central Park."

EXCHANGES GET BONUSES

New Haven, Philadelphia, Boston, Atlanta, New Orleans, Washington, and Detroit are the first Warner-Fox National branches to share in the bonus plan recently inaugurated by the company as a profit-sharing stimulus to the sales forces. A. W. Smith and Gradwell L. Sears, executives in charge of sales and distribution, announced yesterday.

The Film Daily

THE INDUSTRY'S DATE BOOK

Today: Adjourned and final sessions of 17th annual convention, Allied Theater Owners of New Jersey, held at headquarters of organization in New York.


July 19: Meeting of board of directors, Allied Theaters of Michigan, Detroit.

July 19: Semi-monthly meeting of board of directors meeting of the WAMPAS at the Writers Club, Hollywood.


Aug. 1-15: International Artistic Cinematog- raphic Exhibition held in connection with International Exhibition of Art, at the Lido Exhibition, Venice, Italy.


70 St. Louis Theaters Dropping Bargain Nights

The penny nights started in some of the smaller neighborhood houses as a means of stimulating business. Originally one such house offered a six-cut rate every week. Opposition houses met this competition by offering six cut-rate nights in some of the houses for a while. As a result, the attendance increased, but a few weeks later the average audiences were no larger than before the bargain bilts were instituted.

Committee to Supervise Arbitration Agreement

And Cedric Gibbons will be alternates. The new pact is regarded as a victory for the employees and will be tried out next week. It applies only to individuals under contract for one year or three pictures. Studios having individuals under contracts must make renewal offers before requiring competing studios to make known their terms offered.

STAGE SHOW AT MISSOURI

St. Louis—First stage show to play the Missouri in two years will be Lew Leslie’s “Rhapsody in Black,” which opens July 22.

COL. FRED LEVY of Louisville is in New York for a few days on business connected with his Principal Theaters.

EDWARD and MRS. GEORGE HAVERLIN are in New York from the coast.

MR. and MRS. MARTIN JOHNSON arrive in New York tomorrow to prepare for their appearances with the world premiere of their Fox film, “Congorilla.” which opens at the Winter Garden Thursday night.

WARREN WILLIAM and BETTE DAVIS. Warner stars, are expected to arrive in New York Monday on the third leg of a personal appearance tour.

CHARLES SPENCER CHAPLIN, JR., and SIDNEY EARL CHAPLIN leave New York today for Hollywood to begin work in their first Fox picture.

4 READY, 5 UNDER WAY ON MAJESTIC LIST OF 26

(Continued from Page 1) are in preparation, Gluckman announced yesterday.

Undiminished Demand Seen For Worthy Films

(Continued from Page 1) here this week. A higher percentage of worthy films are being shown in centers where Motion Picture Councils are cooperating with theaters, says Mrs. Dichi, and a gradual increase in appreciation and support of good pictures is being built up. Greater activity is planned by the organization, which believes the films have much wider scope than that already realized.

16 MM. MEETING

A luncheon meeting of the 16 MM. field will be held at 1 o’clock today in the Hotel Victoria. Supply and distribution of 16 MM. pictures will be discussed.

Second annual national 16 MM. exposition will be held at the Victoria, Sept. 12-24.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following on their anniversaries:

July 14

Dave Fleischer
Louis Blumenthal
M. J. Siegel
Charles Weinstein
Lucien Prival
SHORT SUBJECTS

Rudy Vallee in "Rudy Vallee Melodies" (Screen Song) Paramount 10 mins.

Swell

One of Paramount's new season's crop of shorts, given an advance showing at the Rialto. In addition to presenting Rudy Vallee singing some of his favorite songs, there are some lively cartoon sequences in which Betty Boop gives a party to her animal friends, and plays up to Vallee, who is inserted photographically, as her hero. A bouncing ball number also is included. Numbers by Vallee include "Keep a Little Song Handy," as the opening and closing theme; "Deep Night," "A Little Kiss Each Morning," and the "Stein Song" accompanied by football action shots. The combination of materials in this Max Fleischer production makes it a swell bit of entertainment.

"Hawkins and Watkins, Inc." with Daphne Pollard Paramount 17 mins.

Amusing Detective Comedy

Though it's just a lot of slapstick hokum about an eccentric rich dame and a bunch of crooks who are after a famous diamond which she has pawned, it will satisfy those who like broad comedy fare. A pile of stuff has been crammed into the skit, including a pair of comedy duks with cockney accents, a menacing butler who leads a double life as crystal gazer, a gorilla, a wild motorist who clings to the driving, followed by a similar situation in an airplane, and a climax disclosing that it was all just a radio broadcast. The fast action is in the comedy's main value.

"Hollywood on Parade" (No. 1) Paramount 10 mins.

Fine Musical Revue

The first in Paramount's musical shorts series for next season, this Lewis Lewyn production looks very promising. Following an introduction by a dancing chorus and a salute from Ben Turpin, the proceedings are taken in hand by Fredric March, as master of ceremonies. He introduces Mitzi Green, who does group; a born showoff and Jack Oakie in a travesty, "The Girl Who Used to Be You"; the three "Four Boys From Brooklyn" in their knockabout stage bit, a triple imitation of Marlene Dietrich singing.

"The Man Called Back," World Wide, picture, has been booked simultaneously by Loew's and RKO. It is an adaptation of A. B. Paton's novel, "The Man Who Came Back," which was made into a stage play by Upton Sinclair, with the title changed to "The Man Who Came Back." It was produced by D. W. Griffith.

W. W. FILM FOR RIALTO

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THE DAILY
Thursday, July 14, 1932

A Little from "Lots" By RALPH WILK

HOLLYWOOD

DOROTHY LEE and Claude Dell, screen actresses, will head the cast of "Footlights," stage musical comedy, which will open at the Mayan, Los Angeles, July 20. Arthur "Cowboy" Appell, who staged the dance numbers for the screen version of "Good News," will direct the dances for "Footlights." Constantine Bakaleinikoff will conduct the augmented orchestra.

Our Passing Show: Harry Herzbrun, at San Pedro, to greet Attorney Louis Swartz of New York, who arrived in boat, to become a permanent resident of Hollywood; Nick Carter driving his new Ford.

Stuart Palmer, writer of mysteries, has arrived in Hollywood from the East under contract to RKO Radio Pictures. He will first adapt his novel, "The Penguin Pool Murder.

George R. Marion, Jr., has been signed by Paramount to work on the screen play for "The Big Broadcast.

Sidney Toler, Jameson Thomas, Robert McWade and Robert McWade will have important roles in Paramount's political satire, "The Phantom President," in which George M. Cohan will make his talking picture debut.

Leon Gordon has been signed by David O. Selznick to write the dialogue of RKO's "Kong," the Cooper-Schoedsack special.

7 ALLIED FILMS READY

West Coast Bureau of THE FILM DAILY

Hollywood-Signature features on the Allied Pictures program of 26 for next season have been completed to date, with some already in release. These include "A Parisian Romance," "The Stoker," "A Man's Land," "File 115," "Unholy Love," "Vanity Fair" and "The Boiling Point." The full lineup includes four Allied specials, eight Hoot Gibbons, four Monte Blue, six stage classics, and four radio programs.

Masque Pictures of Portland and Seattle has signed to distribute the Allied product in Washington, Oregon, Montana and Northern Idaho.

FOX SIGNS CLIVE BROOK

West Coast Bureau of THE FILM DAILY

Hollywood—Fox has signed Clive Brook for leads in two pictures, "Cavalcade" and "Sherlock Holmes." Frank Lloyd will direct "Cavalcade."

Female Tarzan

"Fury of the Jungle" to be produced by the studio feature from female Tarzan, to be played by a prominent woman star. Sidney Kingsley will direct the story.

PROGRAM: "The Honor of the Press" Arthur Wontner in "Condemned to Death" First Division BRITISH MURDER MYSTERY RATES HIGH WITH FINE CAST AND PRODUCTION AND SUSPENSIVE STORY. The British are particularly successful in handling murder mysteries, and this one is even well above the English studio average. It is based on the well known stage play, "Jack O' Lantern," recounting the deeds of a famous killer. A series of murders has taken place, all done the same way—stabbed with an Oriental dagger. As the Scotland Yard inspector goes to work, he realizes that the murderer is avenging the death of the murderer, Jack O'Lantern, for the victims are the principal witnesses in the trial that sent the killer to the scaffold. The chief of police is a man of science, who is aware of many laws of murder which avoid detection. This film is a thrill, done with a lot of class.


Director, Walter Forde; Author, George Griscoll; Assistant Director, Bernard Merrivale; Cameramen, Sydney Blythe, William Luff.

Direction, Good. Photography, Okay.

"BRAND IN DER OPER" ("Fire in the Opera") in German

Capitol 90 mins.

RATES WEAK WITH SLIM STORY AND INDIFFERENT PRODUCTION. GOOD SINGING HELPS IT.

There seemed no particular story plot in back of this one, so they padded it out with some good singing numbers, which is about all the only thing a little feature of this production. The theme concerns a wealthy man infatuated with a girl in the opera, and he has her advanced to a stellar role. Meanwhile his private secretary is employed to arrange matters between the girl and his employer, and she falls in love with him. Then the usual jealousy, when the rich suitor discovers what he considers a double cross on the part of his clerk. A fire in the opera on the opening performance adds spectacular value, resulting in the hero saving both the girl and his boss. The music from "Tales of Hoffman," the opera being produced, is well handled, also some singing numbers by two different girls. Principal in the Berlin Opera comprise most of the cast.

Cast: Alexa Engstroem, Gustaf Froehlich, Gustav Grudonski, Gertrud Arnola, Marianne Froehlich, Hans Peppel, Julius Farkas, Paul Meurer, Harry Cohn, Irmgard Gross, Hendrik Appels, Paul Rehkopf, Gerhard Voege, Werner Engel.

Director, Carl Froehlich; Author, George Kaster; Adapter, Walter Reich; Dialogue, same; Cameramen, F. A. Wagner.

Direction, Weak. Photography, Fair.

W. W. FILM FOR RIALTO

"The Man Called Back," World Wide picture, has been booked simultaneously by Loew's and RKO. It is an adaptation of A. B. Paton's novel, "The Man Who Came Back," which was made into a stage play by Upton Sinclair, with the title changed to "The Man Who Came Back." It was produced by D. W. Griffith.
Fox to Roadshow Four of New Season’s Features

SURVEY OF OPERATING COSTS PLANNED BY ALLIED
11 World Wide Releases Under Way--Tiffany on Last

Production Activity at Peak in Company’s Coast Studios

West Coast Bureau of THE FILM DAILY

Hollywood—Marking a new record of activity for the company, World Wide has 11 features in various stages of production at the Tiffany, Metropolitan and Mack Sennett studios. Two of the pictures, “The Last Mile,” now being edited under supervision of Sam Bischoff, and (Continued on Page 3)

23 SHORTS COMPLETED ON NEW M-G-M SCHEDULE

West Coast Bureau of THE FILM DAILY

Hollywood—With 23 short subjects completed and all producing units now in action, Metro-Goldwyn-Mayer is making rapid progress toward the delivery of the 80 releases scheduled for the new season of 1932-33.

At the Hal Roach Studios seven comedies have been completed in addition to Laurel and Hardy’s feature (Continued on Page 3)

Harold Lloyd May Star
In United Artists Film

West Coast Bureau of THE FILM DAILY

Hollywood — Harold Lloyd probably will be starred under the United Artists banner next season in “Whistling in the Dark,” the recent stage play, which Joseph M. Schenck is to produce this fall. If Lloyd is not signed, there is a likelihood that Stuart Erwin will be (Continued on Page 3)

Sunday Show Bargaining

Bogalusa, La. — Local theaters have offered to pay $100 a week for a period of 30 weeks to aid the unemployed in return for action by the city to legalize Sunday motion picture performances. At a municipal election on the question last year, Sunday shows were defeated. Another vote was called for this week.

Fox is planning to roadshow four of its outstanding productions on the 1932-33 lineup. The full program will consist of 48 features. Of the new season’s group, “Down to Earth,” starring Will Rogers, is now (Continued on Page 2)

Survey Intended to Show Maximum That Can Be Paid for Film

A statistical survey of operation costs of theaters located in all parts of New Jersey will be started immediately by the Allied Theater Owners of New Jersey, according to a resolution passed at the final meeting of the organization’s 15th annual convention held in New York yesterday. According to Sidney E. (Continued on Page 3)

15 DIRECTORS NAMED BY NEW JERSEY UNIT

At yesterday’s meeting of Allied Theater Owners of New Jersey, presided over by Sidney E. Samuelson, president, the following 15 directors were named: I. A. Roth, Morris-town; H. K. Hecht, Passaic; J. Bin-kov, Union City; C. L. Robinson, Newark; Louis H. Gold, Newark; D. Snaper, New Brunswick; Lee (Continued on Page 3)

Loew and M-G-M in Move
To Maintain Solid Status

As part of the organization’s program to keep the current financial position of the company secure so that operations can continue without interruption even if the business rebound does not come as soon as expected, a sliding scale of salary re-

(Continued on Page 2)

13-Reel Edison Film

“Reminiscences of Menlo Park,” 13-reel sound film telling the story of Thomas A. Edison’s work in the development of his most important invention, has been completed by the Metro-

(Continued on Page 2)
Fox to Roadshow Four
On New Season's Lineup

(Continued from Page 1)
in the cutting room, while "Chani-
du, the Magician," "Wide World," and
"Mr. Happy-Go-Lucky" are in pressing," the
First Year, and "After the Rain," on the
current schedule, also are in the
cutting room.

TOWER'S FOURTH IN WORK
West Coast Bureau of THE FILM DAILY
Hollywood—"Exposure," Tower Productions' fourth release, is now
in work with Norman Houston di-
crating. Story and dialogue are also
touted. The cast includes Lilu Lee, Walter Byron, Mary
Hunt, Andy Farrow, Irvan Wagn-
ourn, Sweeney Tracey, Spec O'Donnell, Lee Moran, Pat O'Malley and Nat
Pendleton.

NEW WARNER CLUB
Pittsburgh—A local Warner Club,
composed of Warner employees, has
in a cut by the Clark building.
Membership will be approximately
200 and officers are: Eari Bell,
president; William Scott, Joe Mar-
dock, secretary; and Ben Kalmens-
on, vice-presidents.

BRADIN TO DIRECT
West Coast Bureau of THE FILM DAILY—Charles Bradin has
been selected by M-G-M to direct
Ethe1, John and Lionel Barrymores
in the Allen Heschke-Klabund
story dealing with Russia in 1907-17.

GILBERT AND HARLOW
West Coast Bureau of THE FILM DAILY—John Gilbert and Mar-
ty Harlow will have the feminine lead,
in the picture, with Jacques Taylor directing.

TALKERS FOR PRISONS
Contracts for RCA Photophone equipment have been signed by the
Federal prisons in Atlanta, Leaven-
worth, Kan., and Lewisburg, Pa.

McCAREY TO DIRECT CANTOR
West Coast Bureau of THE FILM DAILY—In picture 
which will be released to United Artists, Al Lichtman will
be assigned by Samuel Goldwyn to di-
crate Eddie Cantor in "The Kid from Spain." Al Rogell did the advance
preparatory work on the picture.

"WHITE ZOMBIE" FOR RIALTO
"White Zombie," Halperin produc-
"12:00 Girls," will be released immedi-
ately by United Artists, Al Lichtman and 
McCay, manager of the theater, was slightly burned about the hands and arms. Damage was estimated at about $2,500.

THE INDUSTRY'S DATE BOOK

July 18-19: Joint meeting of M.P.T.O. of New York, New Jersey and Delaware and the National Executive Committee of the M.P.T.O.A.
St. Charles Hotel, Atlantic City.


Futter is Building Up
Process Work Library

West Coast Bureau of THE FILM DAILY—Establishment of an
extensive library of scenes from 200 to 300 feet long, suitable for process
work, has been started by Walter
Futter. He expects to have a complete
set of backgrounds for 1,000 scenes.

BACK TO FILMS
Birmingham—The Temple has re-
turned to its former policy of two
features at 10 and 15 cents. Vaude-
ville lasted two weeks at 30 cents
top.

COMING & GOING

LUCILLE and LETITIA FAIRBANKS, former farm and vaudeville
stars, are about to start a long trip in New York from abroad en route to Holly-
wood where they expect to go into picture work.

HARRY BANISTER is due in New York
today from the coast on his way to London.

JERRY LYTTELTON will sail for Bermuda.

HARRY WARREN, some writer under contract for Boswell Bros. music publishing
companies, left for Hollywood last night to
write the music for the song to be used in "Bee Daniels in "Radio Girl."
SURVEY OF EXHIB COSTS
PLANNED BY N. J. ALLIED

(Continued from Page 1)

Samuelson pointed out that the subject of the survey is to determine the actual cost of operating the average theater and specifically to determine the minimum wage that can be paid for film. Contracts, legislation and exclusive runs were briefly discussed, said Samuelson but no specific action was taken on any subject but the survey.

23 Shorts Completed On New M-G-M Schedule

(Continued from Page 1)

length comedy, "Pack Up Your Troubles," the first of two such features. The following subjects are:

ZaSu Pitts and Thelma Todd in "Show Business"; Our Gang in "Hoo and Ladder"; The Taxi Boys in "Thundering Taxis" and "What Price Taxi?"; Laurel and Hardy in "Raging Bugs"; the "Red Skelton" series and "Girl Fri". Our Gang is now completing "Free Wheeling," while Pitts Todd and Charlie Chase are working on two additional comedies as yet untitled. Laurel and Hardy will make six short features, The Taxi Boys, ten, and all other units, eight.

At the M-G-M studio, 12 Sport Champions and six Oddities are being produced. Eight releases of the first group have been completed and one of the latter. The Sport Champions finished include "Chanteau," "Willa Hoppe," "Swing High," "Painting with the Flying Colors," "Desert Regatta," "outboard motor host racing, "Snow Birds," sailing and skating; and "Bone Crushers," a wrestling subject. The Speed, automobile racing with Fred, present national champion, and "An Old Spanish Custom," built fighting. The four additional subjects of the series are now in preparation and production. "Sea Spiders" is the first of the M-G-M Oddities completed, a story of a wilderness adventure.


James A. Fitch-Patrick is now in the distribution countries with his camera crew shooting new material for the continuation of his Travel Talk series. If conditions permit, he hopes to shoot material for one or two subjects in Russia.

Harold Lloyd May Star
In United Artists Film

(Continued from Page 1)

selected. William Anthony McGuire, just placed under a long term contract by Schenck, will do the screen work.

New Incorporations

DELAWARE CHARTERS
United Aircraft Productions, Inc., De- laware motion picture theaters; Corporation Trust Co. 500 shares common.

DISSOLUTIONS
Ditmas Theater, New York City; Manhattan, Bronxville Theater Corp., Manhattan.

11 WORLD WIDE RELEASES
CURRENTLY UNDER WAY

(Continued from Page 1)

"Those We Love," from the play by George Abbott, is about to go in production, wind up the current Tiffany schedule.


15 Directors Named
By New Jersey Unit

(Continued from Page 1)

Newbury, Belmar; R. Wilkins, Pitman; W. C. Hunt, Wildwood; S. Meyers, Moorestown; A. Bannon, Newark; Mrs. C. Hildemeyer, Trenton; E. L. A. Cant, Atlantic City; A. Gottesman and M. Black, Newark.

Loew and M-G-M in Move
To Maintain Solid Status

(Continued from Page 1)

ductions will be made by Loew's and M-G-M for the upcoming year. It was announced yesterday by President Nicholas S. Schenck. The cuts will remain in effect only until economic recovery is manifest, said Schenck, adding that "thus fortified, our company is capable of weathering even the severest of hard times."

C & W DISSOLVED

Detroit—The C and W Operating Co., proprietors of the Catherine and the Dunbar theaters, has been dissolved. The Catherine is being run by John Coveski, while the Dunbar is under John Westaway. It is understood that a personal partnership between the two proprietors is still maintained.
"LUCKY LIGHTS!

"Rise and shine! Strut your stuff! You'll have this whole town staring at you when you spell out 2 big star names in one great show"...

If you were scooped on "Jewel Robbery," may we suggest that you watch Warner Bros.' release schedules more closely here-after. It would be just too bad to have the same thing happen on mighty "DOCTOR X," all in Technicolor—"CROONER" with Ann Dvorak—CONSTANCE BENNETT in "Two Against The World." And "BLESSSED EVENT," "LIFE BEGINS," and the rest of Warners' sensational 1932-'33 releases already set and scheduled to Dec. 31st!

WARNER BROS.
LEADING in 1932—READY for 1933!
It is simply Warner Bros.' message of congratulations to the thousands of far-sighted Business Men who have already bought "Jewel Robbery" five weeks before release!

You've proved you know your business—so pardon us for pointing out that you've got more than the 2 great stars you signed for!...

You've got a stage hit that goaled New York at the famous Booth and Vanderbilt theatres—

You've got the smoothest love scenes—the most daring laugh-lines that ever came through your amplifier—

You've got the kind of romance that only the French have a word for—

You've got everything it takes to do 1929 business in 1932! Let's do it!
Frank Comments On Films By Leading M. P. Critics

Up to the Director

"I consider the director the most important thing in picture production because if he has that spark of genius needed he can with his touch create a masterpiece from some idea and carry it through into doing things ordinarily beyond the "Leavitt Times."

—DAN THOMPSON.

Variety in Characters

FRANK DANIEL of the Atlanta "Journal" enumerates quite a few things which he would like to see improved, among them being:

"Get more variety, not only in stars, but in character players. The incidental figures in "Congress Dances" were picturesque and fresh. Harping on a single theme, and a single manner, is pretty bad. I think the real picture-going public might have been for one of several players, not identical with a unique character like James Dunn. "Emma" was not written deeply enough. She should have been as real as Arnold Bennett's Elsie or Marcel Proust's Francoise. More initiative and ex-pressiveness in the popular style, "Shanghai Express" is an exemplar of authenticity of atmosphere—though, of course, actually made in California. Something besides "Okan" and "Says-you" men and penthouse adultresses."

Wider Use of Camera

Daniel also has a choice collection:

"Stupid, wordy dialogue; imitation of other films; monotony; the inability to produce melodramas: the inability to find roles for Tallulah Bankhead Ramon Novarro, Junior Durkin, and other ideal screen types; trying to cram mediocre players down the public's throat; the conversion of born character players like Jack Oakie and Stuart Erwin into stars: hongirl-and-boss romances: incomplete realization of camera possibilities. A minor example—we still recall Bartelhelm walking through a field of red sausages in 'Way Down Past' or the fruit-tree in bloom in 'Forbidden', yet artificial flowers are nearly always used. Why not real ones?"

Studying American Life

CHARLES A. LEEDY of the Youngstown "Telegram" would counsel directors and executives to spend some time with the real American localities to learn what the majority of American homes are like. Then be governed accordingly in representing them on the screen. Wild parties, bars, impudence, vulgarity, profanity and lewdness are not common in American homes and parents are resentful. Restrain from holding reviviscency and religion up to ridicule. Keep eiga-rette and booze propaganda out because they are controversial at best."

Stress Family Angle

Leedy is "strong for family audience policy as the most dependable and safe market for the movies. Gain a following and hold it. Glorification of kept women and derision of virtue. Exploitation of infidelity and the common and offensive manner. Resolute control management of local theaters. Split-week booking which makes 'building up' impossible. Plot 'waves' bringing on a deluge of the same kind of narrative or style. Drunken women for comedy effect."

Writer-Director Unity

GEORGE BROWNING of the Baltimore "Daily Post" believes that there is a happy combination of directors up all the time that the cinema has its greatest hope for the future. When writer and director can get together up an unsupervised conference, and decide to work together, instead of at cross purposes, then the movies become acceptable to the five or six intelligent American's who are still left. I am tired of seeing a director point a camera one way, while every logical thought was leading to a different point in a different corner."

Introducing Players

ANDREW R. KELLEY of the Washington "Times" adds his plea to those urging better identification of players. He suggests introducing them the way like in "The Front Page," or running casts before and after the picture.

Cycles, by all means and speech. Seems to be that the cinema has more bad influence on kids than all the sex hooey in the world."

Film Scrbes Unload Their Views on Product

(Continued from Page 1)

by lowering star and director salaries and establishing a bonus system. He wants directors to have more leeway, curbing of supervisors, giving stars the right to veto selection of pictures, and doing something about the system that kills off good players with a string of hopeless stories after unlimited fame and money has been spent in building them into stars.

Too Many "Don'ts"

W. E. J. MARTIN of the Buffalo "Courier-Express" is another who is bored of censorship, "essays on sex" (sic), and he declares the M. P. P. D. A. "has entirely too many don'ts in its list."

Another thing that annoys Martin is the fact that "too many pictures arrive with Broadway ballyhoo and turn out to be just program stuff. Producers must realize that New York is not America, or even representative of the country."

Experimentation Urged

VINCENT S. JONES of the Utica, N. Y., "Daily Press" urges "experimentation with films aimed more or less at one large class of fans, instead of feeling around for the common denominator and trying to please everyone at some point in every picture, thus weakening story or treatment in many instances. In other words, something of the sort of unconscious division of appeal offered by the stage, with its offerings aimed at interesting one level in particular."

The movies, having achieved an amazing popularity, should seek a kind of superficial, obvious side of life, to strive to make this unraveled technical fact a vehicle for presenting the inner truths in equally realistic form."

Unrealities Cited

VIRGINIA LYMAN of the North-

ampton, Mass., "Daily Hampshire Gazette" favors fewer "came the dawn" endings. She would send the directors to courtrooms to see how those are really run. Fewer house newspaper reporters. College

Styles in Stars

"But even more annoying and some-

less than obvious among players to imitate anyone who is not outstanding. It is the fault of the fact that no limit has been made of a success the success of the style, not who follow it. There has been recondite in Douglas Fairbanks, one Charlie Chaplin one Clara Bow, one Greta Garbo. Although the each of these players has beenimitated and reviviscency and no "GENEVIEVE

HARRIS, Chicago "Evening Post."
Helen Twelvetrees in
"UNASHAMED"
M-G-M
75 mins.
VERY THEATRICAL COURTROOM SCENE IS HIGHLIGHT OF FAIR DRAMA WITH STRONG CAST.
Were it not for the excellent cast, this drama would take a low rating, due entirely to implausible story. Helen Twelvetrees has the part of a rich young girl who falls for a never-do-well fortune hunter only to see him murdered by her younger brother when he is bluntly told the plain facts of the romance. The brother is tried for murder and while on the stand defends his sister's honor by telling the jury an untrue account of the shooting. The girl finally accedes to her lawyer's pleadings to testify in a manner that will turn the jury against her but in favor of her brother. Monroe Owsley as the hypocritical lover contributes a very convincing characterization and the others in the cast do unusually fine work.
Cast: Helen Twelvetrees, Robert Young, Lewis Stone, Jean Hersholt, John Miljan, Monroe Owsley, Robert Warwick, Gertrude Michael, Wilfred North, Tommy Jackson, Louise Beavers.
Director, Harry Beaumont; Author, Bayard Veiller; Scenarist, same; Dialogue, same; Editor, William S. Gray; Recording Engineer, not credited; Crummerman, Robert Brodine.
Direction, Fair. Photography, Fine.

"THE MAN CALLED BACK"
with Conrad Nagel, Doris Kenyon
Tiffany
79 mins.
FINE PRODUCTION OF POWERFUL DRAMA WELL HANDLED THROUGHOUT WILL APPEAL TO INTELLIGENT AUDIENCES.
A splendid adaptation of Andrew Soular's novel, "Silent Thunder." Here is a very intelligent, finely characterized story with powerful dramatic situations. Conrad Nagel gives an excellent portrayal as the doctor going to the dogs in the Malay peninsula who stages a comeback in London with the help of a married woman he loves. Doris Kenyon is the wife of the rich waster, accused of his murder. John Halliday steals the acting honors with his colorful characterization of the husband, who sees no particular harm in loving a variety of women, and flaunting them before his wife. The production has been given every advantage of extensive settings, and Robert Florey's direction is masterly. The court room scenes are particularly effective, and very dramatically handled. Altogether a film that will appeal to intelligent audiences as well as those who like strong drama regardless of its class.
Director, Robert Florey; Author, Andrew Soutar; Adaptor, Robert Presnell; Dialogue, Andrew Soutar; Editor, Martin G. Cohn; Cameraman, Henry Sharpe; Recording Engineer, Joseph Kane.
Direction, Very Good. Photography, Good.

"PASSPORT TO PARADISE"
with Jack Mulhall
Mayfair
67 mins.
A JUMBOLED MELODRAMA THAT SUBSTITUTES ACTION FOR SENSE AND GETS NOWHERE IN PARTICULAR.
A queer jumble of plot makes up this meller. Jack Mulhall finds that in order to inherit his grandfather's fortune he will require him to start on a trip around the world with two cents and only wearing a pair of pants. Given that for a starter, anything can happen. And it does. He becomes a stowaway on the ocean liner, conceals himself in the cabin of a mysterious girl, who befriends him. Off the Adriatic coast near Andalusia she is thrown overboard by two ruffians, swims to shore, with our hero tagging along. Later he discovers that she is the Princess of Andalusia, returning to her loyal subjects as they stage a revolution to again seat her on the throne. All the Andalasians seem to speak English perfectly. Or else the hero speaks perfect Andalasian. Little discrepancies like this punctuate the tale. Lots of wild action, but not much sense. The princess gets kicked out of the throne, giving the hero a chance to marry her.
Director, George B. Seitz; Author, same; Adaptor, same; Dialogue, same; Editor, Byron Robinson; Cameraman, Jules Cronjager; Recording Engineer, Earl Crain.
Direction, Weak. Photography, Fair.

"THE BLACK KING"
Southland Pictures
65 mins.
ALL-COLORED CAST IN EXTRA-VAGANZA OF HARLEM LIFE IS AMATEURISH BUT FILLED WITH NEGRO HUMOR.
This one was done as the first of this company's proposed series of features with all-colored casts. The story centers around the colored life of Harlem and its people. A bunch of promoters get together and start raising money to buy a steamer and transport the colored brethren and sisters to Africa where they are going to found their own empire, with a king, princes and princesses and everything. It is evidently a takeoff on a recent similar experiment that failed. So the promoters go about raising the dough, with opposition developing on the part of the hero, who is not quite convinced that the promoters are entirely on the level. The ceremonials at a fancy dress ball, with all the members showing up in fancy uniforms, and putting on the dog, brought howls of delight from a colored audience at the Lafayette theater in Harlem. A. B. Compthiere and Vivian Baber, well known stage players, are featured. For colored audiences it will no doubt prove more than satisfactory, and of course that's all it was intended for.
Director, Bud Pollard; Author, Donald Heywood; Adaptor, same; Dialogue, same; Cameraman, not listed.
Direction, weak. Photography, fair.
What it takes to make good pictures "LADY AND GENT" has! It's a sock on the chin... in the heart... at the box-office! It's GREAT entertainment... because it's real—because it has guts! It will shake your belly with laughter... it will jerk a tear from your soul... it will pop your eyes open in wonder!

Here is a Paramount Picture to fatten your pocketbook and give you the nerve to look your audiences right plump in the eye! Give "LADY AND GENT" a showman's campaign, Mr. Exhibitor... get out and sell... advertise... and shout!

NO SHOW IS ANY BIGGER THAN YOU MAKE IT... BEFORE IT OPENS!

George BANCROFT in "LADY AND GENT"

with WYNNE GIBSON • CHARLES STARRETT • JAMES GLEASON

Directed by Stephen Roberts • Story by Grover Jones and William Slavens McNutt

A Paramount Picture
Producer-Houses Forced Dime Scales, Ochs Charges

WARNER-PUBLIX NEGOTIATE NEW PRODUCT DEAL

MPTOA Group to Confer With Major Firms on Duals

Exhib Unit Will Seek Agreement to Drop Double Bills

Atlantic City—A committee consisting of Fred Meyer, J. B. Fishman and David Barrist was appointed yesterday's executive committee meeting of the M.P.T.O. A. to bring the organization's stand against double features before the various film companies and theater (Continued on Page 7)

PARA. ADVERTISING DEPTS. ARE MERGED UNDER MAYER

All Paramount Publix advertising activities have been concentrated in one department under the head of Arthur Mayer on the 14th floor of the Paramount. The consolidation includes both the Paramount distribution department and the Publix theater advertising activities. Mayer, acting as director of advertising, publicity and exploitation (Continued on Page 6)

Allied to Sic Gov't

On Exclusive Runs

Washington Bureau of THE FILM DAILY

Washington—If theater-owning producers go through with proposals for exclusive exhibitions of special pictures "they will be met with an" (Continued on Page 7)

Warners Win 4 Out of 5

Suit brought against Sol Wallerstein, of the Broadway, Buffalo, and defended by Warner Bros., for infringement of five patents relating to amplifiers owned by American Telephone & Telegraph Co., the Circuit Court of Appeals in New York yesterday held only one of the patents to be valid and infringed. Four patents were held to be invalid and not infringed. The suit involved vacuum tube amplifier patents said to be the basis of the successful development and introduction of talking motion pictures by Vitaphone Corp. (Continued on Page 7)

CRITICS FORUM

Commentators for Today:

MAE TINEE
Chicago "Tribune"
J. M. (JACQUES) SHELLMAN
Baltimore "Saturday Star"
JOHN H. THOMPSON
Torrington, Conn., "Register"

CHESTER M. ZEFF
Kemper, Wls., "News"
NORMAN CLARK
Baltimore "News"
LEOTA RIDGE
Houston "Chronicle"

JOHN MEABE
High Point, N. C., "Enterprise"

THOUGH you'd never have guessed it from reading the brickbats that have been hurled in this column the last couple of weeks, these actually are some friendly inclined critics around the country who admit that quite a bit of good, after all, in the celluloid drama. No less an authority than MAE TINEE of the Chicago "Tribune" asserts:

Virtues Outweigh Faults

"I am for the movies and against any criticism of them that is not constructive in intent. Their virtues outweigh their faults and they have fruited the lives of more people of all classes than any other form of entertainment."

This, you must admit, is sweeping praise no matter how you look at it. Of course, Mae Tinee does not say that the films are perfect, any more than all diamonds or pearls are perfect. She has her peeves, including "the cycles, affectation of manner and presentation, Joe E. Brown's yell, over make-up. Over make-up. Deliberate (Continued on Page 2)

Henabery and Hayman Plan Eight Features

Joseph Henabery, at present directing the S. S. Van Dine murder mysteries for Vitaphone, and Herbert Hayman, who recently resigned (Continued on Page 6)

Ochs Blames Major Circuits For Starting Cheap Prices

Declaring that independents have been forced to the 10-cent admission policy by the bargain show policies of producer-owned theaters, Lee Ochs yesterday urged a conference between circuit operators and subsequent run exhibitors to work out a "sensible and sound economic price and single-feature policy that will enable all branches of the industry to weather the storm and... (Continued on Page 8)

WARNER-PUBLIX NEGOTIATE NEW PRODUCT DEAL

New Warner-F. N. Pact Brings Companies Closer Together

A new deal for the showing of Warner-First National product throughout the Publix circuit is being negotiated by Major Albert Warner, S. W. Smith and Grad Sears, for Warners, and Sam Dembows for Publix. The contract calls for canceling of existing franchises under (Continued on Page 6)

MAX BALABAN IS DEAD

AFTER LONG ILLNESS

Chicago—Max Balaban, one of founders of the Balaban & Katz circuit, died yesterday after an illness of about six months. Though only 80 years, he had been an important factor in the movie theater pioneering activities here with his brothers, and the sorrow over (Continued on Page 8)

New Orleans Group Sued by Government

Washington Bureau of THE FILM DAILY

Washington—Suit has been filed by the Department of Justice in the Federal Court at New Orleans against United Theaters, Inc., controlling 18 houses, and 11 distributing (Continued on Page 6)

Endorses Hays Ad Warning

At a meeting of the executive committee of the Hays organization held yesterday following the return of Will H. Hays from the coast, the resolution adopted on the coast last week against improper advertising was approved and commended by the film heads present, including Adolph Zukor, Nicholas M. Schenck, Harry M. Warner, M. H. Aylsworth and others. It was the consensus of the meeting that the importance of advertising as a factor between the public and the theater makes it imperative that the advertising code be strictly followed. Hays made a report on various matters observed on his coast trip, including arrangements concerning the film's activities in connection with the Olympic Games.
salaciousness. Low comedy that isn’t funny. Double meanings that are dragged in by the heels. Incon- sequent. This ploy is all.

Mae Tince also thinks improvement could be made by having persons with “knowledge of crowd psy-
chology” give scenes before it is given out for production, by submitting each film to honest and frank-sighted censorship in the studios before it leaves on the world, by choosing titles that have some meaning, by following the actual story in adapting a well-known novel, by giving directors and actors the types of pictures for which they are best fitted, but by more thought and by less haste in pro-
duction.”

Lauded to the Skies!
J. M. (JACQUES) SHELLMAN of the Baltimore “Sunday Sun,” who is still alive and healthy after being six to ten years, lets his praise flow unrestrained. Without any strings to this praise, he sings this piece:—

“Praise to all the great motion picture producers of these United States who should be fervently thanked for having done such a good work, and courageous pioneering work in the realm of cinema entertainment during the past 20 years despite the thickest thicket, having turned their eyes to the public, the state, the city and federal government. All hail to the creative workers, to the men who have thought up every idea with their broad minds and are having success at the box office because they have a positive attitude and are doing something different. Many great films have been made and others are coming. The cinema has made Gargantuan strides under the guidance of Adolph Zukor, Jesse L. Lasky, Joe Brandt, Winfield Sheehan, Jimmy Granger, James A. FitzPatrick, Samuel Goldwyn, Nick Schenck, Louis B. Mayer, William LeBaron, Joseph M. Schenck, all the Warner Brothers, Sidney Green, D. P. Schulberg, Hunt Stromberg, M. H. Hoffman and many others, for their ability to go forward with their plans and make them a reality. As for the films themselves, they are true to life and each one is better than the one before. The cinema has made tremendous strides under the leadership of these heroes! They have challenged the world with quick action photography and witnessed before in the history of the world—and won! Great productions have been made! Greater are being planned now. The cinema has come of age. It is a 20-year old industry only feeling its growing pains! Thank God for the courage these ‘Masters’ have shown. Perhaps the time will come when they could spread a little of it to the rest of the world!”

Star Salaries and the Fans
CHESWORTH J. ZEFF of the Ken-
nesaw Whirler declares he be-

THE INDUSTRY’S DATE BOOK


Aug. 1-15: International Artistic Cinematographic Exhibition, held in connection with International Exhibition of Fine Art, at Lido Exposition, Venice, Italy.


Martin Johnsons Plan
New African Expedition
Mr. and Mrs. Martin Johnson, now in New York to appear with their last all-sound and talking Af-

rican picture, “Congorilla,” for re-

lease opening Thursday at the Garden, plan to leave early in October for their plane to Nairobi, their home, which will be the base of their next Af-

rican venture. Airplanes will be the mode of transportation used by Johnsons on this expedition. Bern 

Bulchen of the Byrd expedition may accompany them.

like to see producers aim at higher intelligence in the audiances, declaring that the present output is designed for a too low mentality and re-education of film patrons is his belief, the outstanding need of films today. He holds that it is an overstatement to a tremendous degree Romeos with iron fists and a total lack of intelligence, half-educated gangsters—all are potential explo-

sive s which may yet, if clung to over-ridiculously, blow the moving picture industry to ironic tatters.

But generally speaking Meban, true to the line of the previous week, is a disbeliever in the future of motion pictures.

“When one might undoubtedly discover numerous Lilliputian faults with mov-

ion pictures as they are today—

faults which the not too intelligent critic might, by a concentration of assault, transform from molehills to—alas—but the industry has an old track, it seems to me, as near state of perfection in art as it has ever attained. That an even greater state of perfection will be achieved is obvious, however.”

FOR SALE

6 Five-reel negatives—(slent of)
TOM MIX
also several one-reel negatives.
Box 920
963 Broadway
The Film Daily
New York City
THE YEARS FINEST STORY
THE YEAR'S GREATEST BOX-OFFICE ATTRACTION

"The MAN CALLED BACK"

WITH THE YEAR'S FINEST NAME CAST
Including CONRAD NAGEL — DORIS KENYON

OPENS ON THE ENTIRE PUBLICX CIRCUIT

Coming!
The MAN CALLED BACK

RIALTO
NEW YORK

OWNED AND DISTRIBUTED BY WORLD-WIDE INC.
1st in the booking pl

100% OF ALL

COLUMBIA

BOOKED SOLID FROM

100% OF ALL

Good Product is the

THAT'S WHY EXHIBITORS ARE

PROSPER WITH Columbia
Cure for All Evils—BUYING COLUMBIA FIRST!

1932 - 1933
PICTURES

COAST TO COAST INTO X0 Theatres

Cure for All Evils—BUYING COLUMBIA FIRST!

IT'S A PROMISE!
WARNER-PUBLIX MAKING NEW DEAL ON PRODUCT

(Continued from Page 1)

which the companies have been functioning and will give Warner- F. N. pictures major consideration in Publix houses. The more incidently is a friendly step that brings the Paramount-Publix and Warner-F. N. organizations into closer association.

New Orleans Group Sued by Government

(Continued from Page 1)

utors in that city on charges of a monopoly of second-run showing of first-class films, it was announced yesterday by Attorney-General Mitchell. A restraining order is sought.

CHARLES MORTON BACK
West Coast Bureau of THE FILM DAILY

Hollywood—Charles Morton, leading man for Janet Gaynor in “Four Devils” and “Christina,” and who was forced last year to give up work because of injuries when he was thrown from a horse, has been signed by Paramount for “Blonde Venus,” the Marlene Dietrich film.

PASS SUNDAY SHOWS
Durant, Okla.—An ordinance permitting Sunday movies has been passed by the city council. The rule does not permit vaudeville, however.

CHADWICK BUYS STORY
West Coast Bureau of THE FILM DAILY

Hollywood—I. E. Chadwick has bought an original from Sig Schlager and Leon d’Usseau to fit his programed title of “The Girl from Calgary” starring Fifi D’Orsay. Lee Chadwick will collaborate on the dialogue and Albert Hay Malotte is writing an original score for the production. Monogram will release it.

SHORT SUBJECT REVIEWS

Ted Husing in “Sport Slants” (No. 10)

Vitaphone 53 mins.

Fair

Two items included in this edition of Ted Husing’s sport subjects include the game of Jai-Alai, demonstrated on the quay town at the base of the Rock, showing the inhabitants and the various styles of fishing off Miami, Florida. The Cuban game doesn’t look so very exciting, while the fishing stuff has been done so much lately that pretty much of the kick has been taken out of it.

“Strictly Vegetarian”

Film Exchange 7 mins.

Fair

A study of various inhabitants of the Zoo who live on a vegetable diet. Bison, gnu, tapir, elephants and many other less familiar species are shown in interesting studies. A narrator describes the various animal’s habits, and those for whom like this type of film it is fairly entertaining.

“Evolution” 30 mins.

Educational

A three-reel attempt to reconstruct all the phases of evolution since the earth first was formed. A rather ambitious task for three reels, so the various sequences are rather jumpy. Starts with the solid matter being formed from molten lava, then down through the first minute animal forms in the sea, vegetable growth, the coming of mammals, and so on through the various ape forms to man. Also some prehistoric animals are thrown in for good measure which bear a close resemblance to some seen in “The Lost World.” The nature of this film makes it more or less an educational subject, and the exhibitor must see for himself to judge its value to his audience.

“Redskin Blues” (Tom and Jerry Cartoon)

RKO 7 mins.

Nifty Animated Number

This is one of the best of the Tom and Jerry animated cartoons seen thus far. The central characters land in a reservation where prepara- tions are made to burn them at the stake, but they are saved in a rescue scene that brings out army, navy, air forces, tank corps, etc., with grand effect. There is a dance by a group of squaws, who discard their robes and stand revealed as Broadway chorus types; and when the old chief, who has kept himself covered with a blanket up to this time, is shaken out of his scat, he turns out to be a Jew. A lively, funny and tuneful number.

“The Rock of Gibraltar”

Film Exchange 8 mins.

Okay

A very interesting camera account of the historic Gibraltar, with detailed shots of the quaint town at the base of the Rock, showing the inhabitants and the various styles of fishing fishing off North Africa, Moorish and Spanish influence through the centuries is presented entertainingly in a descriptive talk by Allyn Carrick.

“Switzerland” with Lester Allen

Paramount 11 mins.

Good Musical Novelty

Opens with Lester Allen, popular stage comedian, and another couple riding over the Alps in an airplane. As the plane soars in altitude, the voices of the passengers likewise go up, causing them to talk in a high falsetto that is very comical. Landing at a Swiss mountain resort, the party is regaled with music, dancing and yodeling by a contingent of natives. It’s a tuneful and colorful novelty, with some good laughs mixed in.

OWNERS BECOME OPERATORS
East Liverpool, O.—Rather than close entirely and avoid the employ- ment of non-union men, owners of the State and American, first-runs, have assumed the duties of opera- tors. Both houses have been open part time since June 1, alternat- ing with the Ceramic, only one at a time. Columbia, second run house continue seven day operation, and also has announced it now employs union operators.

JUNE CLYDE IN LEAD
West Coast Bureau of THE FILM DAILY

Hollywood—June Clyde is playing the lead in “Modern Madness,” which Richard Thorpe is directing for Invincible Pictures. Maury Cohen is supervising.

COLUMBIA FILM FOR GARDEN

Columbia’s “Hollywood Speaks” will have its Broadway premiere at the Winter Garden within a few weeks.

PARA. ADVERTISING DEPTS. ARE MERGED UNDER MAYER

(Continued from Page 1)

ation, will have as his two chief assistants, Jack Hess, in charge of all advertising activities, and Charles McCarthy, in charge of publicity.

Functioning under Hess are Bill Danziger, supervising press books, and Al Selig, in charge of trade paper and fan magazine advertising, as well as trailers. Under McCarthy, supervising publicity, will be Earl Wingart. Jim Clark continues in charge of accessories and Bob Faber remains as editor of “Publix Opinion.”

Mayer will continue to supervise the advertising activities of Publix theaters, acting through home office advertising men attached to each division director’s office.

Henabery and Hayman Plan Eight Pictures

(Continued from Page 1)

as casting director at the Brooklyn Vitaphone studios, have formed a new producer-distributor unit, Summit Pictures Corp., which plans to produce eight features on the coast. New York offices have been opened at 729 Seventh Ave., and H. William Fields has been retained as counsel. First releases is announced for September.

CLOSING OVER WAGE ROW
Youngstown, O.—RKO’s Palace, ace downtown movie house, closes July 22 because of an argument over operators’ pay. Four men here receive $85 each weekly and refuse to cut this figure.

RKO CLOSES N. W. OFFICE
Seattle—The Northwest division office of RKO Orpheum here, located here, has been closed. Hereafter all Orpheum theaters will be operated out of Los Angeles.

TO-DAY’S BIG EVENT

AS SEEN BY THE PRESS AGENT

“At the designing adventurers in 'The Washington Show,' Karen Morley wears 12 different Adria-designed gowns, each outdoing the other in gorgeousness.”—M.G.-N.
groups, especially Connecticut, in an endeavor to have circuits continue the practice if the independents do likewise.

Among those attending this first meeting of the M.P.T.O.A. executive committee, in addition to Meyer of the Midwest zone, Fishman of New England and Barrist of Mid-Atlantic, are Chairman M. A. Lightman, O. C. Lam of the Southern territory, M. D. Comerford representing M. E. Comerford for southern New York, and David Palfreyman for the affiliated theaters.

All yesterday's scheduled sessions of the M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware were postponed until this morning, when Barrist will open a barrage against selective selling, which he calls a "colossal blunder, heartless, arrogant and nothing more than the death warrant of a large section of exhibitors." The M.P.T.O. will look to the state for protection, declaring the practice will alienate the sympathy and support of millions of movie patrons and remove the industry from its rockbed foundation, says Barrist.

About 40 members arrived yesterday and 40 more are due today. Debate on the Brookhart bill between Sidney E. Samuelson of Allied and Louis Niner is set for this morning.

WAYNE IN SECOND SERIAL
West Coast Bureau of THE FILM DAILY

Hollywood—John Wayne has been engaged for the leading male role in "The Hurricane Express," second Mack serial of the 1932-33 season, it is announced by Nat Levine. Wayne was seen recently in Mack's "The Shadow of the Eagle," Armand Schoener and J. P. McGowan will direct "The Hurricane Express."

OTHERS WANTED

Equitable Pictures Aims At First-Run Exhibitions
West Coast Bureau of THE FILM DAILY

Hollywood—Equitable Pictures Corp. will make product designed for first-run houses that have dates available for independent product, according to Manny Brown, sales manager.

"For our initial picture, "Decency," we are using talent that has been used by national producers," said Brown. "We have made a survey of the country and find that there are many first-run houses willing to play high-class independent product.

Arthur Gregor is directing "Decency," with Dorothy Burgess, Walter Byron and Alan Hale heading the cast. Chester Lyons is the cameraman.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

July 19

Edward Sloman
George Maris
Merlin H. Aylesworth

MANY HAPPY RETURNS

(Continued from Page 1)

A LAWYER in New Hampshire has written a letter to Welford Beaton which he quotes in the current issue of the "Hollywood Star" here is a communication from an intelligent film fan that everybody connected with picture production should read... he voices the query of thousands of intelligent picturegoers... or rather, former picture patrons... who don't take the trouble to write... they just stay away from the theater... and until this gent's question is answered with production of the kind of pix he and his family want... they will continue to stay away from the pictures... and there are thousands of intelligent potential patrons feeling as he does... in every city and town... 

* * * * *

THIS GENT says he took his wife and children to see two or three pix a week in the silent days... then sounded out ... and they all got fed up on dialogue and whatnot... the old motion picture technique kept disappearing... and along with it their interest in films... so now he averages about a picture a month... he has plenty of money to see pictures... but they no longer appeal to him the way they used to... and that goes for the wife... and the kids...

* * * * *

HE SAYS... "Even my thirteen years old daughter knows what kind of pictures she wants... and I find it is the kind that her mother and I want... if we can see this, why can't Hollywood?... what does Hollywood think about?"... and there are countless thousands asking this question... and STAYING AWAY from pictures till it is answered... well, Hollywood, what's YOUR answer?

ALLIED TO SIC COV'T ON EXCLUSIVE RUNS

(Continued from Page 1)

other proceeding similar to the Youngclaus suit," says Abram F. Myers, general counsel of Allied States Ass'n.

"Distributors assert the right of the owner of a film to do with it as he pleases, entirely overlooking the element of combination and conspiracy inherent in any plan to sell for exclusive runs," states Myers.

"Because several corporations have stockholders in common, and have a common name, does not overcome the fact that they are separate legal entities, and when they act in concert to restrict the movement of film in interstate commerce and to put independent theaters out of business, they are engaging in a combination and conspiracy in violation of the Sherman Law."

George Bancroft Signed By Reliance Pictures
West Coast Bureau of THE FILM DAILY

Hollywood — Reliance Pictures, headed by Edward Small and Harry Goetz, has signed George Bancroft. "Brooklyn Bridge" is being considered as his first story vehicle.
PRODUCER-HOUSES FORCED
DIME SCALES, SAYS OCHS

(Continued from Page 1)
emerge from it on a healthy basis." Once again successes for RKO and Loew of being among the instigators of 'cheap bargain admission prices,' and declares that the in- tended were forced to meet this competition.

DENVER STAFF SHIFTS
Denver—With the taking over of the RKO Orpheum by Harry Huf- man under his pooling arrangement which includes his Tabor, Rialto and Aladdin, Huffman has become manag- ing director of the Orpheum, with Gerald Whitney of the Tabor as house manager. Charles E. Porter has been promoted from assistant to manager at the Tabor. Joe Gundy remains as Huffman's assistant and as manager of the Aladdin. Ralph Lee continues as manager of the Rialto. The Aladdin is now a sec- ond-run.

CANTON SWITCH
Canton, O.—Closing of Warner's Palace, ace first-run, has resulted in switching first-run films to the Al- hambra, other Warner house here which for two years has been play- ing second run double features. The only other downtown first run house is Loew's.

BILL HENDRICKS LEADS
Bill Hendricks, manager of the Smoot, Parkersburg, W. Va, and Kimball, Parkersburg, W. Va., has appeared first in the recent ad- vertising and exploitation contest held by Warner Bros., in first place at the end of the week of the Warner Pittsburgh zone's "Goin' To Town" drive.

LIVE DISPLAY FOR BUCK FIGHT
Seattle—Capes of live jungle ani- mals were displayed in front of the RKO Orpheum in conjunction with the showing of Frank Buck's "Bring 'Em Back Alive." First day's at- tendance was more than 7,000, beat- ing the "Cinamorrom" record.

MARIAN MARSH AT RKO
West Coast Bureau of THE FILM DAILY
Hollywood — Marian Marsh, who has been appearing in Warner pro- ductions the last two years, returned this week to RKO to play the lead- ing role in "All the Evidence," which J. G. Bachman is producing on the Pathle.

BENNETT FILM HOLDS OVER
"What Price Hollywood," starring Constance Bennett, will be held for a second week at the Mayfair.

Reg. Loew Pd. Dividend
Regular quarterly dividend of $1.621/2 on the preferred stock was declared yesterday by Loew's, Inc., payable Aug. 15 to holders of record July 30.

Hollywood
HARRY WAGSTAFF GRIBBLE, Paramount director, has been loaned to RKO. He is the producer of "March Hare" and other Broad- way successes and has also staged important Broadway productions.

* * *
Irene Purcell and Cornelius Keefe have been added to the cast of World Wide's "The Crooked Circle," which William Sistrom has just placed in production. Ben Lyon heads the cast, which includes ZaSu Pitts, Bert- ton Churchill, C. Henry Gordon, Frank Reicher and Roscoe Karns. Lucky Humberstone is directing from the original by Ralph Spence.

* * *
Hale Hamilton, Phil Teed, Fred- erick Burton, Arnold Gray, William Davidson, and John DeWitt have completed "The Most Dangerous Game," RKO Radio Pictures melodrama recently completed. The picture features Joel McCrea, Fay Wray and Leslie Banks.

* * *
Donald Cook will appear in Columbia's "Washington Merry-Go- Round."

* * *
The new Bob Steele feature in World Wide's series of outdoor dramas has just gone into production under the direction of R. N. Bradbury. The player roster in- cludes, in addition to the star, Nancy Drexel, George Haynes, Harry Seme- les, James Marcus, Dick Dickerson and Slade Hurlbut. The new pro- duction is called "Foxy Buddies."

* * *
Clarence Burton, who has appear- ed in all but one of Cecil B. De Mille's productions during the last nine years, has a supporting role in Paramount's "The Sign of the Cross."

* * *
Noah Beery and Walter Long have been added to the cast of Columbia's next Tim McCoy, feature "Long Live Laramie."

* * *
Alexander Kirkland will play the leading role with Janet Gaynor in Fox's "Tess of the Storm Country."

* * *
Benn W. Levy, Paramount writer, has been advised that his latest Broadway play, "The Devil Has Got 100 Days," has been selected for the ten best plays of the year and will be published in Burns Mantle's annual volume.

* * *
Francis, Edward Faragoh, play- writer and scenarist, has been ad- vised to write the dialogue for Co- lumbia's "The Heart's Abode Man."

* * *
Lee Kinney, one of Hollywood's many Cinderella hopefuls, has been signed by Louis Brock, associate producer of comedy shorts, for RKO Radio Pictures.

A LITTLE from 'LOTS'

By RALPH WILK

JASON Robards and Frank Hagnay have been assigned roles in Columbia's Buck Jones film, "White Eagle."

* * *
C. Gardner Sullivan's adaptation of "Redheaded Woman," which M-G-M produced, was singled out by practically all local critics in their review of the picture.

* * *
Roy Del Ruth, director of such successes as "Winner Take All," "Blonde Crazy," "Taxi" and numer- ous other Warner Bros. productions, has arranged with chief studio ex- ducarry Francis Zanuck for "Red Del Rigni," is sailing aboard his yacht for Seat- tle.

* * *
Robert Lord's script on "The Con- querors," has received the approval of Radio's chief executive, David O. Selznick. William Wellman will di- rect.

* * *
Having completed the screen ver- sion and dialogue for "Animal King- dom," Howard Jacobson will assist Di- rector Edward Griffith in selecting the cast for this important RKO production. Thus far Leslie How- ard has been signed.

* * *
Tom O'Brien has been signed by Columbia for "Night Mayor," starring Lee Tracy and featuring Evelyn Knap. KenKelto's directing.

* * *
Henry Stephenson, prominent character player on both the Amer- ican and the English stages, has been signed by Samuel Goldwyn for "Cynara," in which Ronald Colman is to star. Stephenson created the part in the New York stage version.

* * *
Ralph Morgan and Diana Wynn- yard have been added to the cast of the M-G-M picture which will co-star the three Barrymores under direc- tion of Charles Brabin.

* * *
Mary Astor has returned to the Tiffany studios, following the birth of her daughter a month ago, to resume work in "The House We Love." World Wide production, being di- rected by Robert Florey. Cast also includes: Kenneth MacKenna, Lilian Tashman, Jason Robards, Tommy Conlon, Bert Roach, Josephine Dunn, Hale Hamilton, J. Farrell MacDonald, Elizabeth Forrester, Forrester Har- rison, Harvey Clark and Edward Max- well.

* * *
Allen De Lane, New York stage director, will serve as dialogue di- rector with Casey Robinson on RKO's "Sport Page."

* * *
Ralph Bellamy's latest assign- ment in Fox is a featured role in "Salome Jane," in which Joan Ben-

MAX BALABAN IS DEAD
AFTER LONG ILLNESS

(Continued from Page 1)
his passing is testified by expres- sions from film leaders here and telegrams being received from all parts of the country. In addition to his brothers and mother, a wife and two children survive.

New Move to Settle
Clev. Exhibs' Suit

Resumption of depositions in the Cleveland independent exhibitors' action against major distributors, scheduled to start Thursday in New York, again failed to materialize, with reports current that a new move was up for way under a settle- ment out of court.

GETS CIRCUIT BOOKINGS
"Monte Carlo Madness," First Di- vision release, booked into the Fox, Brooklyn; Loew's Columbia, Washington; Capitol, Richmond; Shea's Fulton, Pittsburgh; Fox, Philadelphia; EKO Palace, Albany, and Proctor's, Troy.

AL RUBEN ON COAST
West Coast Bureau of THE FILM DAILY
Hollywood—Albert G. Ruben has arrived from New York to open an office of the Mitchell May, Jr. Co., at 510 West Sixth St., Los Angeles.

VON HERBERG FOLDS BANDITS
Seattle—Wrestling the gun from a holdup man who had ordered him to "put 'em up," J. von Herberg, prominent theater man, outwitted two rob- bers who tried to force him into the hideout of the bandits. Von Herberg arrived on the scene just as the bandits had locked up the settlers in a closet.

nett will have the title role. Raoul Walsh is to direct.

With the signing of Blanche Friderici, Ruthelma Stevens and Ed Brady, the cast selected for Columbia's "Night Club Lady" is now com- piled.

Herbert Mundin will play the Doc- tor Watson to Clive Brook's Sher- lock Holmes in the Fox talkie ver- sion of the celebrated detective's ad- ventures. It is being prepared for the cinema by Bayard Veiller.

Futter Broadcast Series
West Coast Bureau of THE FILM DAILY
Hollywood — A series of radio broadcast subjects based on his "Cu- riosities" shorts is planned by Walter Futter. He intends to start by pro- ducing ten 15-minute programs of this material, describing the most outstanding of his oddities, and try to sell the idea to a national radio chain.
Warner Studios Resume Aug. 6 With 7 Productions

Distrib Evade Dual Bill Issue, Says Hiram S. Brown is Finishing Up at RKO on Aug. 27

CRITICS' FORUM

B. O. CONSCIOUS

"Theaters, especially those of the circuits, are not concerned so much with the virtues of their attractions as with the size of their receipts, and, as a result, the exploitation is often deliberately misleading. . . . Lucid, catchy advertising, which either colors or conceals the facts, is unjust to the public—which sometimes turns." —CLARENCE BOYKIN, Richmond, Va., "Times-Dispatch."  

ACTION, NOT PROBLEMS

"Motion pictures must have movement. Get stories with action and have actors who can act with their bodies. The fans are having plenty of problems of their own and don't want any more problems thrust upon them."  

—E. D. KEILMANN (K.), Topeka, Kan., "Daily Chronicle."  

APPEAL TO HEART

"It lies within the power of producers to cure the ills of the industry—by sponsoring a 'down to earth' movement, capturing the hearts and not the fancy of their audiences, by producing fewer and better films, adapting casts to the themes of pictures and selecting more appealing stories."  

—EDWARD J. LALLY, JR., Wheeling, W. Va., "News."  

TOO MUCH MONOPOLY

"I think there is too much monopoly in the picture business, both in production and in operation of theaters. When there were more receipts, as a result, the exploitation is often deliberately misleading—Lucid, catchy advertising, which either colors or conceals the facts, is unjust to the public—which sometimes turns." —CLARENCE BOYKIN, Richmond, Va., "Times-Dispatch."  

All Plus

Under the stimulus of the healthy earnings statement announced by Loew's Inc., showing the full annual dividends more than amply covered in the first 40 weeks of the fiscal year, amusement securities scored an advance all along the line yesterday. Every issue closed the day with a plus sign, the biggest gains being scored by Loew's preferred, which rose 5½ points; Loew common, 2⅛; Paramount 5⅛s, bonds, 3, and KAO bonds, 4.

NEW TRAILER SERVICE LAUNCHED BY HIRLMAN

A new trailer service to be known as Exhibitors' Screen Service, Inc., has been formed by George Hirllman, for years prominent as a film laboratory executive. The company, which has been in the process of formation, is expected to be in a position to supply films within three weeks. Hirllman promised to give preference to films produced in Canada, but the British could not reciprocate because there is not a regular supply of Canadian pictures.

See Hindrances in Way Of Canadian Film Quota

Toronto—Should the question of enacting a film quota come up for action at the Ottawa conference which is now getting under way, it is pointed out in film circles here that one of the chief hindrances to successfully putting into operation a film preference regulation is the fact that Canada and the other British dominions are producing so few pictures. The dominions could agree to give preference to films produced in England, but the British could not reciprocate because there is not a regular supply of English products.

Chi. Summer Closings Not as High as Feared

Chicago—Number of summer closings in this area has reached only about 20 per cent of the anticipated figure, a checkup shows. Estimates had placed the number of houses that would go dark all the way from 125 to 150, whereas actual closings are under 30, according to Film Board of Trade records.
Meyer Says Distribrs Evade Dual Bill Issue
(Continued from Page 1)

with evading the matter owing to a picture which will sell in a few small accounts operating on this policy. Meyer characterized double feature policies as an almost patent violation of the industry's lack of courage in trying to solve it.

Six Features Planned
By Australian Company

(Continued from Page 1)

made whereby the pictures will be released in England and will be accepted as quota pictures within the requirements of the British Film Quota. Cinesound also will continue the Cinesound Review newspaper and proceed with the production of Captain Frank Hurley's "Artmaster" series, which in future will be of feature length.

Fail To Reach Accord
In Cleveland Dispute

(Continued from Page 1)

Will H. Hays, from whom a deposition was to have been taken, left Wednesday for the coast, Sam Horwitz, attorney for the exhibitors, and producer Hays' departure and said he would apply to the Federal Court in the matter.

MULLALLY JOINS WARNERS

Don Mullally, playwright, has been signed by Warner Bros. through the William Morris office. He left yesterday for Hollywood to join the company's scenario staff.

BRINGS "BARROOM" PRINT

"On the Bar Room Floor," Jules Bernstein, Aubrey Kennedy Pictures Corp. executive, arrives in New York today from the coast by airplane. He will discuss distribution arrangements while in the East.

RKO BUYS IN SAN DIEGO

San Diego...—San Diego Holding Co., Ltd., a subsidiary of RKO has acquired title to the theater building owned by Commonwealth Building Co. here, and announced the bondholders.

BRILLIANT OPENING

World premiere of "Congorilla" the Mr. and Mrs. Martin Johnson film being released by Fox, at the Winter Garden last night drew one of the classiest audiences that has turned out for a Broadway film premiere in a long time. Lighting for the flash premiere was handled by Motion Picture Service Corp.

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FILM CRITIC OF NEW YORK DAILY NEWS . . LARGEST CIRCULATING PAPER IN AMERICA . . CANVASSES BROADWAY CROWDS!

Irene Thirer BECOMES INQUIRING REPORTER FOR PARAMOUNT

Personally asks a hundred representatives of a million passers-by how anxious they are to see "Movie Crazy," "Blonde Venus," "Night After Night," "A Farewell to Arms," "Horse Feathers," "Big Broadcast," and "Love Me Tonight."

-and here are typical replies→
THE QUESTION ASKED BY MISS THIRER:
"Here's a list of the new group of Paramount Pictures. Look at the casts, titles and stories... what do you think of them?"

PEGGY KELLY
315 West 113th Street,
New York
MODELING
*"They all look good, but some more than others. I always see Marx Brothers, Harold Lloyd, and Chevalier because I like comedy most. Harold in Hollywood should be very funny. I read 'Farewell to Arms' and think Helen Hayes, Gary Cooper, and Adolphe Menjou should be great. To see Clark Gable and Miriam Hopkins together in 'No Bed of Her Own,' which I read in the Daily News, is a real thrill. Herbert Marshall was very fine in a play I saw, and I expect he will be a star after being with Dietrich in 'Blonde Venus.' I will*'

EDWARD PALIDINO
433 Van Dwyer St.,
Stapleton, S. I.
PATROLMAN
*"I don't get a chance to see many pictures, but I listen to the radio a lot and want to see Bing Crosby, Boswell Sisters, Cab Calloway, Burns and Allen, Kate Smith and all the stars in 'Big Broadcast.' This interests me most, and next, 'Farewell to Arms' which I have heard is a very good book. I always try to see Harold Lloyd and the Marx Brothers. Yes, if I have an opportunity I want to see these pictures; they look very attractive. I'd like to say that there hasn't been a picture they haven't been in."

MRS. CAROLINE NEUMAN
2362 Seventh Ave.,
Astoria, L. I.
HOUSEWIFE
*"Chevalier easily heads the list for me, but I will say that I will not allow my husband to let me miss many of these pictures. After Chevalier I like Dietrich, and 'No Bed of Her Own' and 'Night After Night' look like the type of heavy dramas we both like. I do not care so much for comedy, but my husband does, and so I see them anyway. I imagine he will be tickled with 'Movie Crazy,' and 'Horse Feathers.' Incidentally, isn't Fredric March a Paramount star? Why isn't*'

MISS JULIE VOLPE
1809 Longfellow Av.,
Bronx, N. Y.
HAIRDRESSER
*"There are certainly a lot of big stars in those pictures—most of my favorites, in fact. When I go to the movies, I don't pay much attention to the title but if it's got a star I like, then I don't want to miss it. Chevalier's my weakness, and after him Clark Gable. I think Marlene Dietrich is the best looking girl on the screen and the best actress. 'Blonde Venus' sounds good but why don't they put her in a picture with Clark Gable some time? I sure want to see Mae West in 'Night After Night.' I like Nancy Carroll, too. 'No Bed of Her Own' ought to make a swell picture. I read it...*"
THE PLACE:
At the busiest street in the world, in front of the Criterion Theatre, at 44th Street and Broadway, at 2:00 P. M.

PEGGY MESSENGER
Claridge Hotel
New York
SECRETARY
• "Gang pictures kept me away from the movies for some time and I am glad to see that Paramount is putting real casts into love stories and comedy. My first choice is 'Blonde Venus,' because I think Dietrich is fine in any story and this sounds exceptionally good. I read 'Single Night' by Bromfield and suppose that is 'Night After Night.' Why do they change the titles in the movies? I haven't read 'Farewell to Arms' but always wanted to and will be satisfied to see the picture, especially with Gary Cooper, Helen Hayes, and Arlople Menjou in the cast. I do want to see 'Blonde Venus.'

AL ABRAMS
2136 61st Street,
Brooklyn, N. Y.
SALESMAN
• "I think they are fine merchandise which the public will want to buy. I guess most salesmen are good movie fans, and I feel confident that I will certainly not miss Harold Lloyd, the Marx Brothers, and Chevalier, because we all need laughs nowadays. 'No Bed of Her Own' sounds like a woman's picture, but 'Farewell to Arms' should appeal to everybody. I wasn't a Dietrich fan until I saw 'Shanghai Express' which changed my opinion, and I certainly want to see 'Blonde Venus.'

JAMES HEALY
539 West 144th St.,
New York
PROPERTIES
• "The thing that attracts me most is Harold Lloyd. Why doesn't he make more pictures, and also the Marx Brothers? They seem so few and far between. I suppose that 'The Big Broadcast' will be shown at advanced prices, but I think this is a mistake because it doesn't matter how big the costs are, the public cannot afford to pay more these days. All of these pictures attract me and I have a feeling that they are going to be good shows by looking

MISS ETHEL KENT
'164 West 44th St.,
New York
ARTIST
• "They all look mighty entertaining. I've been wondering when some movie producer would be smart enough to make 'Farewell to Arms.' Helen Hayes is perfect for the part of the nurse. There's my old friend, Harold Lloyd. Where's he been lately? I'll certainly want to see him in 'Movie Crazy.' My whole family are Marx Brothers fans but personally I like Lloyd's type of comedy better. Maybe you can tell me why a star as popular as Dietrich makes only a few pictures a year. 'Blonde Venus' is the first one I've seen advertised since 'Shanghai Express.' Guess I'll make a note of 'The Big Broadcast'—it's about time a radio picture was

THEM?... IS HUNGRY PROVING BOX OFFICE Paramount GROUP!
IRENE THIRER FOUND THE BUYING PUBLIC—YOUR PATRONS—WANT THESE PARAMOUNT PICTURES!

HAROLD LLOYD
in "Movie Crazy"

MARLENE DIETRICH
In "Blonde Venus"
with Herbert Marshall, Cary Grant, Directed by Joseph Von Sternberg

"NIGHT AFTER NIGHT"
with George Raft, Nancy Carroll, Mae West, Wynne Gibson, Alison Skipworth

"A FAREWELL TO ARMS"
with Helen Hayes, Gary Cooper and Adolphe Menjou

FOUR MARX BROTHERS
in "Horsefeathers"

"THE BIG BROADCAST"
with Stuart Erwin, Lella Hymans, Bing Crosby, Burns and Allen, Boswell Sisters, Kate Smith, Cab Calloway, Mills Brothers, Arthur Tracy

MIRIAM HOPKINS AND CLARK GABLE
In "No Bed of Her Own"

MAURICE CHEVALIER
In "Love Me Tonight"
with Jeanette MacDonal, a Rouben Mamoulian Production

IRENE THIRER
Motion Picture Critic, New York Daily News

- For the first time in the history of this business a producing company has been brave enough to invite the critic of the largest daily newspaper in the country to personally get public reaction to coming product! • It isn’t what we want... it isn’t what you want... it’s what the public wants that counts... Paramount’s daring in this move is only because of their complete faith and assurance in the box office power of these eight coming Paramount Pictures.
GOING STRAIGHT to the public for advertising only is the new slant of Jack Hess in pushing over the eight Paramount features on the way. The campaign has been launched with Irene Thirer of the "Daily News" interviewing a cross-section of New Yorkers. And their opinions on the Paramount lineup makes refreshing copy for advertising purposes as different an angle in film advertising we welcome in other cross-sections of the public will be interviewed and the doorman manufacturers and mechanics in their employ after all, as Jack says it's the public we've got to sell, so why not give 'em a chance to record their reactions?

JUST BEFORE starting on a three months' swing around the exchanges and a visit to the coast studio, here we found Claude Macgowan, general manager of Mayfair Pictures very chipper about the outlook for the Independents and for Mayfair in particular and here are some of the reasons

THIS ORGANIZATION started off last September in the height of the depression promising to deliver 24 features they delivered 28 now they have five already in work for the new season the company's distributors are certainly more than satisfied with the product and the way they have been treated as evidenced by the fact that 99 per cent of them have signed up again for this season not only that but they have consented willingly to a substantial increase on the contract buying price

\[ NEWS « OF » THE « DAY » \]

St. Louis — Roxy Theater Corp. has been organized with $50,000 authorized capitalization. The incorporators are Alec Papand, Mrs. A. Shank and Joseph Litvag. The company operates the Roxy theater at 5500 Landsdowne Ave.

Campbell, Cal. — W. H. Radcliffe and D. F. McDuffie are the copartners under whose management the Campbell has been reopened.

Irwin, Ia. — Sam Hulsebos has sold the Irwin theater here to W. Williams.

Des Moines — Ten-cent admissions have been adopted recently by a number of theaters over the state, including the Opera House, West Point, the Lyric, Coon Rapids, Coliseum, Lamoni, and Lomar, Lehigh.

Fontanelle, Ia. — The Joy theater here was gutted by fire recently with a loss of $4,500 partly covered by insurance. The owner and operator, has decided whether to return the theater and continue to operate it.

Esterville, Ia. — The Grand, only theater in town, has closed for an indefinite period.

Orrville, O. — Lester Everett of Houston has assumed management of the Grand, succeeding R. J. Wheeler, who becomes manager of the Lake, Michigan City, Ind. House here will undergo some improvements.

Dallas — Mrs. Besa Fairrace has taken over the press agent position for both the Palace and Melba. Mrs. Bob Langley formerly handled the Palace publicity.

Richmond, Va. — Harry F. Blackwell is listed as president of the Blackwell Amusement Corp., just chartered with authorized capital of $5,000 to conduct amusement enterprises here.

Milwaukee — Four more local houses have gone dark including the Park, Pastime and Comfort, night clubs, and the Garden, local first run operated by L. K. Brin. This is the third downtown first-run to close this summer.

\[ EXPLOITETTES \]

A Clearing House for Tabloid Exploitation Ideas

\[ TIMELY TOPICS \]

A Digest of Current Opinions

Public Demands Realism in Films

An age of sophistication is carrying motion pictures into fields which to date have remained undiscovered. Stories have been built around characters that would have frightened producers in the past. The cinematic-going public has arrived at a point in entertainment where it demands facts and realism rather than fantasy. Audiences want their dramatic screen favorites in human roles. To dwell in the past is imperfect. That is the only explanation for the popularity of roles far from the hero type in which the public now prefers leading men and women. Roles, which in the past could only be made into villains, are constantly being awarded central characters in stories today. The public has come to realize that the most despisable of characters are, after all, human beings. Audiences see sympathetic sides to them. These characters are just as interesting as heroes who seem to have no other reason for being, than to win the girl.

—Albert de Courville, Director for British lion Film Corp.

\[ NEW YORK CHARTERS \]

Extension Enterprises, theatrically: A. Kaufman, 236 West 44th St., Manhattan. 100 shares common.

Exhibitors Service Corp., utilize electricity: C. A. Lack & 316 W. Broadway, Manhattan 100 shares common.

CAPITOL THEATRE CASES

Prudential Playhouses Operating Co., Manhattan 100 to 1,100 shares common.

Prudential Playhouses, Manhattan, 5,000 to 20,000 shares no par.

\[ MANY HAPPY RETURNS \]

Best wishes are extended by THE FILM DAILY to the following members of the industry celebrating their birthdays:

**Fernando Mendez**

**Phillips Holmes**

**Don Totheroh**

**Marjorie White**

\[ July 22 \]
**CRITICS’ FORUM**

(Continued from Page 1)

better pictures and the public paid less to see them."

—CLARENCE L. LUCAS, Moline, Ill., "Dispatch."

**BOOMERANG ADS**

"Greed for box-office success as reflected in high-powered advertising is gradually but surely wearing down the public’s faith in what it can expect to see at the theater. A mediocre picture is press-agented and advertised until to the theater patron it becomes the greatest produc-

duction of the age. Sky-high exploitation of a poor picture is as fraudulent as the claims of a quack selling care-alls from a soap box."

—O. F. CLAYBAUGH, Rock Island, Ill., "Argus."

**'GLAMOUR''**

"Producers appear to be attempting to glorify, for box-office reasons, something they describe as glamour. Perhaps it is glamour. I believe Webster defies the word as ‘one which deceives the sight.' Certainly some are being deceived, particularly the public. They are being fed huge portions of Garbo-ism, while other perfectly able actors and actresses are apparently going to waste."

—ALBERT M. ENFER, Ottumwa, Ia., "Daily Courier."

**BETTER TASTE**

"Improvement could be made largely in matters of taste. Most of the current pictures display bad taste because they exploit sex, horror and vulgar reality."


**BERT WHEELER AT ORIENTAL**

Bert Wheeler, who closed at the New York Paramount yesterday, has left for Chicago, where he will play one week at the Oriental before returning to the Coast to start work at Columbia.

**Showman’s Daily Reminder**

Keep after the kid trade through vacation season.

**The Film Daily**

Friday, July 22, 1932


SPLENDID DRAMA OF NATIONAL POLITICS WITH LIONEL BARRYMORE AT HIS BEST IN STRONG ROLE.

This picture is all Lionel Barrymore and for that reason holds together in fine form and provides thrill after thrill from start to finish. The story opens with Barrymore in the governor’s chamber making an impassioned plea for the life of a young man who has been sentenced to death. His success in several similar matters makes him the idol of his local community, and eventually he is elected to represent his city as a senator in Wash-

in- 

ington. There he falls in love with Karen Morley, a scheming beauty, who so turns Barrymore head and heart that he abandons his political duties, resigns from the senate for a monetary consideration. The picture finishes strong with his trial before the senate investigating committee. Karen Morley is beautiful and handles her part with finesse.

Cast: Lionel Barrymore, Karen Morley, Dana- 

Clair, Nils Asther, Reginald Bar-

low, William Collier, Sr., William Morris, 

Rafaela Ottiano, C. H. George, Barton 

Churchill, Henry Kolker.

Director, Charles Brabin; Author, Henry Berke; Scene- 

rarist, John Meehan; Dialog-

ue: same; Editor, Ben Lewis; Cameramen, Greg 

Toland.

Direction, Fine. Photography, Okay.

Arthur Wontner in "THE SIGN OF FOUR" World Wide 74 mins.

SHERLOCK HOLMES THRILLER FINELY PRODUCED WITH WONTNER GIVING A BRILLIANT PERFORMANCE.

This is a British production from Associated Radio with an all-English cast, and it is one of the finest detective mysteries we have ever seen screened. The classic story by Conan Doyle has been faithfully fol-

owed, and lends itself beautifully to screen treatment. Arthur Wontner has the role of Sherlock Holmes tracking down the one-legged man and his two accomplices. The treatment is clever, for the audience is let in on a great part of the mystery, so that when the great detective enters the scene they can appreciate his deduc-

ONS and his art in leading to trapping the criminals. There is a strong chase scene near the end with two high powered mo-

tors and then a thrill finish with the fight in the warehouse at Holmes and Dr. Watson trap their man. Wontner gives a splendid per-

formance and this goes for the entire cast.

Cast: Arthur Wontner, Isla Bevan, Ian Hunter, Graham Soutten, Miles Malleson, Herbert Lomas, Gilbert Davis, Margaret 

York, Leo Emerald.

Director, Graham Cutts; Author, Arthur Con- 

an Doyle; Adaptor, W. P. Lipscomb; Dialog-

ue, Muriel Tait; Editor, Otto Ludwig; Cameramen, Robert G. Martin, Robert De Grasse.

Direction, Very good. Photography, Fine.

**A Little from “Lots”**

By RALPH WILK

JAMES GLEASON is playing a motorcycle cop in “Crooked Circle,” which William Street is produc-

ing for Educational-World Wide. Gleason dons his makeup at his home in Beverly Hills and speeds to the studio on his motorcycle, with "fellow motorcycle cops" believing he is "one of the boys!"

Our Passing Show: Lothar Mendel, Chandler Sprague, Al Cohn, Houston Branch, Eddie Welch, Mann 
Page, Rita La Roy, Ben Hershfeld, Paul Perez, Bill Woolfenden at "Hullabaloo!"; Boris Karloff, Henry Stephenson, C. Aubrey Smith, Halliwell Hobbs, Paul Perez attending a Crescента Garden party given in honor of the Swedish Olympic team and the New Zealand cricket team.

Mel Shauer’s ability as a lyric writer is coming to light in "Hulla- 

balo" now at the El Capitan. He wrote the lyrics for “Marihuanua” and "Uniform," two popular num-

bers in the revue.

John Boles has been added to the cast of Fox’s "Six Hours to Live," with Warner Baxter. Wilhem Die-

terle is to direct.

William Desmond and Yakima Canutt will portray General Custer and Wild Bill Hickock, respectively, in RKO’s "The Last Frontier."

Mascot Pictures has started production on "The Hurricane Express" with the following cast: John Wayne, Shirley Grey, Tally Marshall, Edmund Breese, J. Farrell MacDonald, Mathew Betz, Joseph Girard, Jimmy Burgin and Lloyd Whitlock, under the direction of J. P. McGowan and Armand Schaefer.

Constance Cummings will play the leading feminine part opposite Charles Bickford in Columbia’s "The Thirteenth Man."

Charles Farrell has been chosen to play opposite Joan Bennett in Fox’s "Salony Jane." Ralph Bellamy is to occupy a featured position in the cast.

"The 900th feature picture made by Paramount since 1912 went into production recently. Picture was "Guilty as Hell."
R. & R. Circuit Roadshowing Outstanding Pictures

RKO POLICY CHANGES PROVE SUCCESS—FRANKLIN

Independent Producers Sign 2-Year Pact with Union

SOUND MEN WIN A CLOSED SHOP AND BACK WAGE SCALE

West Coast Bureau of THE FILM DAILY—A two-year agreement, providing for a closed shop in independent studios and back wage scale for sound men, has been signed by the Independent Producers’ Ass’n with the union sound men. This averts the general strike in all independent studios that loomed earlier in the week following walkout on a Ralph Like production.

FOX TESTING EXCLUSIVES IN NEW ENGLAND FIELD

Fox is understood to be experimenting with the exclusive first run policy in Connecticut. Distributor has sold pictures to Harry Arthur, his Capitol in Waterbury. Fox product in this situation would normally play eight subsequent runs.

PRINCIPAL ENLARGES STAFF FOR FIRST SALES CAMPAIGN

In preparation for its national sales drive, Principal Pictures has engaged five executives to augment the present staff. Harry Ral- ther has been appointed territorial representative for New England.

HAYS RETURNS TO TESTIFY

Will H. Hays will be on hand to make further depositions when the Consolidated monopoly case action is resumed this morning at the Bar Association building. He had gone to a few days ago under the belief that the dispute would be settled without further taking of depositions, it was explained. On Tuesday there will be a hearing on the motion to compel Price, Waterhouse & Co., to open their books governing financial activities of the Hays organization will be heard.

HIGHBROW PICTURES OUT SAYS JACK L. WARNER

West Coast Bureau of THE FILM DAILY—Hollywood — Nothing but action pictures designed for mass appeal, and no highbrow stuff, will be made by Warner Bros. next season, it is announced by Jack L. Warner, who is supervising preparations for resuming studio activity the first week in August.

“Outside we’ll make pictures for the

Admission Tax Measure

Produced in Indiana

Indianapolis — A bill calling for a 10 per cent state tax on movie admissions, as well as a small annual license fee for each theater, has been introduced in the House of Representa- tives. William E. Wilson of Greenfield presented the measure.

Consolidated Film Earns $486,609 in First Half

Net profit of Consolidated Film Industries for the six months ended June 30 amounted to $486,609, after charges and taxes, equal to preferred dividends of 16 cents a share on the common stock, against $325,491 or 81 cents a share in the first half of last year. For the quarter ended June 30, profit amounted to $102,495, a gain of $294,152 in the preceding quarter and $285,900 in the June quarter of 1931.

Waging Summer Campaign for Brookhart Measure

A summer campaign to advance the status of the Brookhart bill is being carried on by Allied States Assn. During the vacation period Allied exhibitors will talk to their Congressmen and Senators regarding the measure and try to line them up for prompt passage of the bill next winter. Allied leaders have been requested to name committees to carry on this week in every congressional district in their territories.
Hope for Clarification

Of Youngclus Decision

Hope that the Youngclus case decision will be clarified on appeal so that fair and equitable uniform zoning may be resumed by round table conferences of distributors, circuits and independent theater owners, is expressed in a statement issued by the M. P. T. O. A. executive committee, meeting in New York yesterday.

The statement declared that "the only definite effect this decision has is to block organized effort at self control to reduce and limit protection within bounds that are fair and reasonable."

IKE KATZ HONORED

Montgomery, Ala.: — Ike Katz, manager of the Tivoli here, has been signed by Nordhoff, Inc., president of the Montgomery Junior Chamber of Commerce.

CHAS. RAYMOND IN ENGLAND

London — Charlie Raymond, formerly connected with Loew theaters in Baltimore and Washington, has been here getting necessary arrangements for the British exhibition methods before proceeding to Johannesburg, South Africa, to manage for Loew there.

BARRYMORE FILM STARTS

West Coast Bureau of THE FILM DAILY

Hollywood — Production started yesterday on "The Sign of the Cross," which is still under fire in which Ethel, John and Lionel Barrymore will appear. Charles Brabin is directing, and the cast in support already includes Ralph Morgan, Ted Alexander, Lucien Littlefield and Diana Wynyard.

RKO DEMURENT PAYMENT

RKO has called for payment on Aug. 22 of a 15-cent installment on each $5 principal amount of debentures, payable on part-paid certificates of record at noon July 23. An interest payment from June 1 to Aug. 22 of $1 each for each $5 principal amount will be due at the same time. Transfer books will be closed from July 23 to Aug. 23.

PARA. SIGNS VIVIAN TOBIN

West Coast Bureau of THE FILM DAILY

Hollywood — Vivian Tobin, Broadway leading woman and sister of Genevieve Tobin, has been selected by Paramount for a featured role in "The Sign of the Cross."

M-G-M BUYS MAUHAM STORY


Many Private Suits Loom Over Protection Systems

In addition to a nationwide series of Government suits over zoning and protection that are expected to follow the one filed last week in New Orleans, many private actions, involving treble damages, are likely to be filed by exhibitors who claim their business was injured by the protection systems, it is predicted by Allied States Ass'n in its current bulletin.

DENVER HOUSE CHANGES

Denver — Chaffin Foster, newspaper man, and Carson Harris, formerly of the publicity staff of the Orpheum, have taken over the Majestic. The new owner, D. Beall, who has been operating the house, has closed it for repairs and the new operators will reopen it July 25. The boys are inaugurating an innovation in substituting another short subject and doing away with the news-reel.

2 HOUSES IN RECEIVER SALE

Baltimore — Fate of Auditorium and Maryland hangs in the balance as the James L. Kernan properties wind up in the hands of the Penn Mutual Insurance Co. after a receivership for the sum of $225,000. The houses are at present out of commission.

MAY RENEW HIPP LEASE

RKO officials are considering the renewal of the Hippodrome lease. Should a new lease be signed, the theater will be placed under a 25-cent picture agreement.

WARNER FAN PAPER

Harry L. Charnas, general manager of Warners' Metropolitan theaters, has started a 16-page weekly fan paper for the New York and Brooklyn theaters. It is called the "Warner Bros. Illustrated Movie News," with an edition of 25,000 each issue, and will be self-supporting. Lou Goldberg and Meyer Beck are the editors.

FLO ZIEGFELD DIES

West Coast Bureau of THE FILM DAILY

Hollywood — Florenz Ziegfeld died at a local hospital last night.

ST. CHARLES

Occupying Entire Block
ON THE BOARDWALK
ATLANTIC CITY

A Smart Hotel
America's Smartest Resort
Located Directly On Beach

ATTRACTION RATES

THE INDUSTRY'S DATE BOOK

Saturday, July 23, 1932

THE FILM DAILY

1650 Broadway
New York City

COMING & GOING

MARY PICKFORD, who is about to start work on her new picture "The New York Woman" today to round out final arrangements for the picture, has been lured to New York today for a private luncheon with her by Frances Marion. Miss Pickford and her co-producer, the former Mrs. George Goetz, who got her start in the movies, will be a guest of Florenz Ziegfeld, owner of the new Ziegfield Theater, for a tour of the Panhandle cattle country.

SIDNEY R. KENT is due back in New York from Europe on Aug. 6 aboard the Aquanita.

THOMAS MEIGHAN left New York yesterday for a trip to Europe, where he will be back in New York for rehearsals for "The New York Woman" early in September. Miss Meighan is under contract to Miss Marion.

FRANK O'HERON of RKO and OSCAR C. GROENBERG, Loew's Theaters are making plans for their new headquarters at the Park Central Hotel while in New York.

PHIL GOLDSTONE will arrive from the east Monday, July 25, for an interview with Irving Mandel, Monogram franchise holder in Chicago, and in New York on business.

H. L. NATHANSON of RKO Films, Toronto, and WALTER P. HAYWARD, his general manager, left New York yesterday on their return trip.

YOU WILL FIND IT IN THE YEAR BOOK

Whether you want to know the work of a studio or how many theaters of a chain are in a town, or the motion picture situation in a foreign country, or the offices of a national or local organization, or a thousand and one other facts, you will find it in the 1932 FILM DAILY YEAR BOOK.

Free to FILM DAILY Subscribers
You check for $10.00 brings you this unpar- passed reference volume in addition to the FILM DAILY six times a week for the year (Foreign subscription $15.00).
THEY STARTED WITH

"INKIES"

AND ENDED WITH

DAYLIGHT

WHEN first announced, Eastman Super-sensitive Panchromatic Negative was used chiefly with incandescent lighting. It was found, however, to be equally valuable under arcs. And now cameramen are finding it ideally suited to daylight shots, particularly when it is provided with the non-halation gray backing. Expert in every branch of cinematography, Eastman Super-sensitive "Pan" is an all-purpose negative, the advantages of which are felt all the way from the lot to the screen. Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE
PANCHROMATIC NEGATIVE (GRAY-BACKED)
SHORT SHOTS from EASTERN STUDIOS

By "C. A."

The fifth and sixth of the series of shorts being produced by Larry Kent in Brooklyn, Pat Howard and George Shelton and titled "The Acid Test," and "Barnum Was Right," are scheduled to go into production in a few days at the Eastern Studio in the Bronx.

Production of a series of shorts in one of the eastern studios is planned by Tom Terriss.

After finishing shooting on "Transatlantic Mystery," a tense mystery thriller by S. S. Van Dine, the production staff at the Brooklyn Vitaphone studio was put into a much lighter mood when they started work with Jack Benny and his Radio Orchestra in one of the "Melody Masters" shorts.

It happened in Paris," a story adapted from "Two Orphans," is to be produced by Picture Classics, Inc., under the direction of M. D. Cattell, is scheduled to be put into production Tuesday at the Ideal Studio, Hudson Heights, N. J.

Feature on Brooklyn

A five-reel talking picture entitled "The Story of Brooklyn," filmed entirely by the Fox Brooklyn. The film will be historical, from the earliest days to the present day, and will have a cast entirely made up of local talent, with the leading parts portrayed by winners of a beauty contest to be conducted by the theater.
CRITICS' FORUM

(Continued from Page 1)

be allowed complete dictation in the production of their stories, and not distort the scripts to suit the fancy of some inexperienced or fanatical director... Triteness of stories or inconsistent plots that are entirely beyond all reason tend to make the spectators cynical or amused when they should be interested.

—W. W. DUNKLE, South Bend, Ind., "Tribune."

TIMELY STORY
"Just now a real sympathetic drama of the less luxurious classes, and with some powerful encouragement to see life as something not

as now, luxury and success, would be a real step toward making films an art expression."

—HELEN CLINTON, Schenectady, N. Y., "Gazette."

OVERDOING THRILLS
"The routine of most people's lives is dull, but their longing for adventure or excitement doesn't mean they want to be stirred to impossible or inordinate emotional heights by situations that are often absurd because they are overdone.

—T. R. HUGHES, Reading, Pa., "Eagle."

PAGE GEO. JEAN NATHAN
"I have no theory or plane. When the average story is allowed to make a typical motion picture, or to give a star a chance to appear in right guones of love and little else, I merely walk out."

—TED MCDOWELL, Beckley, W. Va., "Post-Herald."

DAUGHTER FOLLOWS DAD
Baltimore—Alva Durkee, daughter of Frank H. Durkee, owner of the Durkee theaters, is learning the business from the ground up this summer, working in the ticket office and other spots.

TRANS-LUX HOLDS FEATURE
Zane Grey's "Adventures in the South Seas," will be held a second week at the Broadway Trans-Lux, starting today.

***

LOOKS AS IF our Critics' Forum will result in giving the newspaper critics a brand new idea for their columns, for it has been seized upon by A. Alfred Marcello of the Providence "News-Tribune," in his interesting department, "Star Gazing"—he is running the ten questions asked the critics and inviting his fan readers to answer them... if a raft of the other newspaper boys and girls will follow suit... then this industry is in a fair way to get a load of first-hand tips from patrons in all sections of the country... and in all walks of life... as to just what they think of the films... and what pleases them in film fare... then we may eventually find out just what's wrong with the film business... as far as the public is concerned... and after all, that's what we're here for... because that's what they care about... for they are our bread and butter.

***

SEEMS TO this commentator... that we have listened to the Inside Critics long enough... and got nowhere in particular... the folks on the inside are too close, evidently... to draw a fine perspective... it's the outsiders like the newspaper critics and the public... whose opinions are worth while... they have no axes to grind... and they are simply interested in the kind of pictures that entertain 'em... therefore their reactions are honest... really constructive... and by listening to them... the industry certainly can't go wrong.

***

HERE ARE a few more shots from the newspaper critics... principally on their Pet Peeves and don't forget that they reflect the thoughts of their readers... who are our Customers.

***

ELINOR L. HUGHES of the Boston "Herald" has a good subject is done to death in poor carbon copies... good players are asked to repeat themselves indefinitely... individuality of plot or action is impossible... all screen actresses look exactly alike... thin, hollow-eyed blondes, or sallow, smouldering brunettes... romance and pathos are hopelessly confused... players of small talent are miserably elevated into exacting roles for which they are not fitted... atta girl, Elinor! you tell 'em... they won't take it from us.

***

MARY L. WALLISER of the San Antonio "Evening News"... has the old silent films gave the public entertainment, rest and recreation... the flapper and her jelly-bean hopped in their seats... they didn't have to think... when they left the theater they had an hour's rest... and felt refreshed... compare that situation to the present talks... do they flop in their seats for an hour's rest?... they do not... for an hour they undergo eight hours' hard work... they are trying to follow the dialogue... they are forced to use their brains trying to follow unaccustomed dialogue... they leave the theater tired and exhausted... good for you, Mary! we've said the same thing oodles of times... mebbe not as cleverly... but what'll good do it?

***

CLARK RODENBACH of the Chicago "Daily News"... has more bad influence on kids than all the sex hooey in the world... right, Clark... they don't understand sex... but they imitate the bad taste, manners and speech... that's why parents and teachers don't encourage the kids to go to the pictures... they spend half their time correcting the kids... we should know... we have a youngster ourself... and how he picks things up.

NEWS OF THE DAY

Evansville, Wis. — Mrs. George McGee is now operating the Rex, formerly conducted by Arthur Hal- lam.

Chilton, Wis.—The Princes, formerly conducted by Enders and Pfeiffer, has reverted to Ray Pfeif- fer as the sole operator.

Sacramento, Cal. — Capitol Theater was held up and robbed of $1,000 recently by a lone robber, who forced Edward Church, assistant manager, to open the safe.

Milwaukee—Articles of incorporation have been filed by Park Amuse- ments, Inc., with a capitalization of $5,000. Incorporators are R. J. Bloedorn, M. C. Bloedorn and W. A. Hansen.

Stubenville, O. — With the three major first-run houses here dark, the Olympic, second-run, has switched to a first-run schedule to be inter- woven with return pictures, and the Rex, also second-run and only other theater open here, has booked a number of first runs. The Capital, Paramount and Grand were closed recently.

Canton, O. — With the sudden closing of the Warner Palace, the Alhambra, which has been offering double feature programs for several months, becomes Warner's first house here, George Beister, Warner manager here, is now at the Alhambra with his assistant manager, Bob Bean, and Dick Cruiser, regular Alhambra manager. Beister leaves in a few days for a vacation.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrat- ing their birthdays:

July 23-24

Joseph Selden
Harry Cohn
Gerald K. Rudolph
Albert Warner

Ray Cozine
Allene Pringle
Lew Innesery
"MADAME RACKETEER"
with Alison Skipworth, George Raft, Richard Bennett
Paramount 72 mins.
NOVEL DOMESTIC DRAMA WITH CLEVER WOMAN CROOK AS CENTRAL CHARACTER. FINE PERFORMANCE VERIY SATISFYING.

Alison Skipworth, that grand character actress, finally gets a chance to do a full play of work in this film about a bogy countess and her crooked escapades. Her line is the shakedown racket, and she seems to be able to nick any type of man from a banker to a prison warden. Returning to her husband and two daughters after a checquered career, the countess has to deal with a man of Raft who is wanted by the authorities. The main concern of the countess now is to protect her two comedy daughters, Evelyn Knapp and Gertrude Messinger, Richard Bennett plays the role of the father, and his performance likewise stands out. The direction by Alexander Hall and Harry Wagstaff Gribble is nicely paced.


William Powell and Kay Francis in "JEWEL ROBBERY"
Walter Bros. 70 mins.
AMUSING ONE-ROOM DRAMA, FRANTIC IN PLOT, BUT MADE VERY ENJOYABLE BY GOOD PRODUCTION AND SMART ACTING.

It is necessary to consider this one as having been made solely for entertainment, otherwise its story is too imaginary for the average fan to swallow. William Powell plays the part of a big-time jewel robber. While staging an elaborate holdup, he meets Kay Francis, the adventure-seeking wife of a wealthy young man of an elderly millionaire. They fall for each other, and the dazzling crook subsequently brings the woman to jail.

Direction: Good. Photography: Good.

SHORT SUBJECT REVIEWS

"Spring Is Here"
Educational 7 mins. A Paul Terry-Toon with some animated artistry that is above the average. The old farmer again appears, along with the animals, all affected by the call of spring in various ways. A fine musical score by Philip Schabel greatly enhances the comedy antics of the animals.

"Fury of the Storm"
Educational 9 mins. Fine A Lyman Howe Hodge-Podge, being a camera portrayal of a snowstorm on a Wyoming ranch. The storm scene is very realistic, and the camera works exceptionally good. The ranchers are seen herding their sheep and bringing the cattle in while the range in snowdrifts that are waist high. An unusual pictorial subject and a swell number for the summer trade with its suggestion of coolness.

"Young Onions"
Educational 20 mins. Okay. A Mack Bennet with a new comic featured, Forest Harvey. This comedy is English, and gets its laughs over with a smooth style. Dorothy Granger is the girl. After several years of married life, the girl feels the call of romance when her handsome villain houseguest. He and his lady decide to go out hunting, and then the boys and some swell cuties to Malibu. A good laugh number done with class.

"Swift Justice"
RKO 21 mins. One of the Nick Harris Detective series, taken from an actual case which the detective solved in the course of his career. This one has to do with the kidnapping of the young wife of a business man. He calls in the detectives, and clues point to his former partner as the culprit. It develops that the girl's half-brother is the kidnapper, and he and his partner are finally trapped in a gun battle. Just a routine yarn produced in a routine way.

BRUNSWICK DID RECORDING
Recording of "Isle of Paradise," Kansas City — Joe Smith, well known exhibitor, has gone with the Midwest Film Distributors, and will cover northern Kansas and northern Missouri.

Joe Smith Joins MIDWEST
Kansas City — Joe Smith, well known exhibitor, has gone with the Midwest Film Distributors, and will cover northern Kansas and northern Missouri.
### Distributors (Continued)

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*From the famous play by JOHN GALSWORDY*

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*Booked by R. K. O., Loew’s and Warner Circuits*

**“DRIFTING SOULS”**  
*Brooklyn Fox and booked by R. K. O., Loew’s and Warner Circuits*

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**“SHOOT PICTURES IN N. Y. CITY”**

Or Location—Large Stage  
Latest Modern Lighting Equipment—Film and Disc Recording—Guaranteed Quality and Service  
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**OFFICES & STUDIO—216-220 East 38th St.**  
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**“SINISTER HANDS”**

Booked by R. K. O., Loew’s and Warner Circuits
RKO Policy Changes Are Success--Franklin

(Continued from Page 1)

have been changed back to straight pictures. The Palace, where the policy was tried on the first weekend last April, is now making a “substantial” profit, according to Franklin.

Highbrow Pictures Out
Says Jack L. Warner
(Continued from Page 1)

picture Magic Carpet, which are: the work of Louis de Rochemont and staff, and to Columbia, for the Mickey Mouse subjects, the work of Walt Disney and staff.

BOOK PRINCIPAL SHORT
RKO has booked Principal Pictures’ “Cockeyed Animal World” over its entire circuit.

ERPI Men on Trial Trip
J. S. Ward, operating manager, and Robert Horn, sales representative, will head an Erpi delegation aboard the S. S. Manhattan, largest ocean liner built in the U. S. and equipped with a complete Western Electric sound system, when she leaves today for a four-day trial voyage from Camden.

Leases Grundy Rialto
Grundy Center, Ia.—James Marshall has leased the Rialto theater here and opened it. He is adding sound equipment.

Sally O’Neill Under Knife
Sally O’Neill underwent an appendectomy earlier this week at the Medical Arts Center on West 57th Street. She was resting comfortably last night. Miss O’Neill is scheduled to appear in a Broadway play next fall.

THE WOMAN’S VIEWPOINT
On the Motion Picture Situation

Because of their intelligent and practical nature the following excerpts from the last biennial report of Frances White Diehl, chairman of the Committee on Motion Pictures of the General Federation of Women’s Clubs, are printed for the benefit of both producers and exhibitors.

DEDUCTIONS AND REFLECTIONS

I. A need of more:
1. Worthy pictures with truth as the essential basis whatever the realm of experience.
2. Local theaters whose objective is service to their communities. 
3. Local managers who will plan their Saturday programs with the interest of the children in mind.
4. Suitable family programs for the weekends.
5. Pictures made with particular emphasis placed on the neighborhood theater.

II. Our experience in the past four years leads us to believe that:
1. The public will buy picture entertainment when the product is worthy.
2. Misleading picture titles and lurid advertising tend to diminish attendance at theaters.
3. Theater owners profit by cooperating with local civic groups.
4. Local communities should develop a feeling of responsibility for the quality of motion pictures offered, and of obligation in working with theater owners to meet the need for selective family entertainment.
5. Motion pictures have been a great leveler of class distinction.
6. Any over-emphasis of sex in a picture should be openly and continually opposed because it offends good taste and tends to destroy accepted standards of morality.
7. Openly suggestive pictures or those on the borderline are a stupid offense against an intelligent public.
8. There is an undiminished demand for the worthwhile in screen entertainment.
9. The industry has a responsibility in furnishing wholesome entertainment and we have one in the appreciating and supporting of it.
10. Quality pictures in increasing quantity is the great need today with any questionable dialogue or action eliminated at the production source.
11. Mass entertainment is the business of the industry and the accepted decent standards of the life of the masses must be recognized.
12. While ultra-sophisticated plays filled with smartly risque dialogue may appeal to certain groups or to city audiences it is not suitable material for mass entertainment for the neighborhood theater.
13. Pictures of outstanding worth have been given us, some of them failures financially due to the fact they are above the general level of public taste.
14. The motion picture taste of the public at large, of which we are a part, establishes a level for picture production and that the responsibility for raising the standard of screen entertainment rests upon the public.
15. During months of economic strain we have been given picture entertainment that has served to cheer, amuse, encourage and take the minds of people the country over away from their troubles and for this we express our appreciation.
16. There is a higher percentage of worthwhile pictures in centers where Motion Picture Councils are working cooperatively with theater managers.
17. The trend at present and possibly for the coming year in pictures seems to be toward films of adventure and mystery.
18. There has been a more careful supervision of titles this past year, resulting in fewer misleading and suggestive ones. A study of the monthly reviews in this connection is profitable.

R. & R. Is Roadshowing Outstanding Pictures

(Continued from Page 1)

on a truck which is also used for street ballyhoo. Special trailers are shown at every advance and tied in with special ads.

The idea not only has increased receipts on shows so treated, but it also has revived interest in the theaters and its offerings between roadshows.

Fox Testing Exclusives In New England Field
(Continued from Page 1)

houses, it is understood. Fox has no intention of selling other exclusives in the state, as the Arthur deal is considered purely an experiment.

It is reported that Fox has made a similar deal with Arthur in Worcester.

Principal Enlarges Staff For First Sales Campaign
(Continued from Page 1)

while A. W. Fisher, formerly of United Artists, Irving Landes, formerly of Columbia, and Sam S. Brown, former comptroller of General Talking Pictures, have been added to the New York staff with Brown as general office manager. Charles Gould, who recently resigned from Principal, has returned as a member of the N. Y. sales staff.

World Wide Sets Release
World Wide has set release dates on two more productions. One is from Maynard’s first for 1932-33, “Dynamite Dan,” being released July 31, followed by “Sign of Four,” Sherlock Holmes story, Aug. 14. “The Man Called Back” and Bot- stoole in “Son of Oklahoma” were released last week. Eleven key city runs already are set on “Man Called Back.”

Another Goldwyn Recruit
West Coast Bureau of THE FILM DAILY
Hollywood—Phyllis Barry, former John Tiller dancing girl in England and Australia, and who has toured with Panchos and Marco units under the name of Phyllis DuBarry, has been signed by Samuel Goldwyn to share honors with Dorothy Hale in the feminine leads of “Cynara,” starring Ronald Colman.

Ad Confabs
Representatives of the publicity and advertising departments of all distributing companies whose pictures will be placed in the circuit will be called on to give their views to invited weekly conferences with the RKO advertising department starting next week. The move is to forestall any and all objections which distribution companies may have to changes made in original copy by the releasing circuit.

(Continued from Page 1)
Ufa-Gaumont Alliance in New Bid for World Market

PATENT CASE BLOCKS SERVICE CHARGE CUT TALKS

Settlement Abruptly Ends Cleveland Protection Case

CRITICS' FORUM
Fertile excerpts from Responses to The Film Daily's Questionnaire

AMONG THE ARTS

"Moving pictures have reached a place where, properly handled, they deserve recognition among what we term the arts. Literature and art, at least the best literature, goes to life for its material. Pictures should do the same, yet I can see danger in this, as there would be a tendency for them to become excessively realistic; but they could carry more balance than they do now and be given more form thereby. While I personally have a deep-rooted yen for realism, I think there should be a generous supply of mirifical, ribald movies as well as fantastic ones."

—MERLIN N. HANSON,
Mobile, Ala., "Register."

INCIDENTAL MUSIC

"The musical accompaniment for dramatic pictures reminds one of the days back in the type era when the villain clutched the heroine to his breast in the accompaniment of thunder from the piano in the pit. Certainly it doesn't add to the dialogue and in most cases makes the dialogue hard to understand. The symphonic arrangement that is advertised with so many pictures as a special inducement would be more of an inducement if it were confined to the silent closeups and eliminated in the dramatic sequences. In a musical picture it's to be desired, but why inflict it on every scene?"

—MARY BERGER,
Steubenville, O., "Herald-Star."

MORE ORIGINALS

"I believe that more original stories would be of benefit to the producers. In the past few years we have had few originals and it seems that production has suffered..."

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The Broadway Parade

(Week of July 22nd)

FIRST-RUNS

PICTURE DISTRIBUTOR THEATER

"Washington Masqueurade" M-G-M. Capital
"Madame Racketeer" M-G-M. Paramount
"Joan of Arc" Paramount
"Dorothy
Pearlson" RKO. Rialto
"Temptress" RKO. Rialto
"Congo" RKO. Fox

EXTENDED RUNS

"Frazzle" 1st Week. RKO. Rialto
"Bring Em Back Alive" 2nd Week. RKO. Cameo

$2 RUNS

"Grand Hotel" 1st Week. M-G-M. Astor
"Rasputin" Foreign Pictures. Europe
"Seminyo" Ross Enterprises.

FOREIGN PICTURES

"Drei Von Der Tanzakademie" (Sun. in Week). Proctor Trading.
"Temptress" (Thurs. to Sat.). Little Carnegie
"Dor Stolz der Kompanie" Capitol Film Ex. Hindenburg

OPENINGS

"Man Called Back, Tha" (July 29). World Wide. Rialto
"Crooner" (August 5). First National. Strand

* Including 4 weeks at Mayfair, 1 week at Palace.

Racine Neighborhoods

Ask Operators’ Wage Cut

a 33-one-third per cent cut in behalf of the theaters. In its reply, offered to accept a six cent per production. No settlement of the situation seems imminent at the present moment.

NEW ORDER IN CERTIFICATES

The withdrawal of its recent ruling on deliveries of Radio-Keith-Orpheum part-paid certificates has been announced by the New York Stock Exchange, which will issue a further notice when discussions with the company have been completed. The cancelled ruling provided that deliveries might be made by stamped certificates or by un stamped certificates accompanied by checks. The company has arranged to close its transfer books on August 6 instead of July 23 and to keep them closed until the opening of business on August 23.

The new arrangements are expected to facilitate trading in and deliveries of Radio-Keith-Orpheum part-paid certificates during the collection of 75 cents a share called for payment on August 22.

ROB THEATER TREASURER

A lone robber entered the office of Alfred Crowe, treasurer of the Academy of Music, Saturday morning and got away with $1,200.

BAKEWELL TO MAKE TRIP

William Bakewell, M-G-M contract juvenile, will sail for Europe on Aug. 8. He expects to be gone three months.

DRAFT UNEMPLOYMENT PLAN

Baltimore, Md.—Samuel Isaacsen, president of the operators’ union, local 181, this city, connected with the Federation of Labor, is one of the committee engaged in drafting an unemployment plan to be announced publicly at the mass meeting to be held July 27 at the 104th Medical Regiment Armory here.

Specials To Be Produced By Ufa and Gaumont

(Continued from Page 1)

association Michael Balcon and Erich Pommer.

Three versions, English, German and French, will be made of each picture and world-famous stars will be used, it is stated. First picture is “Happy Ever After,” with Lillian Harvey.

WARNER OHIO ZONE ORGAN

Warner Theaters’ Ohio zone has begun publication of a weekly house organ titled “Ohio Mouthpiece” and devoted to managerial, exploitation and advertising suggestions. Nat Wolf, zone manager, is supervising.

DOUG JR. AND JOAN IN PARIS

Douglas Fairbanks, Jr., and his wife, Joan Crawford, who have been the guests of Noel Coward in England, where their arrival there from New York, have left for Paris. They are expected to return to the United States late in August.

NEW HOUSE FOR RICHMOND

Richmond, Va.—John Hirschberg, former candidate for mayor of this city, is endeavoring to have the City Council amend the zoning ordinance in a restricted area so as to permit the construction of a $50,000 picture theater.

ILEA BASQUETE INJURED

Hollywood—Lena Basquete was recuperating at a local hospital yesterday following a fall from the stage to the orchestra pit of an Oakland theater.

Settlement Abruptly Ends Cleveland Protection Case

(Continued from Page 1)

It was agreed to settle future protection disputes in this territory by arbitration, said the statement signed by Sam Horowitz, representing exhibitors, and Luther Davis representing the defendants.

Resolution of taking of deposits had been scheduled for Saturday, but negotiations for a settlement of the dispute resulted in the cancellation of this plan.

EDDIE HELWIG WINS

Eddie Helwig, of the Rivoli, Paterson, N. J., won the Warner Theaters Newark zone’s “Managers’ Week Drive” which ended Saturday. Helwig will receive a trip to Spanish Honduras for selling the greatest number of tickets during the week. Clem Murphy, Cranford Theater, Newark, also receives a trip to Spanish Honduras for bringing in the most money during the week.

BANS SUNDAY MOVIES

Edmond, Okla.—An ordinance prohibiting showing of moving pictures on Sunday has been passed by the city council. Willie Spearman, manager of the Gem here, appealed to the district court but validity of ordinance was upheld. Petitions are being circulated to kill the ordinance.

"Looney Tunes" and "Merrie Melodies"

Now Playing

Los Angeles Theatres

Harman-Ising Productions

In Association With Leon Schlesinger
EVERYBODY VOTES FOR COLUMBIA

The first three pictures on Columbia's line-up for 1932-33 are here!

Film Daily points out: “That phrase 'Prosper With Columbia' has come to mean something more than a ballyhoo slogan . . . It's a PROMISE!”

Columbia's platform of delivering consistent, timely profit-makers is sweeping the country.

The rock-ribbed confidence of exhibitors in Columbia is proven by the huge majority of contracts being rolled up in favor of Columbia pictures this year.

Fall in line! March to victory with Columbia!
THE GREAT AMERICAN PICTURE OF TODAY!

WALTER HUSTON
Pat O'Brien
Kay Johnson
Constance Cummings
Gavin Gordon
Story and dialogue by Robert Riskin

A FRANK CAPRA Production

"Powerful screen play with an endless amount of audience appeal plus innumerable selling angles. Here is money in your pocket if you are willing to back it up with a campaign just a wee bit as powerful as the story itself. Take it and make the most of it."
—Motion Picture Herald

"Box-office smash... A film that will have everybody talking. It is in from the jump-off. You can't go wrong."
—Film Daily

"A smashing hit—moves fast and builds to a smash climax."
—Billboard

"Excellent! A thrilling melodrama... Will prove a good attraction at any time."
—Harrison's Report

"Swell entertainment. The climax carries a thrilling punch. Heartiest congratulations to Columbia and Columbia's ace director—Frank Capra."
—John C. Moffett, Kansas City Star

"Put down a hit after the name of this Frank Capra production. It is a cinch to go big in any theatre in every community. Put everything behind it."
—Hollywood Reporter

Advertised nationally to 20,000,000 readers in 20 movie fan magazines.

Prosper with Columbia—It's a Promise.
UNITED AGAIN!

Barbara Stanwyck and Frank Capra with Nils Asther

A Great Star-Director Box-Office Combination!

This book for over a year has headed the list of America's best-sellers!

A FRANK CAPRA Production
Famous Thatcher Colt!
Brought to life by
ADOLPHE MENJOU
Directed by Irving Cummings

Millions are following Thatcher Colt serializations in the Hearst chain of newspapers. Other millions are reading the Thatcher Colt books.

Fans have had their Sherlock Holmes and Philo Vances ... It is Thatcher Colt they want to see, and Columbia gives it to them in a swift, tense, dramatic production.
CRITICS' FORUM

(Continued from Page 1)
acquiesce. The element of novelty is completely missing for the film fan who sees stage hits, or books he has read and discussed, made into pictures.
—JOSEPHINE HUGHSTON,
San Jose, Cal., "Mercury-Herald."

HARMFUL TITLES

"By this time producers ought to realize that they are killing their own goose with their sexy, box-office titles which become the more revolting after you've seen the offering."
—BEN PROUT,
Miami, Fla., "Daily News."

GILDING DANDENELNS

"My pet peeve is that superlatives are used to extol a lot of piffle to the skies. Huge sums of money, time, effort and talent are wasted on inferior productions. Give us better and more logical stories, more action and less talky talk, better balanced casts, less following the leader like sheep, less rank sex exploitation."
—ROY V. BAILEY,
Sacramento, Calif., "Bee."

RUINED ADAPTATIONS

"If good stories are to be massacred, why buy them at all? Why not use screen originals to get the title? But they don't keep the title unless it suits their idea of what has good box-office appeal. So, in the end many of our picture stories are merely the work of scenarists regardless of the title."
—R. A. HIGGINS,
 Xenia, O., "Gazette."

STARS AT PHILLY THEATER

Loretta Young and George Brent, who have just completed a week of personal appearances in Washington, have opened an engagement at the Earlie, Philadelphia. Upon completion of their Philadelphia appearances, they will return to New York for a brief stay before starting westward. Bette Davis and Warren William, teamed in another sketch. "The Unbelievable" will follow Loretta and Brent at the Earlie in Philadelphia next week.

TWO DIRECTORS FOR "POLO"

Jack Holt will have two directors in his next Columbia picture, "Polo," which is scheduled for early production. They are Andrew Benninson and A. F. "Buddy" Erickson. Evelyn Knapp will be the heroine in "Polo," which will be filmed from Dudley Nichols' story.

Lament Ziegfeld Death

Will H. Hays, in a statement issued in New York Saturday, expressed his grief at the death of Florent Ziegfeld, whom he described as "a very great showman," and a good citizen.

THE FILM DAILY

Monday, July 25, 1932

ALONG THE RIALTO WITH PHIL M. DALY

A NEW departure in pressbooks...... is to be found in the one that Warners have created for "Doctor X"...... the first page features a full-length figure of a very attractive blonde...... calling on the exhibit with a cheery
"Good Morning! I'm here to help you sell 'Doctor X'...... as the blonde is only attired in a brassiere and a pair of panties...... you can well imagine that the tired and worried exhib is gonna perk up...... and give attention to this seductive Pressbook Saleslady.

INSIDE AS you open the pressbook is a double spread...... showing the gal opening her brief case...... and spreading before you pieces of copy on a variety of exploitation material...... lobby displays, ballyhoos, tie-ups, special stunts...... this motif of the super-saleslady is carried right through the book...... showing her in various attractive poses...... telling the exhibit just what he has to sell...... on the last page she is tipping her hat and departing with a smile...... "Call again, baby!...... we'll be glad to see you any time......" that, we should imagine...... would be the reaction of the average exhibit.

IT GETS away from the drab routine of the bromide pressbook formula...... snaps it up with eye-appeal...... and above all...... a practical idea...... an unusual feature is a complete newspaper serialization of "Doctor X" in 11 chapters...... all ready for your local editor...... and can you imagine...... there is a reproduction of our kolym on the feature...... as used by the Strand in a 40 x 60 blowup advance lobby display.

WHAT BECOMES of oldtime directors?...... remember David Graham Fischer...... who directed Norma Talmadge in "The Song of Love" and Otis Skinner in "Kismet"?...... well...... Dave is now a book publisher right in Hollerword...... he specializes in publishing the works of picture folks...... this month he is bringing out books by three cinema celebs...... "Growing Pains" by F. Hugh Herbert...... "Jail Bait" by Al Martin...... and "Way Down South" by Clarence Muse and David Arlen.

IT SEEMS that the pet peeve of Horace Jackson...... scenarist, is the overworking of the word "okay" by dialogue writers...... he never uses it...... any writer who is worthy of the name, Horace claims, will coin a word or expression rather than use trite and hackneyed stuff...... other silly mothlings that we would like to add to the Taboo List are...... "I'll be seeing you"...... "Everything's going to be all right!"...... "Gee, that's swell!"...... Hollerword needs a Dialogue Dentist...... to yank those decayed specimens from the mouths of the players.

AND NOW comes Jack Trop...... salesmanager of Craft Film Lab...... announcing that he will soon sever his connections with this organization...... and open up with a new producing and distributing outfit...... that has well known film gents backing it...... with plenty of dough to make a fine batch of real b.o. productions...... Louis Cline, director of eastern tests for Paramount...... is building up an abbreviated stage technique for the films...... and proving the value of his system in the tests he is making.

A Little from "Lots"

By RALPH WILK

VINCENT BARNETT, who played the left-handed secretary to Paul Muni in "Scarface," has been signed by Columbia for a comedy role in "Night Mayor," starring Lee Tracy.

Ernest Torrence has been signed for the World Wide-Mack Sennett comedy feature, "Hypnotized," starring Moran and Mack. The cast now includes, Wallace Ford and Maria Alba, who will essay the romantic leads, Charles Murray, Marjorie Beebe and Ernest Torrence.

The first Andy Clyde Comedy in Educational's new series has just been placed in production at the Educational Studios, under the supervision of Al Christie. "Sunburned Sinners" is the working title of the new vehicle. Harry J. Edwards, is directing.

Clark and McCullough have started filming their third comedy for RKO Radio Pictures under the auspices of Louis Brock, associate producer of short subjects. "Jitters," the title of the comedy, will be directed by Mark Sandrich. The cast includes Dorothy Grainger, James Finlayson and Robert Greig.


Sidney Jarvis, who scored a hit as the director in "Movie Crazy," starring Harold Lloyd, recently finished an engagement in the coast stage version of "Blessed Event."

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

July 25
William De Mille
Harry H. Zehner
Arthur Lubin
Lila Lee
Johnny Hines
Bob Wolff
COLUMBIA BLAZING AHEAD TO LEADERSHIP!

EARLY RELEASES

NOW READY AND IN PRODUCTION

AMERICAN MADNESS
WALTER HUSTON — Pat O’Brien
Kay Johnson—Constance Cummings
A FRANK CAPRA Production

BARBARA STANWYCK in
BITTER TEA OF GENERAL YEN
A FRANK CAPRA Production

First of the Thatcher Colt Mystery Stories
NIGHT CLUB LADY
with ADOLPHE MENJOU and a Great Cast
IRVING CUMMINGS Production

WHEELER & WOOLSEY
HILARIOUS COMEDY PRODUCTION

JACK HOLT in
DEstroyer
and 3 other Holt Productions

WASHINGTON MERRY-GO-ROUND
A JAMES CRUZE Production

THE DICTATOR
A FRANK CAPRA Production

BOTTOM OF THE SEA
Masterpiece of underwater pictures.
MIKE
First real inside on the mysteries of the radio world.
THAT’S MY BOY
A swift dramatic story by Francis Wallace, author of “Huddle.”
NO MORE ORCHIDS
A woman’s story read by millions of women in Liberty Magazine.
THE DOUBLE
Liberty Magazine will publish this amazing story.
BRIEF MOMENT
Broadway hit that played to capacity. Written by S. N. Behrman.
AIR HOSTESS
True Story features this up-to-the-minute romance.
“FURY” OF THE JUNGLE
An enthralling picture entirely original in plot and treatment.
FANNIE HURST’S EAST OF FIFTH AVENUE
The famous Author of “Symphony of Six Million,” “Humoresque,” “Back Street,” has written a story of tremendous heart-appeal.
CHILD OF MANHATTAN
Play by Preston Sturges
One of Broadway’s biggest dramatic hits.
RULES FOR WIVES
Based on the unique decision by a famous justice regarding today’s husband and wife.

DANCE OF THE MILLIONS
Startling ideas never before thrown on the screen.
PEARLS AND EMERALDS
OKAY AMERICA!
Modern dramatic romance with a musical background.
PUBLIC BE DAMNED
Vital. Close to the heart of every man and woman.
OBEY THE LAW
Exciting story of the Harbor Police.
FULL SPEED AHEAD
Thundering romance of the “Iron Horse”
TRANSCONTINENTAL FLYER
Thrilling story of the Couriers of the Sky.
SPEED DEMON
Roaring motors, flashing racing cars. Thriller on the screen—ticket seller at the theatre.
SOLDIERS OF THE STORM
Thrilling story of life in the flood country.
STATE TROOPER
A romance of the modern “Minute Men.”
OUTDOOR PRODUCTIONS
BUCK JONES 8 OUTDOOR PICTURES
Greatest outdoor star in greatest outdoor pictures—bar none!
TIM McCoY 8 OUTDOOR PICTURES
Fast-riding, hard-hitting outdoor thrillers.

SHORT FEATURES
12 LAMBS GAMBOLs
Stars of World Famous Theatrical Organization in original two-reel comedies.
12 SUNRISE COMEDIES
Just what the public wants—a laugh in every foot of film! Two reels each.
SCRAPPY
Novelty comedy cartoon series of the American boy! Great tie-ups available. Produced by Charles Mintz.
SPORT THRILLS
KRAZY KAT
A high spot on any program. Produced by Charles Mintz.
TRAVELAUGHS
John P. Medbury wise-cracking his way around the world. Produced by Walter Futter.
CURiosITIES
John P. Medbury explains the world’s funniest things. Produced by Walter Futter.
SCREEN SNAPSHOTs
Most popular fan magazine of the screen!
If You Haven’t Booked Them, Do So Now!
MICKEY MOUSE
SILLY SYMPHONIES
Absolutely alone in the field. Audiences love them. Produced by Walt Disney.

Good Product is the Cure for All Evils—
THAT’S WHY EXHIBITORS ARE BUYING COLUMBIA FIRST!

Columbia’s Got ’Em—Come And Get ’Em!
Warner Northern Ohio Houses Drop Double Features

KATZ SEES NEW STUDIO SPIRIT IN TALENT LOANS

Louisiana Exhibitors Organizing to Fight Harmful Bills

New Admission Tax Law Gives Impetus to Project

New Orleans — Satisfactory progress is reported being made towards organization of Louisiana independent exhibitors into an association designed to improve the condition of its members. In particular the group will fight harmful legislation. The quarter is United Theaters, Inc., controlling 19 subsequent run houses in this city and one first run in Hammond.

PREPARE PACT COVERING CLEVELAND SETTLEMENT

Signing of an agreement embodying principles of the Cleveland projection case settlement, effected Saturday afternoon, is expected to occur within a week. The document is now being prepared by Sam Katz.

Tightening of Film Quotas Topic for Ottawa Confab

Ottawa—Despite opinions to the contrary, more severe restrictions on the importation of films into the various commonwealths of the empire will be discussed at the

WARNER STARS NO LONGER HAVE SAY ON STORIES

Warner Bros. and First National players, regardless of their rating, will no longer be allowed to have a hand in the selection of their stories or screen roles, according to a statement issued by Jack L. Warner yesterday. No future contracts will carry provisions giving stars any choice in their vehicles or roles, it was stated.

Says Picturegoing Would Prevent Many Suicides

West Coast Bureau of THE FILM DAILY

Hollywood — Suicides throughout the United States every few times of depression, would be vastly cut down if everyone in the country attended motion pictures for relaxation and to relieve the "high pressure living" of today, declares Edward Griffith, director for Radio Pictures. Griffith believes that persons with such deep problems and worries on their minds that they

WARNER THEATERS IN EIGHT OHIO SITUATIONS DROP DUAL FEATURES

Credit Ticket Plan For Unemployed At New Haven

New Haven — The Bijou, a Harry Arthur house, has inaugurated a credit ticket plan for the unemployed. Unemployed adults will be admitted to the theater without charge, on Mondays, after they have signed a pledge to pay the amount of the ticket after securing a job.

Executive Visualizes End of Mad Scramble For Talent

West Coast Bureau of THE FILM DAILY

Hollywood — In a radical departure from the anticipated policy of scrambling for actors, directors and writers, studios now are freely loaning talent as they display "a new-born spirit of cooperation," declares Sam Katz, Paramount vice-president, in a statement issued yesterday.

Information, ideas and even patent processes are being exchanged," it was stated.

Paramount's August production

OHIO OPERATORS ACCEPT 10 P. C. CUT IN WAGES

Cincinnati — Setting a precedent for the entire state of Ohio, the I.A.T.S.E. has agreed to a ten per cent cut in operators salaries. The deal was between the unions and RKO and was approved by William C. Elliott, president of the union organization. Eighty-five hands will be retained in houses playing stage shows and two men on the stages of picture houses.

Raynor Made Educational Manager At Cleveland

Bill Raynor, formerly New York manager for Pathe and identified with other major companies, has joined Educational as Cleveland branch manager. He was recently with Talking Picture Epics in charge of New York sales.

Report Garbo Sailing From N. Y. On July 31

Greta Garbo, who gets more publicity by trying to avoid it, perhaps, is reported due to arrive in New York this morning, with intentions of sailing July 31 on the liner Graf Zeppelin for Sweden. At the Mc-Mah home office yesterday nobody had any idea as to the whereabouts of the glamorous Greta.
354 Dates Set on Three
Warner Bros. Pictures

A simultaneous “A” time date drive being held on three Warner Bros. pictures, “Doctor X,” “Jewel Robbery” and “Two Black Aces of the World,” has netted 203 simultaneous “A” dates on “Doctor X” and 231 on “Jewel Robbery.” Over 100 Class “A” dates on “Two Black Aces of the World” have already been submitted for approval. “Jewel Robbery” will go into first release (“A” date) on June 22, with “Doctor X” scheduled for release of the week Aug. 27. “Two Against the World,” is slated for the week of Sept. 5.

Dr. J. G. Hibben Heads
M. P. Research Council

Dr. John Grier Hibben, former president of Princeton University, has accepted the chairmanship of the Motion Picture Research Council. Following a survey by Dr. Hibben on the influence of motion picture pictures on children, the Macmillan Co. will publish a volume of the findings.

RECEPTION FOR JOHNSONS

An official reception to Mr. and Mrs. Martin Johnson, whose latest African Jungle production, “Congorilla,” is jamming the Winter Garden, will be accorded at Federal Hall in Bryant Park Tuesday evening at 10:30 p.m. The noted explorers will be the guests of the George Washington Bi-centennial Celebration Committee, the chairman of which, Grover Whalen, will personally introduce Mr. and Mrs. Johnson. Prominent scientists and officials of the city will be in attendance.

SUNDAY MOVIES WIN

Bogotaha, La.—By a vote of 1,125 to 890, Sunday movies will be shown in this city. Last year the move was defeated. The theater owners have postponed the decision for a few weeks to gain the privilege over a certain period of time. The money is to go to charity.

FIRST ANGLO BUYS “KRIS”

H. William Feitelson, as attorney for Andre Roosevelt and Arman Dennis has concluded a deal with First Anglo for the handling of “Kris,” a drama-legend made by Roosevelt and Dennis on the island of Bali. First division will distribute for First Anglo.

CHARLIE MACK MARRIED

San Diego — Charles Mack of Moran and Mack, 45, and Mrs. Betty Cherney, 45, were married Saturday night at Escondido, Lower California, and the wedding ceremony was witnessed by Mrs. Myrtle Buckley of Oakland.

DROPPING WINDOW CARDS

Window cards and flyers blacked out by both Loew and RKO if present negotiations on the matter are agreed upon by both circuits. A strike may be made on account of the number of passes necessary for the window exploitation.

Columbia Closes 200 More
“Captive” Circuit Bookings

Two hundred bookings of “The Blonde Captive” have been closed by Columbia with Warner, Loew and the RKO circuits. The booking of yesterday, new bookings are as follows: 100 Warner houses in Ohio, West Virginia, New York and Pennsylvania, and a number of RKO theaters throughout the country.

Invincible Gets “Isle
Of Paradise” For N. Y.

Invincible Pictures has acquired New York territory distribution rights to “Isle of Paradise” from Adolph Pollok. Arrangements are being made for a Broadway run, Arthur Greenblatt said yesterday.

SIGNING FRENCH DECREES

Discounting dispatches to the effect that French ministries of national education, foreign affairs and others have signed the new French government’s decree limiting motion pictures, France’s foreign office has charged foreign officials for the Hays office, yesterday said that as yet the signatures have not been officially received. Signing of the decree is considered imminent, however.

ERPI WINS SUIT

Cash settlement, including back indemnnities and a substantial sum for liquidated damages, has been made by the defendant in the suit of Electrical Research Products, Inc., against the New Lyric Theater, Roger, N. D., operated by Guy Troyer, for breach of its contract for the installation and use of Western Electric sound equipment.

HIGHER COMPENSATION RATE

Columbus—On June 20, the Compensation Law rates on motion picture studio workers, for both outside and inside work, has been increased by the order of the State Department of Education commission from $2.20 to $2.80 per $100 pay roll. Employees of theaters, including motion picture houses, have rates increased from 3 per cent to 45 per cent per $100 pay roll.

MacPherson, Webber Signed

Jeanie MacPherson, who has been signed by Aubrey M. Kennedy Pictures Corp. to write “Power of the Cross,” stated Jules Bernstein, executive vice-president of the company in New York yesterday. The company has also signed Lois Weber to direct.

“WHITE ZOMBIE” PREMIERE

United Artists’ “White Zombie” will have its premiere showing at the Rivoli on Thursday morning. The first public performance will be at 9:30 that evening.

POLA NEGRI ILL

Pola Negri, scheduled to appear currently at the Palace Theatre in Los Angeles, has cancelled her engagement owing to illness. Gus Van replaces her.

CHANGING CLEVELAND POLICY

Cleveland—Starting Labor Day, Keith’s East 105th Street will go into split weeks, playing second runs after the RKO Hippodrome and RKO Palace. The house will also split its stage attraction. Fanchon and margins will go to the first half of the week and RKO vaudeville the other half. Heretofore Keith’s East 105th Street has played full weeks, showing RKO vaudeville exclusively while the picture policy has been to offer first or second-runs as the situation warranted.

DAVIS OPENING RADIO STUDIO

Meyer Davis will formally open his new radio studio and offices at 18 East 48th St., tomorrow at 5 p.m.

NEED WAYBURN INSTITUTE OF DANCING

Studio F, 625 Madison Ave., New York City (Between 54th and 55th Sts.)—Tel. Wickersham 2-4300
MONOGRAM
Clicks
AGAIN!

"THE WESTERN LIMITED"

C.C. BURR PRODUCTION

with

ESTELLE TAYLOR • GERTRUDE ASTOR
EDMUND BURNS • EDDIE KANE
MAHLON HAMILTON • CRAWFORD KENT

DIRECTED by CHRISTY CABANNE
FROM THE STORY by EVELYN CAMPBELL

AVAILABLE AT 36 MONOGRAM PICTURES EXCHANGES
EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Ties Up Town On "Keep Kool" Campaign

CAPITALIZING on the summer "Keep Kool" campaign, Palace theater, Jamestown, Pa., fostered a "Keep Kool" exhibit in the lobby and a full page cooperative ad on the current picture and the exhibit. Local stores and national distributors cooperated with the theater, advertising refrigerators, summer furniture, men's summer clothing, camping outfits, sports clothing and equipment, auto accessories, air cooling units, electrical appliances, summer shoes and millinery, ice, bottled drinks, milk and ladies' summer wear. The merchants represented in the ad also donated their advertised products for the lobby exhibit, giving the theater a two-way plug on its "Keep Kool" features.—Palace, Jamestown, Pa.

Nocelty In Wooden Footprints

DAVE CANTOR, manager Aberdeen, Aberdeen, Wash., pressed the largest local lumber mill into service as an aid in his campaign to exploit Joe E. Brown's latest picture, "The Tenderfoot." Cantor conceived a special novelty, consisting of a ten-inch wooden footprint in the outline of which was imprinted copy of the picture and play date. The lumber mill made the feet of thin ply wood, sawing them to foot shape and delivering them to the printer for finishing.—Aberdeen, Aberdeen, Wash.

How Does the Film Industry Stand?

EVERY one knows that film theater patronage is at its lowest ebb right now. At one time the country had some 20,000 theaters in full swing. Today something less than 6,000 are closed. At one time more than 100,000 people went to pictures weekly. Right now considerably less than 46,000 go to pictures weekly. Right there is a cut in revenue which makes the film budget so difficult to balance that all efforts to do it have come to nothing. Right there is the reason why so many old line companies are so close to bankruptcy that it takes more than sleeping powders to bring rest to aching heads. Right there is one reason why New York bankers wish to heaven they had never attempted to get into this crazy business. I know one case where something like $120,000,000 has been lent by a banking firm to one film company and I heard it rumored that if you were to walk into that banking house, you'd have to deposit 50,000,000, the institution would swallow its 100,000,000 and give you its film company with smiles! There are abroad more bad luck rumors concerning the industry as a whole than I can print here. They state that certain big companies are to combine to save their respective skins...—W. Ward Marsh, Cleveland Plaindealer.

TIMELY TOPICS
A Digest of Current Opinions

How Does the Film Industry Stand?

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MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:—

July 26

Emil Jannings C. L. Yarussley
Nat Levine Charles Butterworth
KATZ SEES NEW STUDIO
SPIRIT IN TALENT LOANS

(Continued from Page 1)

schedule now calls for 14 features in various stages of production. The pictures, scheduled for early fall or winter release, are:


Says Picturegoing Would Prevent Many Suicides

(Continued from Page 1)

"can't see the way out" and go kill themselves, would not do so if they relaxed regularly in motion picture theaters.

"A mental sufferer, in other words, merely has to see what some of our heroes and heroines go through on the screen and he realizes that things aren't so tough for him, after all. There actually have been cases where a solution to a problem seen on the screen has made solution easier for the one who has been watching the unfolding of the picture plot."

Reorganizing Important
Australian Companies

Sydney—Following the reorganization of Union Theaters Ltd., and the formation of Greater U. T., some of the subsidiary companies have also adopted reconstruction policies. Australasian Films, Ltd. has gone into receivership and directors of Spencer's Pictures Ltd. are proposing to their stockholders that they seek a voluntary liquidation.

"DOCTOR X" PASSED

Warner Bros. Technicolor mystery thriller, "Doctor X," has been passed without eliminations by all censor boards in the United States, with the exception of Chicago, where the censor board passed it after causing the elimination of one word. "Doctor X" will have an invitation world premiere at the New York Strand Aug. 4th, with general release scheduled for Aug. 27.

STOCK FOR LYRIC, BOSTON

Boston—RKO is considering the operation of a stock company at the Lyric.

To Film Underwater Fishing

Miami — George Vanderbilt of New York and a party of scientists and photographers have sailed for the West Indies where they will make the first attempt to test the effective methods of catching large game fish in tropic waters. Five cameras, one equipped for underwater shots, a diving outfit and 40,000 feet of film were taken along.

LA. EXHIBITORS ORGANIZING
TO FIGHT HARMFUL BILLS

(Continued from Page 1)

Horowitz, representing the exhibitors, Gabriel Hess and Luther Day. Horowitz left New York last night for Cleveland but expects to return within a few days.

Tightening of Film Quotas
Topic for Ottawa Confab

(Continued from Page 1)

nerial Economics Conference, it has become known. Delegates will consider a tightening of quotas on important films and the establishment of reciprocal tariff provisions on film exchanged between Great Britain and the various dominions and colonies, and also between the dominions and colonies themselves.

WILLIAMS WINS PRIZES

Tony Williams, manager of the De Witt, Bayonne, New Jersey, won the "Kalmine Cash Olympiad" held by the Warner theaters in the Newark zone, coping three major prizes in the drive, which ended Saturday.

FOURTH WEEK FOR RICHMAN

Harry Richman will be held over for the fourth week at the New York Paramount, starting Friday. Francis Williams and Jack Haley will also appear.

M-G-M RE-SIGNS MADGE EVANS

West Coast Bureau of THE FILM DAILY

Hollywood—M-G-M has re-signed Madge Evans to a long term contract.

GRAY FOR "BWAY BREVITY"

Sam Sax has signed Alexander Gray to appear in one of Vitaphone's "Broadway Brevities," Herman Ruby is supervising the script.

PLANS "HOUSEWARMING"

Invincible Pictures will give a "housewarming" party at its new quarters in the Film Center Bldg. Aug. 2.

BUNN RECUPERATING

C. W. Bunn of Erpl is at his home recuperating from an illness.

At last—the kind of trailers exhibitors themselves have wanted! Trailers your audience waits to see, trailers that bring them back night after night to fill your theatre! Don't sign up until you've seen them — your box office will tell the story!
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

MEMBERS of Allied Prods. are still laughing over the way Vince Barnett, "ribber" de luxe, "ribbed" Director Chester Franklin and Purchasing Agent Tom Blum.

* * *


* * *

Simile—As sincere as a kiss exchanged by feminine stars.

John Hilliard, former Fox executive, is now auditing and analyzing all forms of insurance estates.

* * *

"Tail-Bait," Al Martin's newest book, is attracting much attention and is being considered for production by a major studio. Martin also wrote "Dog-Gone Hollywood."

* * *

More Passing Show: Charles Ray chatting with I. E. Chadwick and Sig Schlager; Erle C. Kenton dining with Mr. and Mrs. Frank Partos on the Roosevelt Roof.

* * *

Mike Newman, veteran exploiter, will handle exploitation for Educational-World Wide, and will make his headquarters on the coast.

* * *

Sherry Shours becomes Samuel Goldwyn's ace assistant director, permanently a member of the production staff. He replaces "Lucky" Humberstone, who has become a megaphonist on his own. Shours' first job will be as assistant to King Vidor on "Cynara" for Ronald Colman.

* * *

Milo Anderson's costume designs will be seen throughout the screen extravaganza. "The Kid from Spain." The scenic design and the decor of the great production numbers are

Showman's Daily REMINDER

Have you planned a special summer give-away? Promote electric fans, etc.

CRITICS' FORUM

A composite answer to the ten questions submitted to the hundreds of readers throughout these United States will appear in the Film Daily

DIRECTORS' ANNUAL AND PRODUCTION GUIDE OUT Early in August

by Captain Richard Day. Alfred Newman will be musical director. Busby Berkeley is staging the production numbers and the dances.

* * *

"Red" Golden, for many years identified as King Vidor's assistant at M-G-M, will be assistant director for "The Kid from Spain."

* * *


* * *

Clive Brook, English actor and Marion Gering, director, have signed new long term contracts with Paramount. Brook had planned to go to London and make several pictures upon the expiration of his contract, but now has changed his plans completely and will go immediately into the cast of "The Night of June 13."

* * *

Ernst Lubitsch's new production for Paramount, tentatively entitled "The Honest Finder," was ordered this week upon the arrival in Hollywood of Miriam Hopkins and Mary Boland, who will portray important roles. Miss Hopkins had been on vacation in Connecticut and Miss Boland had been starring in "Pack the Music" on Broadway. The latter will work simultaneously in rehearsals of "The Honest Finder" and before the cameras in "The Night of June 13."

* * *

Ferdinand Schumann-Heink, son of the famous opera star; Jerry Tucker, five-year-old red-head; Davison Clark, former Broadway stage actor; Charles Burton, and Harold Berquist, Swedish character player, have been added to the cast of "Blonde Venus," which Josef von Sternberg is directing for Paramount with Marlene Dietrich starred and a supporting cast headed by Herbert Marshall, Cary Grant and Dickie Moore.

* * *

Charles Burton, who has appeared in all but one of Cecil B. De Mille's productions during the last nine years; Arthur Hohl, Broadway character actor, and Richard Alexander and Ferdinand Gottschalk, screen character players, have been added to the cast of "The Sign of the Cross." They join Fredric March, Claudette Colbert, Elissa Landi, Charles Laughton, Ian Keith and Tommy Conlon.
The BOOK of the YEAR

And you don’t have to join a club to get it


The contracts you sign now lay the foundation on which your box-office records must stand . . . or fall. Your 1932-1933 play dates are the bedrock on which you must build next season’s prosperity.

Before you book be sure you know just what you can get. Be sure to see for yourself what the WORLD WIDE showman producers’ foundation program offers.

A handy, compact book of facts about WORLD WIDE’S smashing line-up—every picture from a story by a famous author—is being distributed NOW.

It will pay you to Wait for It! Watch for It! Then—and then only—make your decision!

If you do not receive a copy of WORLD WIDE’S book of facts within a few days, ask your exchange for one . . . or write to the home office.

WORLD WIDE PICTURES, INC.
E. W. HAMMONS, Chairman Executive Committee
JOE BRANDT, President
1501 BROADWAY, NEW YORK, N. Y.
Entire Warner Circuit to Play RKO '32-33 Lineup

EXPECT DISTRIBUTORS OKAY OF 5-5-5 WITHIN 10 DAYS

Says European Stories Too Heavy for American Audiences

Clarence Brown Finds They Appeal Mainly To Mind

Heavy character of stories used in European pictures, in addition to the fact that they seem to appeal to the mind more than the emotions, considerably limits their audience appeal in America, asserted Clarence (Continued on Page 8)

N. J. ALLIED UNIT FAVORS SINGLE FEATURE POLICY

Operation under single feature policies, whenever practical, was recommended by Allied Theaters of New Jersey when its members voted on the subject yesterday at their weekly meeting. Forty exhibitors participated in the poll. (Continued on Page 8)

Albert P. Kaufman Dies In Rochester Hospital

Rochester — Albert P. Kaufman, manager of the Capitol and a veteran showman, died yesterday at Genesee Hospital. He was associated with the M. E. Comerford interests and formerly managed the Great Lakes at Buffalo. (Continued on Page 8)

New Blumenthal Move? Commenting on Broadway reports that he might take over the Ziegfeld producing interests, A. C. Blumenthal yesterday said that he was "considering" the matter but that his association with this enterprise up to the present time has been purely on a basis of friendship. Blumenthal, long identified with film financing, is now operating the Ziegfeld revival, "Show Boat." (Continued on Page 8)

SETTING RKO-FARRASH POOL AT SCHENECTADY

Negotiations now under way for the pooling of two RKO houses and three Farrash theaters in Schenectady, will be completed by the end of the week, Harold B. Franklin told FILM DAILY yesterday. Preliminary plans have been worked out by William M. Farley, treasurer of the Farrash Co., and RKO local representative. (Continued on Page 8)

New Bob Welsh Company To Make Four Features West Coast Bureau of THE FILM DAILY Hollywood—Bob Welsh has formed Unusual Pictures, Inc., and will produce four features for the coming season. The first picture will go (Continued on Page 8)

SAYS MAJESTIC TO SPEND $75,000 FILM MINIMUM

Majestic Pictures plans to spend $150,000 each on several of the features planned for the coming season, with a minimum of $75,000 for the remainder of the line-up, Phil Goldstone told FILM DAILY yesterday. "We have purchased several popular novels, including 'The Crusades.'" (Continued on Page 8)

Ancillary Receivers For Fox West N. Y. Houses

Buffalo—Eight houses in western New York, owned by Fox Metropolitan Playhouses Inc., were placed in the hands of ancillary receivers yesterday by Federal Judge Simon L. Adler. The Irving Trust Co., of New York and Henry Altman, attorney of this city were appointed ancillary receivers on petitions of the Central Hammer Bank and Trust Co., of New York and Frederick J. Fuller, trustees under the indenture of mortgage of the Fox Company. (Continued on Page 8)

Sees Hollywood Films As Eng. Temperance Aid

West Coast Bureau of THE FILM DAILY Los Angeles—Hollywood-made pictures assumed a new status in the world in general yesterday when Sir Harold Boulton, chairman of the English Olympic committee, went on the record at the First International Recreational Congress saying "Hollywood motion pictures are in popular with millions of the British public that they have substantially reduced the consumption of liquor."
Para. N. Y., Bookings Announced for Four Weeks


Hirilman Appoints West Midwest Div. Manager

Chicago — George West, pioneer exchange owner in this city and also a former independent producer, has been appointed Midwest Divisional Sales manager for Exchange Screen Service by George Hirilman, president. West's headquarters will be in this city.

ROBBINS LEAVES FIELD

Utica, N. Y. — With the leasing of the Uptown theater here by Nate Bingham and Barney Lumberg to M. J. Kallett, of the Kallett Theaters, Inc., of Oneida, N. Y., marks the retirement from the theater field of the former head of the Robbins Amusement Corp., with headquar-
ters in this city.

222 HUNGARIAN HOUSES WIREd

Washington Bureau of THE FILM DAILY

Washington — Wired houses in Hungary now total 222, says a state-
ment issued by the M. P. Division, Department of Commerce. Theaters using sound-on-film total 186 while those being disc number 36.

PIEDMONT SERVICE EXPANDS

Boston—Publicity for special features will be handled in the future throughout the entire New England territory by Piedmont Publicity Ser-
tice for the state of Connecticut is now handled out of the Piedmont New Haven office.

HARRIS OPENS FIRST

Pittsburgh — The Drake at Oil City, first house in the new circuit being organized by Harris Amuse-
ment Co., has opened, with Leslie Bowser, formerly manager of the Schenley here, in charge. House is reported to have cost $1,000,000.

GABLIK WARNER DIRECTOR

S. Charles Einfeldt announces the appointment of Tony Gablik as art director of Warner Bros. Joe Tis-
man, formerly art director, has been promoted to handle all the art on accessories.

MCKENZIE RECOVERING

Maurice McKenzie of the Hays office is at Roosevelt Hospital re-\nering from an appendix operation.

WILSON MIZNER ILL

West Coast Bureau of THE FILM DAILY

Hollywood—Wilson Mizner, writer and wit, is critically ill of bronchial pneumonia.

Managerial Shifts Made in Fenveyss Circuit

Rocheiter, N. Y. — Managerial changes of the Fenveyss group of theaters here puts Paul Fenveyss, manager of the Madison, in charge of the West End as managing di-
rector and George Genning as house manager, with George Gans as his assistant. John Fenveyss returns to the family, which he successfully operated for over ten years. Che-
est Fenveyss continues as manager of the Old Lyme, the first of a series of operations of all the family theater holdings. Florence Fenveyss Bolin-
son is manager of the Little theater, which is keeping open through the summer for the first time, playing mainly foreign films.

White Synchronizes Two For Picture Classics

Lew White, organiser, has completed the construction of the first two of a series of 48 "Seeing the United States" two-reelers for Picture Classics. They are "Geor-
ge and "Claire." The musical background, played by White and an orchestra of seven pieces, was com-
posed and scored by the organist. Synchronization was done by Standard Sound Studios by remote control from White's studios on Broadway.

Myers and Cluett Signed for Culbertson Series

Zion Myers has been signed to di-
rect and Jack Cluett to write the first series of 15 one-reel-
ers on bridge; it was announced by RKO Radio yesterday. Culbertson who is in Europe will return Aug. 26 when production will start in the east.

COMPLETES ITALIAN TALKER

Oreste Sandino, young Italian-
American actor of stage and screen, Clemente Giglio, has completed work in "Thou Shalt Not Kill" ("D'Essi
ds la Legge"), one of a series of Italian talkers in which he is starred. The picture, which has an English version, was made at the Fort Lee studios under the direction of Bud Pollard.

"JEWEL ROBBERY" HELD OVER

Warner's "Jewel Robbery" will be held over a second week at the New York Strand, starting tomorrow.

SIMULTANEOUS SHOWINGS

"Guilty As Hell," with Edmund Lowe, Victor McLaglen, Richard Ar-
len and Adrienne Ames, will be shown at both New York and Brook-
lyn Paramount theaters, the week of Aug. 5.

BOOKS TWO STARS

Harold Kemp, director of Warner Bros. New York Bureau, tells of a little Jack Little, radio star, into the Earle, Washington, for the week of July 29, and Jack Mulhall into the Fox, Philadelphia, for the same week.

Kornblite Circuit Plan Fades as Schine Gets Two

Schine has taken over the Cort-
land and Temple, both at Glouce-
sville, in a deal consummated between Ned Kornblite of Binghamton and the upstate New York circuit. Deal is interpreted as the finish of Korn-
blite's plan to build a circuit in cen-
tral and southern New York.

NEW YORK STOCK MARKET

Net High Low Close

East, Kodak 3435 3395 3376 3356
Fox Pm. "A" 17 16 16
Loew's, Inc. 2095 2095 2066 2056
Boby, Inc. 1556 1536 1516 1506
M-G-M Ltd. 1516 1516 1506 1496
Paramount 3 236 224 221
Pathé Esth. 35 35 34
RKO "A" 3 336 234
Warner Bros. 196 196 186 184
NEW YORK CURB MARKET

Gen. Th. Eq. 46.10 46 46 46
Technicolor 196 196 196 196
Trans-Lux 16 16 16 16
NEW YORK BOND MARKET

Gen. Th. Eq. 64.00 64 64 64
Loew 64 41/32 41/32 40 40 39 39
Par. By 55545 40.34 40.34 40.34 40.34
First 55550 40.34 40.34 40.34 40.34
Warner's 6389 175 175 175 175

Peter Clark Awarded Radio City Contracts

Peter Clark, Inc., has been awarded contracts for the stage equipment for both theaters in Radio City. The contracts are said to set a new record in size and variety.

Eastman Films

J. E. Brulatour, Inc.
THE STAR WHO HAS NEVER FAILED YOU follows through!

Richard Dix ... in a story that rides with the events of world upheaval. Strident! Daring! ... Big as history in a drama of war torn Manchuria today, ripped from the blazing news heads that shocked the world!

NEW YORK MIRROR said:
"Lionhearted Richard! ... it's the kind of old-fashioned, rip-roaring movie to make the little boys down front swallow their gum and cheer."

RICHARD DIx

WITH GWILI ANDRE

Edward Everett Horton • Arline Judge
Zasu Pitts • Dudley Digges • C. Henry Gordon

GWILI ANDRE
the screen's new entrancing beauty

"ROAR OF THE DRAGON"

Directed by WESLEY RUGGLES
JOHNSONS' "CONGORILLA" IS GRAND

Winter Garden Offers Marvels of Africa
With Laughs Galore

By IRENE THURBER.

"Congorilla," a Fox production, filmed by Mr. and Mrs. Martin Johnson and presented at the Winter Garden.

All we can say is—take yourself to the Winter Garden to see Mr. and Mrs. Johnson's "Congorilla." Take the wife, or the girl-friend, or the kiddies, Take

One of the scenes from Mr. and Mrs. Martin Johnson's "Congorilla," now on view at the Winter Garden Theatre.

everybody. It's a picture which will be loved by young and old alike by animal-traveller fans, and by those who don't usually go in for this sort of cinema.

"Congorilla" is a bolt of celluloid which simply can't miss. It

appeals with some grand animal ethics; follows on with glorious scenic views, fascinating studies of African pygmies, photographed and recorded in sound, and climaxcs with thrilling thrill of gorilla families in their domestic life.

The early rifts are devoted to excellent views of jungle beauty—

emphasizing a gory scene in which a lion pounces upon aebra, kills the beast and is joined in the feasting by a host of wild dogs and

vultures. Mrs. Johnson shoots a roaring rhino and Mr. Johnson makes short work of another too. Then on to Bipon Falls to see hordes of

elephants and hear their natural sounds. To beautiful Lake Naku

where hundreds of flamingos make a beautiful picture. The Victoria

Falls offers hosts of crocodiles, twenty feet long, weighing upwards of

1,500 pounds apiece. And the hippos which graze and don't care much

about noise, play through the day, while the caverns grind away.

To the Esri forest—Pygmy land. Fifty thousand little savages

live there. And are they funny! The scene devoted to them is the big

laugh-spot of this thrilling, altogether sensational picture. We see

four pygmies trying to smoke opium—a scream! A pygmy mambo

crosses a pygmy bridge to her bower. A pygmy romance is followed

by the camera—the "c.g." gal of the tribe sitting top, and the "be man"

rolling his eyes and making merry. Mrs. Johnson turns on a pheno

gram. And how those brown maidens go into their dance. Even

as you and I—on a highly polished dance floor. And, besides owing

to synchronized rhythm, they've their own special stick dance which is

mighty interesting to watch.

The Johnsons distribute matches and soap. And to their amuse

ment, the pygmies eat the soap. They give one little guy a rubber

balloon. And he is surprised when it bursts after he blows it up too

high! After witnessing a pygmy marriage ceremony, we leave the

Forest of Esri, and journey on to the gorilla country which affords

the amusing climax of the production. Gorillas are caught in natural

sound—screaming like hysterical women.

The Johnsons trap a baby gorilla and a baby chimp, both of which

are now in a California zoo. At their journey's end they have eleven

poles—most of whom cut up considerably in the most awful monster

shrieks.

What a picture! We found it pleasurable to the four star degree

every single second. See if you don't think so.

Give Thuman Talley credit for an excellent editing job, and Richard

Blissett honors along with Martin Johnson for fine camera work, while

Louis Tatum was responsible for the sound. Johnson's interesting

story, speaking intimately appealing, is synchronized into the

natural sound which was taken right in the Belgian Congo.
Best product of Johnsons ... this means plenty, for the Johnsons' product has rarely been topped. Anyway, it's grand entertainment and lots of fun.

Regina Crewe,
New York American.

The picture becomes highly exceptional. The scenes of the native dances and the tribal customs are among the most continuously interesting, fascinating and humorous I have ever seen.

Here is an exhibition out of darkest Africa which really speaks and which is well worth seeing.

Wm. Boehnel,
World-Telegram.

There is nothing in town more hilarious than the efforts of two of the pygmies to light the cigars that Mr. Johnson has given them. In their dances, their flirtations and, in fact, in their very friendliness these miniature tribesmen prove to be a highly humorous and likable people.

Richard Watts, Jr.
Herald-Tribune.

Congorilla effective. Instead of just seeing lions prowl and natives moving their lips you can at the same time hear the roar of the lion, the dialect and chants of the natives, the grunts of the hippo, the snort of the rhino, the swish of water churned by crocodiles, the beat of tom-toms, the screams of gorillas and the squawks of camels ... but most fascinating are episodes dealing with a tribe of pygmies who pull off a bit that would rate as excellent in any comedy studio.

Rose Pelswick,
Evening Journal.

I had a good time at Congorilla and the audience, judging from its audible reception of it, did also. It is truly good jungle entertainment.

John S. Cohen, Jr.
N. Y. Sun.

It forms a good model for the future for Mr. and Mrs. Johnson and all the rest of the camera and gun brigade ... The photography is very fine and so — oh well, Congorilla as a whole is, too.

L. N.
it's deliberately rather all-inclusive, is: Avoid banality.

8. Why should a motion picture critic review pictures from his own individual viewpoint as distinguished from the viewpoint of the average film patron? A. Because his own individual viewpoint is the only viewpoint that a motion picture critic really knows; because his readers are interested in what he thinks about a picture, not what he thinks others think about it; because, in theory, at least, a motion picture critic has a knowledge of dramatic art and his reviews are supposed to guide showgoers, inform and, perhaps, entertain them; because, right or wrong, his own viewpoint is the only honest, sure standard he can have.

9. What type of short subjects do you like? Animated cartoons, because their fantasy frequently makes them funny, usually makes them entertaining; films showing movie or news shots of long ago because they have an historical interest, often recall pleasant memories, and always reassure one that movie-making has progressed, after all; "different" travelogues (which are rather rare), because they furnish one of the most neglected values of the pictures—to inform—and because they are different.

10. What is your pet theory or peevish relating to motion pictures? A. Some weeks ago I wrote a column criticizing the average "news" reel not because the newreel is an especial peevish, but because the hackneyed, stupid formula always followed in concocting the average "news" reel best shows the curse of motion picture production, the curse of constantly repeating the commonplace. My pet theory: That though the critics answering this question will submit a multitude of worthwhile ideas, the movie chiefs will blandly ignore them.

SUCCESSES BEAVER

A switch in the Educational-World Wide field setup sends Bill Raynor to Albany, filling the post left vacant by the death of Howard Beaver.

H. B. FRANKLIN writes today's column in the July 30th issue of Arkayo "NOW". He has a vital message for the entire industry—a message of Confidence. Courage based on the coming product not alone from his organization but from every major producer for Mister Franklin fully realizes that the Era of Isolation is past in the film biz...it's now all for one and one for all we go forward as an Industry shoulder to shoulder boosting the other fellow's product as well as our own. If that's the way the public has to be sold in this new Era of Interdependence so follow right along...it's H. B. Franklin speaking.

THE FAST is for Wisdom the present for Action the future for Confidence. Never live in the past today give thought for tomorrow. When motion pictures first came into vogue...you couldn't keep the public away from the box-office if you had tried. That success was short lived...the one and two-reelers didn't last long. The producers were not satisfied with the first crude efforts. Soon the public flocked to the three-reelers...then came the four-reelers...later the five.

THE EXHIBITOR who had something new either in theater or entertainment was the one that got the business. Then the talkies overnight business brightened...and an industry turned over a new page...press agents yelled..."Our screen talks"...the public listened...they came and for the time being, they were satisfied...but not for long.

THE PUBLIC is fickle easy to please for the time being...but constant repetition soon tires...and patrons start shopping for entertainment. Once again the public is shopping...but will support a good show as enthusiastically as ever before.

HOLLYWOOD KNOWS that the public is interested only in good entertainment...and the producers of every organization are making heroic efforts to win...box-office approval. All signs indicate a continuation of the fine standard set by Metro-Goldwyn-Mayer...who begin the new season with "Strange Interlude," featuring Norma Shearer and Clark Gable...as well as "Rasputin," with Ethel, John and Lionel Barrymore. "Propertie," with Marie Dressler and Polly Moran...and "Skyscraper Souls".

PARAMOUNT OFFERS Chevalier in "Love Me Tonight"...the Four Marx Brothers in "Horsefeathers"...Harold Lloyd's newest, "Movie Crazy"..."Farewell to Arms," produced by Frank Borzage...Marlene Dietrich in "Blonde Venus"...all spelling Box-Office.

FOX FILM, rejuvenated, have produced the best Will Rodgers picture in two years, "Down to Earth" also Janet Gaynor and Charles Farrell at the very excellent attraction, "The First Year"...and Mr. and Mrs. Martin Johnson's animal picture...all examples of the good things to come. Universal will soon establish new box-office records with their excellent production of "Back Street".

Cleveland—Nat Wolf, Warner theater zone manager, is holding a series of managers' meetings next week. On Monday the northern Ohio managers meeting Cleveland. The following day the southern Ohio managers meet in Lima.

Middletown, Conn.—Harold S. Eskin, Daniel Finn and Maxwell D. Hoffman of New Haven, have formed the National Theaters Co., Inc., with authorized capital of $25,000, and $1,000 paid in.

Cleveland—Manny Glick, formerly with Fox, has joined the local educational sales force.

Thompson, Conn.—The Paramount, closed throughout July, will be re-opened Aug. 1.

Cleveland — F. A. Reinhart has formed the Broadway Theater Corp., for the operation of the Fountain theater, which he opens next week.

Lisbon, O.—E. E. Wingate has closed the Grand theater for the summer.

Akron, O.—Mrs. O. Muenick is the new owner of the Fortage, which has been closed since April.

Cleveland — RKO Hippodrome, 3,600-seat first-run downtown house which has been closed since the beginning of June, will reopen on Saturday preceding Labor Day.

Coral Gables, Fla.—The Coral Gables has been closed. It is uncertain as to when it will reopen.

Cleveland—Loew's State, one of the five Loew houses which closed four weeks ago, is to reopen Sept. 2, it is unofficially announced.

Lake North, Fla.—The Ritz has been opened in the Laurelton Hotel.
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

DUDLEY NICHOLS, Paramount director, has been loaned to RKO Radio, where he will direct "Sport Page," an original story by Jerry Horwin.

Joel McCrea, has been assigned the leading role in "Sports Page."

Anita Louise, dainty RKO Radio contract player, has joined the cast of "The Phantom of Crestwood," the radio tie-up sequel.

John Arledge has been added to the cast of "Liberty Road," Richard Dix’s RKO Radio starring vehicle.

RKO Radio has loaned Rowland Brown to M-G-M and John Cromwell has been assigned by David W. Seitz to complete the Richard Dix starring vehicle, "Liberty Road."

Corey Ford, who is writing RKO Radio’s "Whoopee Cruise" which will give full play to the comedy starring talents of Edna May Oliver, has come up with some novelty titles for his books. For example, note "Cocanut Oil" and "Salt Water Taffy."

Harry Wagstaff Gribble, Paramount director who staged "Cynara," has written a new play for Philip Merivale, the star of "Cynara." When "Cynara" was playing in London, Lee Shubert sent Gribble there to see the production, so that every detail as to the English atmosphere might be preserved in the American production.

H. B. Warner returns to the RKO Radio lot to play in "The Phantom of Crestwood."

Pauline Frederick, Sam Hardy and George E. Stone have been added to the cast enacting the screen version of the RKO Pictures special, "The Phantom of Crestwood." Ricardo Cortez and Karen Morley have the leads.

Harry Hervey and Zoe Akins will collaborate on the adaptation of "Madame Butterfly" in which Paramount will star Sylvia Sidney and Cary Grant.

Paramount has selected Lila Lee to play the leading role in "Night of June 13." Billy Butts, Charley Grapewin and Helen Jerome Eady have also been cast for the production.

Having completed their roles in Paramount’s "The Big Broadcast," Barry Sullivan and vaudeville stars, have left for New York.

Henry Hataway, who entered motion pictures before the war as a property boy, has become a full-fledged director and will make Paramount’s first western for more than a year. It will be "Heritage, the Desert," a Zane Grey story in which Randolph Scott will be starred.

Paramount has selected Jack Laurie, to enact the prominent role of a priest in "A Farewell to Arms."

"The Ludinata Secret," a Paramount all-star picture is being cast, with Richard Bennett, Gene Raymond and Frances Dee already selected for prominent roles.

Sidney Tolner, Jameson Thomas, Robert McWade and Louise Mackintosh have been given important roles in "The Phantom President," which stars George M. Cohan and features Jimmy Durante and George Barbier under the direction of Norman Taurog.

Claude Blayney, member of Variety’s editorial staff for the past six years, and recently city editor of its Hollywood staff, today joined the writing group at the Paramount studios to write an original screen comedy for Stuart Erwin and Alison Skipworth.

Edward J. McNamaras, well known to Broadway for his creation of the role of the classic policeman in "Strictly Dishonorable," has just been signed by First National.

Alfred E. Green, who has been assigned to the direction of "Silver Dollar" for First National, is visiting Colorado. He has spent several days in Denver and now, according to latest advices, is in Leadville, where he is familiarizing himself with the local legends relating to the most remarkable character in Rocky Mountain history, "Haw" Tabor, the protagonist of the story, to be played by Edward G. Robinson.

Howard Hawks and Rowland Brown have been signed to direct pictures for M-G-M. Hawks directed "Scarsface," "Sky Devils" and "The Criminal Code" recently, while Brown’s most recent film was "Quick Millions."

Columbia has given a long term contract to Ruthwena Stevens, who appears in "The Night Club Lady." Sue Carol has been engaged in Columbia’s "The Thirteenth Man."

Louise Beavel, colored character actress, has been added to the cast of "Father and Sons," M-G-M’s new Jackie Cooper feature, to play Rosa, the doctor’s maid.

Bert Woodruff, veteran character actor of the screen, has been added to the cast of "Father and Sons," Jackie Cooper’s new starring picture at the M-G-M studios.

M-G-M has acquired rights to "The Painted Veil," by W. Somerset Maugham. The story appeared serially in the Cosmopolitan Magazine, beginning late in 1924, and then was published in book form the next year.

Ralph Morgan and Diana Wynyard have been cast for entitled M-G-M picture which will co-star the three Barrymores, Ethel, John, and Lionel, under direction of Charles Brabin.

Samuel Goldwyn has given Melvyn Douglas an indefinite leave of absence so the player may co-star with his wife, Helen Gahagan, in a Broadway show.

Warner Bros. announces the signing of James Bell, young character lead seen on the stage in "The Last Mile," "House Beautiful!" and "Free Soul" for a principal role in "I Am a Fugitive," starring Paul Muni. Edward Ellis, character lead, leaves for the coast from Chicago today, to report for an important role in "I Am a Fugitive."

Richard Cromwell will play the principal role in Columbia’s "Wild Horse Stampede," which will star Rex, the famous black stallion, surrounded by nearly 800 real Navajo Indians and about 1500 wild horses. The picture will be directed by Earl Haley and feature two other famous horses, Lady, the heroine, and Marque, the villain. Seitz and Ben Pivar, will fly to Tuba City, Arizona, 150 miles from a railroad station this week, to make preliminary arrangements for the filming of the production.

The signing of Charles R. Condon this week brings the roster of Columbia’s writing staff to thirty-four, one of the largest in Hollywood. Condon is working on the script of "Transcontinental Flyer," first of Columbia’s recently announced series of romantic melodramas. D. Ross Lederman will direct.
EXPECT DISTRIBUT OKAY OF 5-55 WITHIN TEN DAYS

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ALONG THE RIALTO

(Continued from Page 6)

... Paul Mani in "Counselor-at-Law" ... and their "Tom Brown of Culver" is doing fine box-office right now.

... COLUMBIA INAUGURATES its program with "American Madness" ... not overlooking Barbara Stanwyck in "The Bitter Tea". United Artists will star Joan Crawford in "Rain" ... and Eddie Cantor will appear in "The Kid from Spain". Warner Brothers have important pictures in Constance Bennett's newest, "Two Against the World" ... and George Arliss' "Successful Calamity".

... AND LAST but not least, Radio Pictures takes its place amongst the top-notchers with "Bring 'Em Back Alive" which is making box-office history ... Constance Bennett's delightful "What Price Hollywood" ... Merian Cooper's unusual production of "Rong" ... with every ingredient that spells success ... and the very different "Most Dangerous Game" ... all indicating RKO's production banner is flying high.

... A PROSPEROUS industry will bring prosperity to all ... There can be no business depression with attractions such as these ... Again we will find that business will go where it is most intelligently urged ... where its entertain-
ment wants are satisfied and where courteous attention prevails ... Fortify yourself with tried and proved campaigns ... and then enhance them with your own personality and fighting spirit ... The motion picture industry has something to crow about ... Let's Go!

Tim McCoy in "DARING DANGER"  Richard Dix in "ROAR OF THE DRAGON"

Columbia  Radio
57 mins.  68 mins.

FAST MOVING WESTERN WITH PLENTY OF FIGHTS AND GUN PLAY WILL KEEP THE FANS PEPPED UP.

This one gets back to the old silent technique of plenty of action and little talk, and stays that way all through to the finish. Therefore it is an entertaining number, for it is combined with a good story that has been very well directed. Tim McCoy is in evidence most of the time, and has his hands full tracking down the gang that is rustling the cattle from the ranch of the girl and her father. First he has to settle a score with a tough hombre who tried to kill him when his gun wasn't loaded. He trials this gent, and finds him working as the right hand man of the rustler chief. One gun fight follows another, and there is a swell rough-and-tumble fight between the hero and the gang leader at the finish. There are some neat twists in the plot that lift it out of the routine, and keep the suspense going all the time.


Director, D. Ross Lederman; Author, William C. MacDonald; Adaptor, Michael Trevelyan; Dialogue, same; Editor, Otto Meyer; Cameraman, Benjamin Kline; Recording Engineer, Glenn Rominger.

Direction, smooth. Photography, good.

EUGENE STORIES TOO HEAVY FOR U.S. AUDENCES

(Continued from Page 1)

Brown, M-G-M ace director, in New York yesterday, following his return from Europe. Brown, who leaves New York today, flying back to the coast, found that European product is showing an improvement but generally is unsuited to American picturesgoers' tastes. America offers far better prospective screen talent than Europe, in the director's opinion.

Says Majestic to Spend $75,000 Film Minimum

(Continued from Page 1)

and "The Woman in the Chair," said Goldstone. "In the latter fea-
ture, Paul Lucas and Evelyn Brent will be starred. I am in New York to clear up a few financial matters and to arrange for several stars for our coming features." Goldstone will return to the coast Friday.

REPAIRING HUDSON HOUSE

Hudson, N. Y.—Extensive repairs are being made to the Star theater here, recently destroyed by fire. In-
terior decorations will be done over, and new equipment installed. Sam-
uel and Edward Hochstine operate the house.

MEKELBURG RETURNS

Boston—Marcel Mekelburg, presi-
dent of the Century Film Co., has returned from a visit to New York where he lined up pictures for the coming season. Century distributes in New England for Mayfair and Big Four.

LEASES CHICAGO HOUSE

Chicago—Warren B. Irons, owner of the Haymarket, has leased the Garry, formerly a Shubert house, for five years. It will play second-
run pictures on a grind policy. New projection and sound have been installed.

Showman's Daily Reminder

Have you obtained any wanted tie-ups recently? Keep them working.
Propose International Projectionists’ Alliance

WESTERNs IN GREATER DEMAND, SURVEY INDICATES

Operators in 150 Detroit Indie Houses Readjust Wages

CRITICS’ FORUM

H. R. PALMER, Lansing, Mich., “State Journal,” says:

“before producers should try to present characters in various plots to present those characters as they really are in real life. I cannot speak for other trades and professions but I do know that characterizations of newspaper men on the screen today are in a majority of cases grossly exaggerated. If editors and reporters did the things attributed to them in some newspaper pictures they would be fired or sent to an insane asylum. The film also appear to have the idea that newspaper men are drunk through all their working hours. We’re really not that bad.”

C. HJALMER NELSON, Rockford, Ill., “Morning Star,” says:

“There is too much similarity in plots—if a picture of a certain type proves to be a success, a dozen or more similar pictures are produced at once and most of them are terrible. Which gets us down to the main point—all our pictures are made with an eye to the box-office . . . Why not give the writer and the director a big a break as the Are. After all the actors present characters created for them by the writer and director . . .”

L. RIGGS, Decatur, Ill., “Herald and Review,” says:

“Leaves out the hocus-pocus and the trite stuff. Snap up the dialogue, drop the situations that have been duplicated ad nauseum. A string of gang pictures, of court pictures, of air-stuff, of hotel or one-location pictures, may be as natural as all the girls wearing the same kind of dress, but it is just as silly, too.”

Plan Operates Until Nov. 1; Rebate May Be Made At Later Date

Detroit—Operators in more than 150 local houses have signed under the Allied agreement to take a 20 per cent reduction in wages to Nov. 1, the arrangement becoming effective immediately. The money will be rebated providing conditions later warrant.

Fox and RKO Downtown have obtained a 15 per cent reduction to Aug. 31, 1933. Up to the present (Continued on Page 7)

ARBUCKLE IS RETURNING TO SCREEN IN SHORT

Roscoe (Fatty) Arbuckle will return to the screen as a player in a comedy which goes into production about Aug. 15 at the Vitaphone studio, Brooklyn, Sam Sax, studio (Continued on Page 7)

Famous Players Canadian Books Entire RKO Line-up

RKO Radio Pictures’ complete line-up for the coming season has been booked to play the entire Famous Players Canadian circuit according to Ned E. Denen, yesterday. The deal was made by Jules (Continued on Page 7)

HOOVER BORROWS AKERSON TO RUN EAST. CAMPAIGN

President Hoover is borrowing George Akerson, Paramount public relations executive, to aid him in his presidential campaign. Akerson will take charge of the campaign in the East, headquarters at the Waldorf-Astoria.

Standardization of Projection Equipment Object of New Plan

RKO Will Tryout Three Campaigns On “Madness”

In order to finally determine the style of exploiting within Paramount’s “American Madness” over the RKO circuit, three campaigns will be tried out RKO theaters, in Providence, Syracuse and Washington, D. C. The picture will be booked two weeks ahead of regular release and the most successful campaign selected for the circuit.

Output of Four Larger Companies Jumped By 10 Pictures

Indicative of a demand for more western features is the fact that four of the larger companies have increased their lineups of this type of production for the coming year, planning an aggregate of 10 more than provided in their current year schedules.

Gone Westers will make six westerns starring John Wayne, as against none for the 1931-32 schedule. Last (Continued on Page 7)

S.M.P.E. FALL MEETING

SLATED FOR N. Y. OCT. 5

Tentative date for opening of Fall meeting of S. M. P. E. is set for Oct. 5 in New York. Pour H. Evans, chairman of the New York section of the society, is in charge of arrangements. Among reports to be presented at the sessions include one by the exchanges’ practice committee.

Warner-Publix Product Negotiations Starting

Negotiations between Warner Bros.-First National and Publix on new seasons product will start within a few days. Andy Smith, eastern division sales manager, will handle the deal for Warners. Gradwell Sears, Western division manager, is now negotiating a Warner-First National product deal with the Skouras circuit.

Paramount Asks 50 Writers For Stories For Feature

Paramount is soliciting 50 of the world’s leading authors to submit short stories for episodes which will comprise “If I Had a Million.” The five stories having the greatest screen possibilities will be purchased and woven into the general plot of the story.
Avoid Super-Sentimental

"Producers in these times might try to avoid the super-sentimental. The audience today goes out of its way to avoid a good cry. It doesn’t demand the pie-throwing technique in everything, but apparently it likes its humor a bit more obvious than the smart banter of a man and his midriff. The illicit love themes keep its place, but the markets are just a bit overstocked with it at the present time. The sacrifice of virtue and honor and good name is becoming as commonplace as the sawmill or the bloodhounds of the Nineteenth Century. The sound camera today is a mobile instrument and the microphone can go almost anywhere the camera goes. Why don’t the producers take advantage of that mobility?" — TED WEAR, Topkapi, Kan., “State Journal.”

Report Publix Closing 7 Key Michigan Houses

Detroit—Publix is reported to be closing seven key houses in this territory. Notice has been posted concerning the circuit’s Alambra here. With the Fox expected to go to straight pictures Friday, this move will leave Publix’s Michigan the only first-run downtown house playing stage shows.

Pittaluga Cuts Schedule; Plans More Dubbing Work

In view of the heavy losses which Cines-Pittaluga suffered during 1931 in its production activities, it has been decided to restrict commitments and to discontinue the production of Italian films during the coming season and to concentrate on the dubbing of foreign films for which synchronizing apparatus will be installed in the Cines studios.

VIENNA EXHIBITS NOT CLOSE

The Exhibitors Ass’n of Greater Vienna has decided to refrain from ordering a general closing of all cinemas, as originally intended. This unexpected decision, reports The Exhibitor, was reached by Commissioner George R. Canty, of Berlin, is due to a threat of the municipal authorities to collect ruthlessly all over-due amusement taxes from any exhibitor participating in the strike, irrespective of the consequence to his establishment.

NILES HOUSES CLOSE

Niles, O.—This city is without a single active picture theater, with the closing of the two only houses here. Both theaters have closed indefinitely, the managements have announced, with little possibility of reopening until September. Moviegoers must go to Youngstown for this form of entertainment.

WE BUY SCRAP FILM

Will Pay Highest Market Price

GENERAL REDUCING CORPORATION 9-15 Clinton St., Newark, N. J. Phone: Market 2-4322

Hand coloring of film

528 Riverside Drive

N. Y. C.
THIS NEWS STORY APPEARED ON FRONT PAGES THROUGHOUT THE WORLD!

WHEN THE OPENING NIGHT of a motion picture becomes a news-story of world importance, the industry may well sit up and take notice!

ACTIVITY VIRTUALLY CEASED on the night of July 15th in Hollywood when M-G-M's "Strange Interlude" opened a road show engagement at Grauman's Chinese Theatre.

HUNDREDS OF POLICE battled in vain with the crowds. It was early morning before the mobs dispersed and traffic untangled itself.

IT WAS AN EVENT heard 'round the world. An event that will be duplicated throughout America as the producers of "Grand Hotel" present another triumph worthy of M-G-M's undisputed screen leadership.

WATCH FOR THE ANNOUNCEMENT of "Strange Interlude" at the $2 Astor Theatre, New York.
EXPLOITETTES  
A Clearing House for Tabloid Exploitation Ideas

Color Scheme
for Lobby Display

In promoting "The Rich Are Always With Us," Walter Morris set up a very attractive lobby display at the Broadway Theater, New York. The other women in the lobby display also carried the keynotes of the home office campaign. The Warner home office has been announcing this picture as presenting a new Ruth Chatterton in a new role. Walter arranged for a 40 x 60 panel with a full-length photo of the star and several 8 x 10's illustrating scenes from the picture. The other panels also carried out this same theme. The color scheme, which consisted of a deep blue background, graduated from dark blues to gold half round moldings, offered a beautiful spectacle. The star, title and other important copy was shown mostly in relief, flittered and light yellow. In addition, the marquee display followed the line: "Re-glorified in Her Finest Film."—Broadway, Charlotte, N. C.

Real Jungle
Atmosphere for "Tarzan"

EXPLORATION manager Port Ruby has roadshowed this very effective display through the entire division headed by Mr. George Bowser. Palm branches and bamboo stalks were used over the marquee and lined all along the inside of the entire lobby and box office. Different kinds of skins were used to give the real effect of Africa large canvas of Johnny Weissmuller blown up to life size attached to the upper corners of the marquee. A very colorful marquee was distributed using both sides.—Fox West Coast.

COMING & GOING

GEORGE HIRLIMAN of Exhibitors Screen Service left New York yesterday for Chicago, Dallas and Los Angeles to open sales branches for distribution of his new trade agency.

WILLIAM M. SHIRLEY, president of the Fairway Amusement Company, has decided to start a new company which will own and operate the chain of theaters which he now operates in Schenectady, N. Y.

MARY PICKFORD leaves New York tomorrow morning returning in the coast to-morrow. She is expected in Los Angeles at the end of the week, according to the published reports. Miss Pickford will stay in Los Angeles a week or more in the personal visit to visit the studios of her company. She will go to San Francisco and open the new Pickford Film Studio there. Miss Pickford is expected to return to New York on the 21st of the month.

CARROLL TROWBRIDGE, business representative of Douglas Fairbanks, and MARK LARKIN, the Fairbanks-Pickford publicity representatives, arrive in New York early next week from the coast to assist in the opening of the new Pickford Film Studio in the city. They will remain in New York until the 21st, when they will return to San Francisco.

HARRY BESSEY sailed today on the Ile de France for a vacation abroad. He is expected to return in the near future.

MAX MILDEN, Warner Bros., managing director for Great Britain, sails on the Europe Aug. 5 returning to London.

The writer of successful motion pictures is more like a good weaver of rugs. The writer, in this instance, must have the proper blend of colors, just as a writer's characters must blend. Every phase of a rug design must bear a direct relation to every other phase, and must so every part of a motion picture plot have a connection to some other part or parts. The doorway pattern is not designed to be part of the room, it must be a part of the design of the room. And so it is with motion picture plots. A writer must create a world in which the characters live for the purpose of creating a motion picture. He must be able to paint a picture with words that will bring to life the characters and situations he has created. If he fails to do this, his story will not be successful.
Chicago — Damage estimated at $2,500 was done when a bomb exploded on the roof of the Lindy. The booth, including sound equipment, was wrecked.

Cleveland — Leo Jones, former Metro feature broker, is now freelancing. He is booking for several down state independent theaters.

Boston—On Aug. 8, the "Film Folks" of this city will hold their annual picnic at Warwick Inn, Nantasket Beach.


Providence—The new De Luxe owned by Jacob Conn of Olneyville will open about Aug. 15.

Cleveland—The Fountain has reopened under the management of F. A. Reinhard, who recently formed the Broadway Theater Corp.

Boston—Jeff Whelan's son, Dave, is now Massachusetts' representative for Supreme Screen Service.

Cleveland—RKO Palace, it is reported, has renewed its contract for another year with Musical Director Maurice Spitalny and his orchestra.

Newburgh, N.Y—The Cameo has joined the Academy here in closing for the summer, leaving only four theaters now in operation in the city.

Peabody, Mass.—George Swartz is the new owner of the Strand, succeeding Al Gould.

Chicago—Negotiations are under way whereby the American, formerly an Orpheum house, will be taken over by the Essaness Corp.

**REBUILDING THEATER**

William M. Shirley, president and general manager of the Farrar Theaters Corp., of Schenectady, yesterday, said that the Erie, in Schenectady, destroyed by fire May 19, will be rebuilt and re-opened Oct. 1. The house will seat 1,300 and have RCA sound. Guy A. Graves will manage the theater. The State, another Farrar house, closed since July 4, will re-open Labor Day.

**DOCTOR X** SERIALIZED

Beginning Monday, the "New York Daily Mirror" will run the newspaper serialization of "Doctor X," Warner Bros. mystery thriller, prior to the invitation premiere of the picture Aug. 4 at the Strand. Wilton Chalmers wrote the 12-chapter serialization.

**COOPER OPPOSITE PICKFORD**

Preliminary to starting work on her next picture, as yet untitled, Mary Pickford leaves New York tomorrow en route to the coast. Frank Borzage will direct this United Artists production and Gary Cooper will probably be borrowed for the lead opposite Miss Pickford. The story, written by Frances Marion, is being adapted by Agnes Christine Johnson.

Rogers For Congress!

Oklahoma City—Will Rogers was being congratulated yesterday on his winning the Democratic nomination for Congressman-at-Large. He expressed himself as "much obliged."

**EXHIBITORS SCREEN SERVICE INC.**

EDGECOMBE 4-6200
203-205 WEST 146TH STREET - NEW YORK CITY
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DAILV

Changes Reported by Film Boards

Theater

NEW YORK

NORTH DAKOTA
Closings
Annamoose— Annex Garrison — Garrison La
—
Moure
Rex Osnabrock — Osnabrock
Sheldon — Community.

Changes in Ownership
Haverstraw

— Capital,

sold

Amuse-

Vistra

to

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Closings

— Memorial Hall Callicoon Center
Inn
Goshen — Central
High
Tumble
View
Mavbrook — Sweeney's
Falls — Fall
Monticello —
Lyceum
Hall
No.
Peekskill— Colonial
Tarrytown — Strand
Suffern — Liberty
Saranac
Lake — New
Woodstock
W. Hurley— Granee Hall
Yonkers— Riverdale, OrFireman's Hall
Circle.

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pheum,

Josephs.

St.

New

Vernon

Lake

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NEW YORK

CITY
Changes in Ownership
Alhambra — 126th St. & 7th Ave.,

RKO

Alhambra

sold

to

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West

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New Comedy— 114
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65th St.: New
New Third
Strand 78 East Broadway
Ave.— 1703 Third Ave. Odeon— 58 Clin1770 Third Ave.:
ton St.;
Photoplay
Rex East
Public 2nd Ave. & 4th St.
67th St.; S. & A.— 118 Manhattan Ave.;
Ave.;
SX Palace 133
Savoy Lenox
Essex St.; West End— 125th St.: WhiteWhitehall
St.:
Willis— Willis
hall— 57
Ave.

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New

Community

— 22nd

Theater

& White

St.

Plains

BROOKLYN

—

Bay Bath Ave.,
Ben Idson.

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bia.

Boise

by

City

Durant
sold to J. Jones by Earl Barrett
Rowley
Liberty, Ritz, sold to Robb
Enterprises by T. Miller Davidge and John
Terry; Guthrie Guthrie, sold to W. A.
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&

—Pedigo;

Young by Ned

St.

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— Broadway Carnegie — Liberty
— Princess El Reno — Royal
Guymon — American; Henryetta — Blaine;
Laverne— Laverne
Lawton — Orpheum
McAlester— Rex Mangum — Ortman (formerly Temple)
TishoPond Creek — Rex
mingo— Princess Yale— Rex.
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Ave.

Ownership

—

Jamaica Carlton, sold to Herman Epstein
Mattituck
by Jaystock Amusement Co.
Library Hall, sold to Royal Amusement
Co., Inc. by W. V. Conkline.
:

Closings

— Arcade.

sold

to

Theater Corp., Clinton, sold to
Kee by E. L. Choate.

Bellport— Bell
Broad ChanBridgehampton Community
PointCollege
Channel
Broad
nel
Hyperion,
Colonial.
Corona
Regent
Elmhurst
Airdrome
Edgemere
Park
Great Neck
Farmingdale Dale
Victoria
HuntHicksville
Hicksville
Mayfair
HillRichmond
Park— Park
ington
Mineola
Little
Hampton Bav
Jerome
Century Northport Northport SouthampGarden.
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Jamaica

New

— Island.

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Closings

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Majestic
Corvallis
Star, Nob Hill;

— Roxy

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Stapleton

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Theater

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So.

— Richmond.

Beach

Reedsport

— Roxy.

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Closings

Knoxville— Riviera, Roxy
—— Lyric
Wrigley Mt. Pleasant — New
Mountain City— Strand
Nashville— Elit»
No.
WoodNo. 2
No.
land
Petros — Community
—
Em—
press
Rockwood
Lyric
Sherwood
Tazewell — Cumberland
Tellico
Dixie
Plains — Monroe.

Jonesboro
Lyles

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Elite

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Elite

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Pikeville

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Changes

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Closings

Earle, Park.
— Strand Allentown —Ashley
— Parfk
Arnold — Stfand
Bethlehem — Strand
Berwyn — Berwyn
Pastime
Coplay —
Bolivar— Opera House
E.
Easton — Rnxy
Coverdale— Colonial
Cannonsburg — Duquesne Glen Rock
Harrisburg —
Greensburg — Strand
Glen
Holsopple— AuHazelton — Liberty
State
Mary's Lancaster
ditorium
Reiser —
Hamilton Masontown — Liberty New FreeSylvanian
New
Philadephia — Earle
dom—
Philadelphia — Allen,

Aliauippa
Strand

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— Garrick
Germantown, Mastbaum, Poplar, Wayne
Pittston — Roman
Phillipsburg — Majestic
Rossiter — VicPort Caroon — Three Link
Michaels
Scranton — Capitol
tory
Lake Six Mile Run— Old Home SmithPalace;
TreTopton
—
Opera
House;
ton —
mont — Tremont Washington — Washington
Wilkes-Barre —
West Pittston — Garden
Penn Williamsport — Park.
Re-Openings
Bellwood — Bellwood
Brookville— Columbia
Carnegie— Grand
Castle Shannon — Pearl
Curwensville— Strand
Elizabeth — Grand
Erie — American Hooversville— Savoy
— Liberty Mather — Mather Manor —
Norriston

-

St.

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Bison

Vernon

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Sioux

Huron

Eureka

State,

;

Bradley

Leola

;

Presho

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TEXAS

by
Memphis Cameo, sold
Memphis Theater & Equipment Co. Daisy,
sold to Community Theater Corp. by L &
;

VERMONT
in Ownership
Auditorium, sold to
George Sharby.

—

Brattleboro
Latchis by

Peter

VIRGINIA
Closings

— Park Inn Glade Springs — Dixie
Gordonsville— Memorial Hall
Hampton
Apollo.

Deltaville

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WASHINGTON
Changes
Montesano

in

— Montesano,

Ownership

sold to Mrs. Lola
by George Sprigley ; Seattle
sold to S. Mukai, by Mike Lyons
Playhouse, sold to S. Mukai by Mike
Lyons ; Spokane Liberty, sold to Principle
Theaters of Washington by Spokane The-'

—

Sprigley
Circle,

—

aters.

Closings

— Liberty Ryderwood — Sunset
Longview — Peekin Kelso— Liberty OlymSeattle— Fremont
— CapitolYakima
Misson —
Society
—Liberty.

Centralia

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WEST VIRGINIA
Changes

in Ownership
sold to Sam Klein by
Keystone Community, sold to
Harry Pauley by McDowell Amusement
Nitro Lyric, sold to Frank Nalley
Co.
by Drs. Skaggs & Marshall Whitesville
Liberty, sold to Stephen & Laing by H.

Huntington

—

Wm. Fox

Classic,

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M.

Slush.

Closings

Ashland

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& Murphy

Texas, sold to V. E.

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Whichita

Falls

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Hamm.

Closings

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Abilene Palace, Paramount Breckenridge
Palace Brownwood Lyric Burnet Burntex
Cleveland Cleveland
Crosby Crosby
Crane Palace
Dallas Melba,
Ro
Nile; Dimmitt Castro or Pal; Ed Couch
Ed Couch; Eldorado Ritz; El Paso
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ball

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— Lyric.

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WISCONSIN

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Nitro

Palace, sold to East Texas
Dixie, Palace,
Bryan
Theaters,
Queen, sold to East Texas Theaters, Inc.
Conroe Palace (formerly Majestic), sold
to East Texas Theaters, Inc.
Del Rio
Ennis
Strand, sold to D. F. Luckie
Grand, Lyric, sold to John Franconi Flatonia
Lyric, leased to A. Zauzalik
Gladwater Gregg, sold to East Texas Theaters,
Groesbeck Yale, sold to John DanInc.
ner
Henrietta Dorothy
sold to H. LBear
Kilgore Grim, sold to East Texas
Theaters. Inc.
McLean American, sold to
N. H. Greer by E. R. Adams Pleasanton
Plestex, leased to Roy La Bauve; Sanderson Princess, sold to R. N. Newson

Johnson

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Ownership

in

—Arcadia,
Inc.

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Changes

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Ownership
to Quinn & Dean

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Pilot
;
Pt.

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Selby

in

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Santa Anna Queen, sold to Pinney and
Keeling
Seymour Queen. Texas, sold to

— Century

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& Shaw new

— Opera House.
TENNESSEE
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Re-Openings

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Theater

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Mt. Vernon

State.

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— Lyric
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Falls

New

— New
owner.

— Burke;
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Burke

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Lilly

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Closings

— Bison;

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Bram— Palace Barbourville— Tivoli
well — Palace
Cabin Creek — Wilson
Crumpler — Crumpler Grafton — Strand Elkins — Grand
Edwight — Edwight Institute
Eh'te
Mifflinburg
Meadowlands — Crystal
Kimball — Kim—
Institute
Jodie— Jodie
— Fox (formerly
Lillybrook — Lillybrook
Mammouth
New) Rideeway— Strand
—
Sagamore — Sagamore
Williamsburg
Mammouth Nellis— Nellis Norton—Y. M.
Dean Youngwood — Pearl.
Ravenswood— Colonial.
C. A.
Beards Fork — Beards Fork-McComas-Mora

Changes

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Baytown

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Pt.

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Falls

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by
Menno Rex, sold to Bates
J. Quinn
Meyers
Wessington
&
by O. E. Simon
Springs Rex, sold to N. J. Zimmer by R.
Rialto, sold to N. J. Zimmer
J. Steffen
by R. J. Steffen; White Lake Aurora,
sold to Joe Kutcher by W. F. Evans.

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Closings

E.

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Joinersville

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Ideal,
sold to J. Wolf by Nathan Milgram
Keith's.
sold to Samuel Stein by R. Green
sold to Warner Bros, by Loew's, Inc.
Ritz
sold to Clem Rizzo by Harry W.
Hirsch; Ritz, sold to Ritz Theater Corn
by David Barrist; Towne, sold to S.
Goodman by Michael Stiefel Wissahickon
sold to Louis Cohen by B. L. Cohen &
Quarryville New Central,
Louis Cohen
sold to H. H. Wiggins by C. W. Kantz
Weatherly Grand, sold to
Sr. and Jr.
Bert B. Long by Frank Romano.

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— Cameo York— Carolina.
New Theater
Dillon — Broadway.
SOUTH DAKOTA
Changes in Ownership
Ipswich — State, sold to M. D. Sheldon

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Ownership

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Mifflinburg Fox (formerly New), sold to
Charles M. Weigle by Carl E. Hecht Milton Bijou, Legionaire, sold to Western N.
Y. Theatrical Ent. by West Branch ThePhiladelphia
Castle, sold to
aters Corp.
Lena Segal by Jay Theater Corp. Globe,

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in

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Ownership

in

Trade

of)

Ellenay
Fabens— Eureka
Fredericksburg
—
Palace Gainesville — Majestic
Georgetown — Palace; Granbury — Strand; Granger
—Alamo Groveton— Capital Harlingett
Arcadia
Holuston — Azteca
Itasca — Pastime
—
Dixie
Kerens — Palace
Kingsville— Rex
Levelland— Wallace
Lometa— Lyric; Longview — Ritz; Marble
Rigg;
—
Midland — Ritz;
Lavaca
Amusu Lufkin— Lincoln Roscoe— MajesMansfield — Farr Best; Meridian — Bosque
Mission— Concordia
Nixon— Grand
Port Arthur— Dreamland;
Ranger —ArcaSan Marcos— Plaza
San Benito —
Juarez Smiley — Smiley Sulpher Springs
Broadway; Tahoka — English; Temple —
Arcadia, Gem
Timpson — Victory Waxahachie— Lincoln.
Re-Openings
Corsicana— Palace;
Dawson — Dawson;
El
Paso — American Airdome Gatesville — ReGarland — Crescent
Georgetown— Palace
Greenville— Star (Col.); Houston —
Azteca
Killeen— Texas
Mansfield— Farr
Best; Midland — Yucca;
Point —
Queen; Plainview— Plainview
Arthur
— Majestic; Quanah—Texan; Sanderson
—
Princess.
gal

PENNSYLVANIA

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Cheraw Lyric, sold to R. S. Rogers by H.
M. Craft; McColl— McColl. sold to J. D.
Mclntyre by Mrs. C. H. Welborn.

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SOUTH CAROLINA

Changes
Strand

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— Edwards.

Changes

Lyric

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Hawthorne-

Salem— Capitol.
Theaters

Portland

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Re-Opening

:

Closings
Lyric

Portland

;

New

Medford

:

STATEN ISLAND
Rosebank

Hugh Mc-

:

:

Theaters Corp.
Lamar, sold to Community Theater Corp. by L & L Theaters
Corp.
Linden Circle, sold to Community
Theater Corp. by L & L Theaters Corp.
Norman, sold to Bill Biggs by Memphis
Theater & Equipment Co. Rialto, sold to
Community Theater Corp. by L & L Theaters Corp.; Ritz, sold to Travis & Byrd
by Memphis Theater & Equipment Co.
Obion Princess, sold to G. A. Nichols by
T. J. Lee; Selmer Moore's, sold to O. N.
Goodrum by J. H. Moore.

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Arena, Franklin. Hamilton
Bohemia— R.S.V. P. Hall:

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in Ownership
Bagdad. Bob White. Egyptian,
Colonel Woodlaw by Multnomah

Belton

LONG ISLAND

Astoria

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Portland

St.;

in

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Changes

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Changes

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Closings

St.;

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Victory— 7412— 13th

— Victory,
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Clustee

Quinton
sold to H. L. Poole by K. King
Idle Hour, sold to M. Ewing by J. R.
Phillips; Tuttle
Rex. sold to H. J. Brooks
by C. E. Allison ; Wilson Thompson, sold
to H. L. Gilliam by G. D. Thompson and
H. L. Gilliam.

OREGON

:

St.

Ricks
Checotah,

—

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St.

— Palace,

;

— East 92nd
Amphion — Bedford Ave.
Art — 7th Ave. & 52nd
Atlantic — 70 Atlantic Ave.
Boro Hall—
Park — 837
102
Court
St.;
Broadway
Broadway; Bunny — 314 Flatbush Ave.:
Century — Monroe
Criterion — Grand
Decatur — 1674 BroadAve. & Fulton
way Evergreen — 923 Seneca Ave. Globe
—
Sumpter
Hamilton — 165 HamilAve.
Ave.
ton
Jefferson — Jefferson
Metropolitan — 168 Manhattan Ave.: Myrtle— Myrtle Ave.; New Atlantic — 205
Atlantic Ave.
New Ideal — Knickerbocker
New
Newkirk — East
16th
St.:
Ave.;
Peerless— Third Ave.;
Plaza — High
Reo — 110 Wyckoff Ave.; Roebline — Lee
Senate
Scenic — 500 Atlantic Ave.
Ave.
Ave.
—
Sheffield— Sheffield
Ave.
18th
Skillman— Myrtle Ave.: Sun Rav— 1901
Broadway; Tip Top — 357 Wilson Ave.:
St.

Ownership
sold to W. M.

in

H. Oldham; Checotah

J.

Closings

American

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Theodore Telenk by

sold to

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Ownership

in

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Anadarko
Cheyenne

Ave..

Bronx, N. Y.

Changes

— Amelia; Buchtel— Star;
Cincinnati
Keith's, Strand
Dayton — Ohio, State
Glouster— Palace
New Bremen— Crown
Pomeroy — Electric Portsmouth — ColumOKLAHOMA

Amelia

Changes

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Closings

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Barck.

Bellmore 3rd Ave.
Park— 7th Ave. & 59th St.;
Central
ClareCosmopolitan, Central Park South
Davtona
mont 3589 Claremont Ave.
1547
Amsterdam Ave.;
Gayetv
2128
HarBroadway
Greelev— West 39th St.
Hippodrome
lem King 2314 Third Ave.
Houston Hous43rd St. & 6th Ave.
Liberty
ton Sq.
Jerome Jerome Ave.
52
116th St. & 1st Ave.: Lenox Little
East 78th St.
Major Broadway & Canal
St.
Moss' Broadway B'wav & 53rd St.
Ave.

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by Alhambra

Corp..

Closings

— 7th

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Lakeview,
Smith ;
Lakeview Indianola,
sold to L. T. Hanson by George B. Bennett
Roseville
Midget, sold to F. M.
Tewksbury by S. L. Dilts ; Toledo Liberty, sold to Westway Theater Co., Nat
Charnas by Westway Theater Co., Sam

Swan Lake.

Film Booking
Theater Corp.

—

ton by R. E. Reisinger; Cleveland Union,
sold to Nate Schultz by F. A. Simon &
Nate Schultz; Coldwater Columbia, sold
to • Louis H. Yauss by Henry Hellman
DeGraff Jewel-Ohio (Lincoln) sold to Albert Jewell by Wilson Brehm
Dennison
Lincoln, sold to Robert Maxwell by Jacob
;

Swan

;

Ownership

in

Akron Tivoli, sold to H. E. Bickel by Mrs.
T. H. Barden and H. L. Malone; Circleville— Cliftona (Circle), sold to Harry Clif-

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Theaters

— Westchester

Changes

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Mt.

OHIO

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ment Co.
Beacon

Thursday, July 28, 1932

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Changes

— Crystal,
Annectson Bros.

Burlington

in

Ownership

sold

Jack

to

Yeo by

sold
— Colfax,
Conway; Fort
Craite by
Atkinson — Fort, sold to
Hillsboro —
National Amusement Co.
Royal, sold
H. R. Knower by M. R
Milwaukee— Columbia,
to
Mitchell
Pas-

Colfax
Colfax Theater Co. by T.

to

;

J.
I.

J.

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to

sold

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Jule Kaplan by Columbia Ent. Inc. ;
time, sold to Pastime Theaters, Inc. by

H.

R. Nichols & O. R. Nichols; Rhinelander
Lloyds, sold to C. W. Lloyd by Reuben
Waupaca Palace, sold to F.
Rosenblatt
W. Goldbach by C. H. Harris; Wisconsin
Mission, sold to Frank Fischer by
Dells
Peterson & McManman.

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Closings

— Rex Green Bay
— Gem Evansville
— Movie; Milwaukee
— Strand; HammondNiagara
Club; Oshkosh
Mozart; Niagara —
— Opera
House
— Strand Painesdale
Stevens Point
Spring Green — Wisconsin
Woodville
Lyric
Wittenberg— Kersten

Cornell

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Opera

House.

New

Viroqua

—Vernon.

Theater

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SURVEY INDICATES GREATER
DEMAND FOR WESTERNS

(Continued from Page 1)

year Paramount produced one western.
This season's lineup includes three Zane Grey stories which
Randolph Scott will be starring, and one Will James story. "The Lon
one is possible that three more Will James books will be made
into western features by Paramount.
RKO Radio, although not increasing its western features over last
year when they made six, is produc
"The Last Frontier," a western
serial of 12 episodes. Fox has in
creased its western lineup from four
for last year to five for the new season. George O'Brien will be star-
ning in Columbia, with 16 westerns late
season to hold the same number for
1932-33, while World Wide, according
to the survey, is the only large producer to decrease its western
schedule. Last year World Wide made 10 Ken Maynard and eight Bob
Steele westerns, for the new year, only eight Ken Maynards are sche
duced. In the independent field, Mon
is the only circuit which has sched
for last season. Other com
panies, some newly formed, will in
creased the number of westerns for
be on the market this year by a
considerable number.

Propose International
Projectionists' Alliance

(Continued from Page 1)
standard reel. Exchange of infor
mation is one plan of the project.
Somewhat akin to this project is the
plan of the S. M. P. E. under
which the society has written to
similar scientific bodies in England,
France and Germany seek their co
operation in an effort to standardize
all motion picture equipment.

52 Neighborhood Groups
Previewing At St. Louis

St. Louis—Fifty-two neighborhood
committees are now reviewing shows
available for "family nights." These
committees supplement the regular
society committees which review
first-run houses.

RKO OUT OF PARK LANE
RKO will move out of the Park
lane, July 31 taking all equipment
which is the property of the cir

Gilmore Raps Movies

"A certain slackness which ap
pears at times to be a national
trait..." Gilmore states, evid
ce of the movie-going habit, accord
ing to a statement made by the Actors' C
President yesterday. Gilmore
claims that legitimate managers
should make concessions to the
public and make theatergoing easier.

HOLLYWOOD

JULIUS McVECKER has been cast
by Paramount for "The Phantom
President" in which George M.
Cohan is starred. McVicker played
the lead role in "The Ladder," on
the Broadway stage for a long-run.

Peg Entwistle, Broadway actress
who makes her screen debut in the
RKO Radio picture, "Thirteen Wo
men," has been awarded a term con
tract by RKO.

Paul Lukas has been borrowed
from Universal by RKO Radio Pi
tures to enact the dual role of De Sano
in Constance Bennett's forthcoming
production, "Rock-a-Bye," states
David O. Selznick.

Joseph Cawthorn, RKO Radio con
tract player, has been assigned to a
role with Joel McCrea in "Sports
Page."

Mattye Kemp, Robert McWade, Iva
Simpson, Hilda Vaughn and Robert
McElliott are additions to the cast
of RKO Radio's mystery special,"The
Phantom of Crestwood."

Director Frank Capra has added
three noted character actors to his
current Columbia production, The
Bitter Tea of General Yen. They
are Martha Mattox, Emmett Corri
san and Lucien Littlefield.

In between times today, while
passing out the perfectos, L. Wolfe
Gilbert, Fox Films song writer, was
in the lobby of the RKO Radio
theater. Hollywood's youngest grand
father, Mr. and Mrs. Gilbert, each 44, last
Saturday became the grandparents of a seven-pound boy, with
their daughter, Ruth Gilbert Gottlieb, tak
ing an important part in the event
at the Cedars of Lebanon Hospital.
Young Gottlieb today was practicing
the melody of the new L. Wolfe Gil
bert-James Hanley song, "Little
Man."

Frederick Burton and Harold
Healy, well-known character actors,
have been added to Paramount's
"The Sign of the Cross," which Cecil
B. DeMille is directing. De Mille
will begin production of "The Sign of the
Cross" next week.

NEW MIAMI HOUSE OPENING

Miami, Fla.—The Mayfair, latent
addition to Miami's picture houses,
will be opened this week. The build
ing, located on Rice Bay Drive, was
erected in 1929 for the Civic theater.
The theater is owned by the May
fair family. Time management is
aged by John A. Cunningham, who
also operates the State theater in
Miami.

BLYKYN STRAND GETS "PRICE"

"The Purchase Price" will play
the Brooklyn Strand for one week
starting tonight.

"Women in Prison," a play
by Dorothy Mackaye and Carleton
Miles, has just been purchased by
First National.

Maurine Watkins, author of the
stage hit, "Chicago," has been con
tracted by Columbia to adapt "Child of
Manhattan," Preston Sturges stage
play.

Another story will be waiting for
Ann Harding when she finishes "The
Conquerors" with Richard Dix. John
Murfin has been assigned to write
the Harding story.

"The Shining Shark," a story by
Vicki Baum, author of "Grand Ho
tel," has been purchased by Para
mount for three-adaptation.

"All the Evidence," RKO Radio
picture being produced by J. B. G.
Brown, will take place this week with
Marian Marsh and Reginald
Denny in leading roles.

Jofe von Sternberg is now on the
week of production of Paramount's
"Blonde Venus," starring
Marlene Dietrich.

Mary Jo Desmond, daughter of
William Desmond and Mary McVor
make their film debut in "The Last
Frontier," RKO Radio's serial.

Kenneth Thomson, Edward Le
Saint, Clarence Geldert, Lloyd In
graham, Violet Beaton, Mitchell
Harris, Allan Pomeroy and Oscar
Smith, old timers, are eight play
ers who have been added to the cast
of RKO Radio's "Thirteen Women."
George Archainbaud is directing.

Reginald Owen has been assigned
a straight, romantic role in RKO
Radio's "A Bill of Divorcement,"
now in production.

John Cromwell, who recently signed
an RKO Radio contract, has been
assigned to make "Three Came Un
armed," the prize novel by E. Arnot
Robertson.

Samuel Goldwyn has selected Dor
othy Hale for the role of the wife in
"Cynara." It will be her first
screen role.

"Duck Sickness" FILMED

A tragedy from wild life is de
picted in the new United States De
partment of Agriculture educational
motion picture, "Duck Sickness—A Menace to Western Waterfowl."

SAX SIGNS BERNICE CLAIRE

Bernice Claire, musical comedy
actress, has been signed by Vitaphone for The Municipal Band Wall
paper series of the "Marble Comedy Series."
Sam Sax, production head of the
Brooklyn Vitaphone studios has also
engaged Jimmy Caruso and Omaf
and Arden for the picture.

OPERATORS READJUST WAGE
IN DETROIT INDIE HOUSES

(Continued from Page 1)

time Publix has about half of its
theaters signed up for wage scale
adjustment, under contracts suc
ceeding the ones which expire Sept
1, according to Roger Kennedy, op
erators' local business manager.

Arhuckle is Returning
To Screen in Short

(Continued from Page 1)

head, announced yesterday. The
comedian has been directing and
making personal appearances since
his retirement from the screen in
1931.

Robin to Again Head
Indie Supply Dealers

(Continued from Page 1)

manufacturers are invited to attend
the sessions. Reservations may be
made through R. G. Tannenb
etary, 10th and Grand Sts., Kansas
City.

Famous Players Canadian
Books RKO Line-up

(Continued from Page 1)

Levy and Leo M. Hecht for RKO and
Arthur Cohen and Ben Gold
saler for Famous. The lead-off fea
ture will be "Bring Em Back Alive."

"Hokum Mystery" Episode
At Educational Release

The first subject on the new Edu
cational line up, scheduled for release
in August, is the first episode of
"The Great Hokum Mystery," the
comedy serial produced by Johnnie
Walker and Monroe Green with Har
ry Miller and Lew Lehr, providing
the comedy dialogue. This serial will
be released in six two-episoe
episodes. The other new series to be launch
ed next month is the new Terry
Toon group, with the first of the 26,
as yet untitled, set for release on
Aug. 21.

ROXY REOPENS IN AUGUST

Reason for postponing re-opening of
the Roxy until August is because
bondholders and Harry Koch, re
ceiver, failed to reach an agreement
on "certain matters." THE FILM
DAILY was told yesterday. Reopen
ing was scheduled for tomorrow.

Russian Film Exhibits

The Soviet Government is organ
izing an international film exhibition
which will take place successfully
in all important European centers. A
number of Russian films, which have
already had success abroad,
will be shown, and lectures demon
strating the studio methods employed
in Russian film production, will be
held.
Karl K. Kitchen Presents

Where the Next 'Craze' Is Coming From and Why—Tales of the Big Town.

By KARL K. KITCHEN.

Although I am not the seventh nor the seventh son, it is not difficult for me to predict that the next "craze" will be centered with Bali and the Balines.

But unlike most prophets I set forth the basis for my prediction. And whereas I am very much mistaken you will agree that it is all very much Oliver Twist to my Victorian eyes.

Works the next few days your stars will be shining in the first half of the sky. Before the second half of the sky is reached, the first part of the Bali music will sound through the house.

But when I say "the next craze,' I mean just what I say. I mean a new craze that will be of infinite value to those who are interested in the arts.

Long ago, long ago, when the world was a young girl, the Balinese were the first to discover and appreciate the beauty of the dance. They were the first to dance to the rhythm of the drums.

There is a story that some of the Balinese, having heard of the beauty of the dance, decided to try it themselves. They danced around the island for days, and finally, in a spirit of despair, they said, "We cannot dance like the Balinese."

But the Balinese were not dismayed. They took a new dance, and the next day they danced and danced again, and this time they succeeded. They danced to the rhythm of the drums.

And so it was with the Balinese. They never gave up, and they never ceased to dance. They danced for the beauty of the dance, and the beauty of the dance was returned to them.

But the Balinese are not alone. There are others who dance to the rhythm of the drums. They are those who appreciate the beauty of the dance.

And so it is with the Balinese. They are the first to discover the beauty of the dance, and the second to appreciate it. They are the first to dance to the rhythm of the drums, and the second to find its beauty.

And so it is with the Balinese. They are the first to discover the beauty of the dance, and the second to appreciate it. They are the first to dance to the rhythm of the drums, and the second to find its beauty.

I hope that I have made myself clear. If not, I am sorry, but I have tried my best. I hope that you will forgive me. I have tried my best.
REPORT RKO WITHDRAWING FROM TRANS-LUX CORP.

W. E. Suit Charges Sound Patents Infringement

N. Y. Anti-Dual Feature Move Balked by Buying Deals

CRITICS' FORUM

Picture reviewers have their say in replying to The Film Daily's Questionnaire

J. MAXWELL BEERS, Elmira, N. Y., "Reporter," says: "Believe pictures occupy a commanding position in the life of the United States and are affording splendid entertainment, at a maximum of price, to many people who would miss them tremendously if ever they were taken away."

CHRIS GRAHAM, Bronx, N. Y., "Home News," says: "An academy to train promising writers, or subsidizing of promising writers, or any other means of getting good stories would be of tremendous benefit, irrespective of the cost. This is a matter for the industry as a whole to go into."

RICHARD L. CAPELL, Council Bluffs, Iowa, "Nonpareil," says: "It has always appeared to me that a long program of two or more features on a bill detracts from the audience's enjoyment as it is tiring and usually means one good feature and the rest so-so fills.

WILBERT L. HAARE, York, Pa., "Dispatch," says: "Playing two or three features on one bill is an excellent idea. It keeps the audience in a good humor and at the same time they feel as though they are getting their money's worth. It affords a chance to offer a variety of subjects."

A. GLENN ROGERS, Geneva, N. Y., "Daily Times," says: "I have always been amused at the idea of critics telling the public what they like. I have seen pictures condemned by critics that drew good crowds and which were thoroughly enjoyed. But the critic has the eye for the strength of the plot, the acting and directing and numerous other things that the ordinary theatre patron lacks."

O'Reilly Sees Little Hope For Curtailing Twin Bill Policy

All hopes of wiping out the double feature policy in the Greater New York territory seemed shattered yesterday as independent operators pointed out that circuit buying of new season product has progressed to a degree which prohibits any curtailment of the practice. With the RKO and Loew circuits (Continued on Page 4)

REPORTS ALL MONOGRAM OFFICES MAKING PROFIT

Every Monogram franchise holder in the United States and Canada is meeting its commitments and showing a profit, W. Ray Johnston told FILM DAILY yesterday. Out of 36 branches individually operated none is in the red. "If more companies would stick to the fundamental idea of keeping production selling and exhibition separate they would now find themselves in a more substantial financial condition," said Johnston.

Max Stahl Is Leaving Educational at Chicago

Chicago—Max Stahl has resigned as manager of Educational's local branch. No successor has as yet been named.

Sound Patents Infringement Is Charged in New W. E. Suit

Brookhart Bill Passage Expected by Col. Cole

Dallas—Replying to exhibitor queries, Col. H. A. Cole, Allied Theater Owners of Texas president, expressed the opinion that the Brookhart bill will be passed by Congress. Consideration of the bill is insured for the coming session, he pointed out.

AMKINO BRINGING OVER TWENTY MORE FEATURES

Amkino will send twenty more Russian feature films, including three silents, to this country by the first of the year, Victor Smirnov, head of the New York office, told FILM DAILY yesterday. Seven features have been released in this country since Jan. 1 and the eighth, "House of Death," opens at the RKO Cameo tomorrow. On the new schedule, "Prosperity" and "Deserted" are now on route here for October release. Amkino has already produced 12.7 percent of its annual budget. (Continued on Page 4)

Trans-Lux Expected To Buy Back RKO’s Holdings

Withdrawing from the Trans-Lux Corp., RKO is understood to be planning to drop its 50 per cent holding under the optional terms of its one-year agreement which expired last month. It is understood that Trans-Lux Movies Corp., holder of the remaining 50 per cent interest, will buy back the RKO equity. The (Continued on Page 4)

PUBLIX-ARTHUR POOLING DEAL EFFECTIVE TODAY

Pooling deal between Publix and Harry Arthur, covering five Publix houses in four New England situations, has been closed and Arthur takes over management of the theaters, in conjunction with his own circuit, today. Theaters involved are: Paramount, New Haven; Paramount, Hartford; Paramount and Broadway, Springfield, and Capitol, Worcester.

Says “Best Canadians” Want British Pictures

Toronto—Replying to a protest made by Allied Exhibitors of Ontario, in anticipation that the province might put into force a legislation enacted two years ago requiring theaters to show a certain number of British-made pictures, Major Chancellor S. Bowlen, chairman of the Ontario Board of Censors, declares the "best elements of (Continued on Page 4)

Columbia Plans Picture Based on Flo Ziegfeld

Columbia will produce a picture dealing with the life story of Florenz Ziegfeld under title of "The Great Glorifier." Lew Lipton is writing the story, which is in line with the company's policy of producing timely subjects, it was pointed out yesterday.
Dickinson Circuit Moves Back to Lawrence, Kan.

Kansas City—The Dickinson Theater circuit will move to its former location at Lawrence, Kan. Headquarters will be maintained at the Dickinson theater. Both the Variety and Dickinson in Lawrence will be under the personal supervision of Glen W. Dickinson. The Varsity will reopen next week.

REUNION FOR MEGHAN

West Coast Bureau of THE FILM DAILY

Hollywood—A grand reunion for Thomas Meghan was held at the Paramount studios today on the occasion of the genial actor's return to the company which starred him for so many years. Meghan arrived from New York accompanied by his wife and announced his intention of remaining indefinitely in California. His first work will be to portray William F. Carey, president of Madison Square Garden, in a picture and of that name being produced by Charles R. Rogers for Paramount release.

LEO JONES IN NEW POST

Cleveland—Leo Jones, formerly Metro booker in this city, has been appointed representative for the Neon display frames, manufactured by Lyman's, 36 Broadway, New York, N.Y., in Nebraska, Kansas, and Canada, the West Coast Skouras houses and the Balaban & Katz houses in Chicago have closed contracts for these display frames, Jones reports.

OPEN S NEW DALLAS OFFICES

Dallas—W. E. Paschal of Paschall Texas Theater, Inc., who recently purchased a 50 per cent interest in the Astor Theater, has established offices at 2009/10 Jackson St. The Dent deal carried an operating contract whereby Paschal will operate for, and operate the entire circuit.

DESBERG BACK ON JOB

Cleveland—Fred Desberg, general manager of Loew's Ohio Theater, is back at his desk after a month's complete rest following a heart attack.

TED DALE ON RADIO

Tel Dale, pianist and xylophonist with Abe Lyman's orchestra at the Capitol, will be guest artist on Madame Bowes' "Family" broadcast, Sunday, over WEAF.

DENY STUDIO DEAL REPORT

A. C. Blumenthal yesterday denied to comment, one way or another, on a report that he was in the market for a new contract over the 20th Century-Fox Astoria studio. Paramount denied the story.

ED SELZER A PAPA

Ed Selzer, Warner Bros. advertising and publicity man, became the father of a boy yesterday. The new baby, Selzer's second, was born at Madison Park Hospital, Brooklyn.

U. S. Films Will Be Censured By France

Paris (by Cable)—President Léon Blum has signed a decree authorizing the close inspection of motion picture films made in Hollywood and elsewhere, for "the protection of French morals and French producers." A summary of the decree which has been issued by the Ministry of Fine Arts is being studied by American representatives for its effect on the American film industry.

SERVICES FOR MRS. GARFIELD

Cleveland—Funeral services for Mrs. Rae Garfield, 78, who died July 24 in the Samaritan Hospital at Los Angeles, will be held here Sunday at the RKO Palace. Services will be conducted by Mrs. Garfield's survivor, five children, Mrs. Rae Cohen of Los Angeles, Mrs. I. Sacheroff of Cleveland, Sam who is connected with one of the west coast studios, Charles, manager of the Cameo theater, Cleveland, and RPO, has been prominent in the states right field.

"FAIRBANKS FILM FOR A. C.

"Mr. Robinson Crusoe," Douglas Fairbanks' picture, has been booked into Warners' Atlantic City for an Aug. 10 opening, it was announced yesterday by John E. agency, general manager of United Artists. The film is tentatively pencilled into the Rialto here for the same date, but there is a possibility that it may be put ahead a week.

PICKETING 3 OHIO HOUSES

East Liverpool, O.—Union stagehands and operators local are hiring pickets to parade in front of the Ceramic, ace house here, and the Hartmarx, and the LaSalle, first-run theaters, which have been alternating two weeks' operation here this summer rather than close the houses indefinitely, owners and their immediate families are trying to take the place of operators and stagehands and keep the houses open.

GLASS LEASES DALLAS HOUSE

Dallas—R. Z. Glass has leased the Ro-nile and will reopen the house in the Knox Street theater. Glass is owner of the Public Address Service here.

SOUND FOR PALACE

American pictures are so popular with the President of Turkey that he has installed sound-reproducing equipment in his palace, states the Department of Commerce.

HAROLD HUBER SIGNED

Harold Huber, young "heavy" has been signed to a long-term contract by First National and will leave in another week or so for the west coast. He is due to report at the Picture Finance Co., 215th Street, 15th avenue probably will have a role in "Central Park" as his first assignment.

4 More Houses Go Dark

In Minneapolis Territory

Minneapolis—Indications are that there is a greater percentage of theater closings here this year than last. The Hubert has closed after a short run of foreign pictures and three Publix houses, the Arnon, Empire and Rialto went dark recently.

NEW YORK STOCK MARKET

High Low Close Change

Cen. Fm. Ind. . 27 1/4 27 1/4 27 1/4

West. Kodak . 44 3/8 44 3/8 44 3/8

Loew's, Inc. . 21 3/8 21 3/8 21 1/2

M-G-M std. . 175 5/8 175 5/8 175 1/8

Pathex. Corp. . 26 3/4 26 3/4 26 3/4

RKO . 31 1/2

Warner Bros. . 14 3/4

NEW YORK BOND MARKET

High Low Close Change

Cen. Fm. Ind. . 27 1/4 27 1/4 27 1/4

Great Amer. . 85 1/4 85 1/4 85 1/4

Keith A-O . 64 1/4 64 1/4 64 1/4

Paramount 4% . 245 1/2 245 1/2 245 1/2

Par. By . 42 49 41 41

Pathex. Corp. . 4 4 4

RKO . 31 1/2

Pathex. Corp. . 26 3/4 26 3/4 26 3/4

Warner's 6 3/4 . 20 19 20

4 More Houses Go Dark

In Minneapolis Territory

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EXPOBITETTES
A Clearing House for Tabloid Exploitation Ideas

New Kid Club Idea Gets Play

NAT WOLF, Warner Theaters Ohio district manager, has had remarkable success with the formation of a comedy kiddie club called the "Looney Tune Club," based on the "Looney Tune" Vitaphone cartoons which point the way to appreciative "gravy" money for exhibitors. Formed at the Uptown Theater, Clevelend, as an experiment, the second week's attendance of 800 kid members of the "Looney Tune Club" has led to the organization of similar clubs in other Warner theaters in the district. The idea is now being adopted by all Warner Theaters. A comprehensive manual drawn up under Mr. Wolf's supervision gives the Warner Ohio managers full instructions on the formation and conduct of the "Looney Tune Clubs." Memberships applications, buttons, cards and pledges, merchant cooperation and sponsorship, newspaper publicity, campaigns, club yells and theme songs, balloting on officers, stunt and giveaway suggestions and prize contests are provided for in the manual.

—Uptown, Cleveland.

HOWSON'S BALLYHOO RECORD

The voice of Albert Howson, director of censorship for Warner Bros., will be heard on the "motion voice" ballyhoo record especially prepared for the New York engagement of "Doctor X," Warners mystery thriller, which begins Thursday, at the Strand.

BUYS AT MT. HOreb

Mt. Horeb, Wis.—C. W. Nebel of Milwaukee, formerly with the Community Theaters Inc., has taken over the Strand and Parkway. The former is owned by Andrew Hustad and the latter by Albert Peterson. The Strand will reopen Aug. 15. The Parkway will be run as a dance hall.

A FACT A DAY

The average cost of Japanese pictures produced by the two largest concerns, is $7,500 for Nikkatsu, and $12,000 for Shochiku. Each makes from 100 to 120 pictures a year.

ALONG THE RIALTO WITH PHIL M. DALY

ONE OF the most complete campaigns ever prepared in the history of show biz is that for Arkayos Greater Show Season. August 12 to September 15. the highlight and feature of the entire campaign is a search for radio talent, tied in with the NBC network. It is called a "Talent Quest." It looks in with local newspapers, merchants and business associations. the idea is to build business for the entire community as well as the 133 Arkayos theaters.

TALENT OF all varieties will be given tryouts on the stages of their local theater: the best boy and girl musician, soprano, baritone, bass the leading flapper and sheik... the leading high school student, stenog., newboy, fireman, policeman... and such an all-inclusive plan doesn't get the whole community stirred up... what will?

WHAT INTERESTED us is the fine compilation of a series of newspaper stories included in the enormous campaign book tracing the history of vaudeville back to the days of variety and all the way further to the days of the honky tonk. We are reprinting some of the honky tonk article here for the honky tonk was the first universally popular form of entertainment and if the film moguls would study that colorful era they might learn that the free and easy atmosphere of the honky tonk is what the masses want. In contrast to the refined, arty, colorless atmosphere of the present day film theater... folks want to be free, easy and sociable when they go out for a good time... that's why the beer-garden idea in Germany is so perennially popular... that's why the honky tonk a success in film theaters... if so, it would solve ALL our problems just a Thought.

IN THE late nineties New York was dotted with summer gardens... honky tonks... Chicago had its Hillinger's, Spondley's and its Ferris Wheel Park... but the real color of variety was to be found in the West at Hurley, Wisconsin, was the famous "Klondike"... Duluth had its "Parlor" Superior, Wisconsin, its "Silver King" and "The Gem." this trio had the genuine honky tonk atmosphere... girls worked the tables between shows.

AND AT Billings, Montana a town of 8,000 in those days was "The Globe" whose proprietor was wont to prance among the tables shouting, "Gents, the show is free, but you must buy beer." Then we had "The Columbia" and "The Park" in Minneapolis... friendly places in which lumberjacks got smashed on their coiks when they became unruly.

THEN CAME the Nickelodeon... gradually replacing the honky tonk... and with the film shows came order and decorum... the customers sitting in regular rows of seats... and not sprawled around tables... laughing, talking, singing... yet the honky tonk was the beginning of our popular forms of amusement... vaude and pix... and thousands of old-time actors started in the honky tonks... but they won't admit it!

TIMELY TOPICS
A Digest of Current Opinions

Sincerity is Secret of Screen Success

SINCERITY instead of histrionics is the real secret of success on the talking screen, applying alike to the work of the actor, the writer, and the nature of the story... The geometrical rule that a line is the shortest distance between two points, has its exact corollary in the production of and acting in motion pictures. The simplest, sincerest, and most natural way of doing a thing is the successful one. For the actor there is only one secret of a successful performance, and it is the very simplest thing in the world; so simple that I am amazed that so few realize it. It is simple to be sincere. The player who reads a line exactly as he would say it, if in real life, occasion arose for the speaking of that line, is the player who registers. Writing a story involves the same principle. A story that flows smoothly and naturally from sequence to sequence, that has no pangs of artificiality, is as convincing as watching real life, and hence is grippingly interesting. One has to believe a story in order to really become wrapped up in it. The writer who can get so interested in what he is writing that it gets him believing in it himself is writing something that the audience will believe. Dialogue above all else has to be natural to succeed.

—Charles Brackett.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

July 29
William Powell Thelma Todd Clara Bow

[Image]
N. Y. Anti-Dual Move
Balked By Buying Deals
(Continued from Page 1)
set with major company product, indepen-
dents generally felt that they would be compelled to continue their present policies.

"No material progress has been reported," President Charles O'Reil-
ly of the T. O. C. C. said yesterday.
As the buying season is fast de-
venging it is very unlikely that the policy will be curtailed or elimi-
nated."

Says "Best Canadians"
Want British Pictures
(Continued from Page 1)
the Canadian public are calling for
more British films." Question of
pacing playing of British-made
pictures in the Dominion is now be-
ing discussed at the Imperial Eco-
omic and Trade Conference in
progress at Ottawa.

FREE SHOWS IN PARKS
Newark. O.—The Buckeye Lake
Park is offering free movies to pa-
trons. Program changes are made
from time to time. Complete sound
equipment has been installed in the
open air theater. Three other Ohio
amusement parks are showing free
movies, they are the Oentangay at
Columbus, Meyers Lake Park at
Canton and Idora Park at Youngs-
town.

CLEVELAND MAJESTIC OFFICE
Cleveland.—Majestic Pictures ex-
change will open here next week un-
der the ownership of Morris Segal of
Cincinnati. Segal has purchased
the distribution rights to Majestic
product for all of Ohio and Ken-
tucky.

Efficiency Idea Clicks
West Coast Box, THE Film DAILY
Hollywood—David Ridgway, 27, an
assistant recordist in the RKO Radio
sound department, has been re-
warded with a cash bonus and a
citation of merit by David O. Selz-
nick, executive vice-president in
charge of all RKO Radio produc-
tion for having suggested a means of
economy which will save a sub-
stantial sum on each picture. Ridg-
way's idea proved feasible by Carl
Dreher, chairman of the RKO Tech-
nical Committee, to be break down
sound negative before development.
only picked takes being processed
thus cutting down laboratory ex-
pense.
Empire Operators to Appeal Picketing Decision

FRANKLIN URGES EXHIBITS TO SHELVE WEAK FILMS

M-G-M Reports Net Profit of $1,351,823 for 12 Weeks

Gross of $2,767,762 is Announced For Period Ended June 4

Net profit of $1,351,823 after the deduction of $184,340 Federal tax is reported by M-G-M on its income account issued yesterday, for 12 weeks ended June 4. The statement in full follows; gross profit, $2,767,762; less, operating expenses of $1,281,286, showing an operating profit of $1,486,476. Miscellaneous

DOUBLE FEATURE BILLS IN 22 LOEW N. Y. HOUSES

Not more than 22 Loew houses in Greater New York are now double featuring, it was stated at the circuit's home office yesterday. Approximately 70 theaters are operating in this territory. Statement was made that practically no Loew theaters outside of New York are playing dual bills.

Court Exoners M-G-M of Charge of Plagiarism

M-G-M won a court verdict yesterday when the U. S. District Court, New York, found the company not guilty of plagiarizing from "Dis- honored Lady," written by Edgar Sheldon and Margaret Ayres Barnes. Petitioners had alleged that "Letty Lynxton," in certain phases, resembled their play. It was pointed out that the story of the M-G-M picture was based on an actual occurrence, published in the newspapers.

Columbia Now Grooming 8 Players For Starring Roles in Near Future

W. C. B. of THE FILM DAILY

Columbia to Stage Rodeo For Buck Jones Rangers

What is billed as a mammoth rodeo is planned for the Buck Jones Rangers, Columbia subsidiary which boosts Buck Jones features. Event will be started in New York within a few weeks, with indications that 10,000 rangers, identified with clubs in the metropolitan era, will attend.

Maryland Passes “Interlude”

First censor board to pass "Strange Interlude" is Maryland, which has okayed the M-G-M picture, starring Norma Shearer, without eliminations. The board's report referred to the film as a "classic." The New York censors will look at the picture early next fall.

Lower N. Y. Insurance Rates Is Aim of T. O. C. G. Survey

Form Censor Board After "Horror" Film Protest

Valdosta, Ga.—Following a women's club protest against a "horror" picture which played a local theater, the city government has organized a censor board.

Columbia Now Grooming 8 Players For Starring Roles in Near Future

W. C. B. of THE FILM DAILY

Lawyers To Make Public Three Private Sketches

Three Lamb's Gambol sketches, heretofore for private entertainment only, have been combined into a two-reeler "No Ladies Allowed," first of the series being released by Columbia. Joseph Santley adapted and directed the picture.

The three sketches included are "The Monster," portrayed by Otto Kruger, Al Ochs, Bill Carey, and M. Groeschbank; "Broadway Belles" with Charles King as m.c. and Bill Hol.

Empire Local To Seek Reversal of N. Y. Picketing Decision

Richards Now Casting For Charles R. Rogers

W. C. B. of THE FILM DAILY

Right of a union to picket theaters which was upheld July 20 by the New York State Court of Appeals, will be taken to the United States Supreme Court by the Empire State Motion Picture Operators' Union of Brooklyn. Empire will base its move.

More Profitable to Over-Buy and Shelve, Says RKO Executive

Claiming that the shelving of inferior product will be "the industry's most constructive move," Harold E. Franklin told FILM DAILY yesterday that it will be indefinitely more profitable to over-buy and shelve poor pictures, making settlements at the end of the season, than to force theaters to show pictures that

REPORT GARBO AND M-G-M SET ON NEW CONTRACT

Greta Garbo, who is now staying at the home of her attorney in Greenwich, Conn., is understood to have reached an agreement with M-G-M in connection with a new contract reported to provide an increase in salary. Officials of the company yesterday declined to comment on the situation. Garbo is expected to sail Sunday for a vacation in Sweden and then return to the M-G-M lot.

Semler Handling Trailers For Louis Meyers Co.

Johnny Semler, formerly president of the Semler Cinema Service, has been engaged by Louis Meyer to head the special service department of De Luxe Trailers.

Golf, Golf, Nothing But Is Hiram Brown's Plan

"Golf, golf and nothing but golf, except, perhaps a bit of fishing" are the sole plans of Hiram S. Brown, who retired from RKO and the film industry yesterday. When asked by FILM DAILY for a farewell message to the industry, Brown replied, "I have nothing to say but 'Golf.'"
Franklin Urges Exhibs
To Shelve Weak-Films
(Continued from Page 1)
the public does not want. RKO has booked the 1922-23 output of profit leaving
Fox, Columbia, one-half of Para-
mount and the entire product of one
other company.

Empire Operators To
Appeal Picketing Decision
(Continued from Page 3)
Empire, the one dissenting opinion, hand-
ded down by Judge O'Brien, of the Appeals Court in which he cites as
precedents several similar cases in-
cluding the Hitchman decision. The
suit is on an original injunction ob-
tained by the Stillwell Theater, Rose-
ay Amusement Corp., and Windsor
Circuit Corp., in New York against local 306. The Appeals Court final
decision permitting Local 306 to
picket houses employing Empire Op-
erators was directed by Chief Judge
Fond.

Lambs to Make Public
Three Private Sketches
(Continued from Page 1)
brook, Jonathan Hale, Tony Hughes,
Charles O'Connor, James Templeton,
and Harry Short; "Soak'Em," a
blackout with Don Tompkins, Carle-
ton Macy and Neil Buckley.

MOVE "REPORTER" OFFICES
New York offices of "The Holly-
wood Reporter" moved yesterday from 218 West 49th St. to Room
408, Selwyn Theater Building, 229
West 42nd St.

AWARD CONTRACT FOR MURAL
Boardman Robinson, American
artist, has been awarded the con-
tract to paint a mural for the lobby of
the RKO building on the Radio City
side of Rockefeller Center. The sub-
ject will be allegorical in na-
ture.

JOINS STANDARD TICKET CO.
S. G. Lamm, formerly with the Ral-
liance Ticket Machine Repair Co.,
has joined the Standard Ticket Reg-
ister Corp., New York.

DATES ON "LAST MILE"
Forty day-in-date bookings in
important first-runs on "The Last
Mile" will undoubtedly be set as the
result of negotiations now under
way, World Wide Pictures announced
yesterday.

NAYLOR SEEING ROSENZWEIG
George Naylor, western division
chief for Columbia, is conferring with
Charles Rosenzweig, general sales
man at the home office. Upon his return home, he will ar-
range trade shovings on "American
Madness" for Los Angeles and San
Francisco.

PAY COUPON MONEY
Paramount Publix yesterday de-
posited with the Chase National
Bank, trustee, funds in payment of
the coupon due Aug. 1, 1932, on its
5½% gold debentures.

RKO has booked the

M-G-M Reports Profit Of
$1,351,823 For 12 Weeks
(Continued from Page 1)
income of $40,087 deducted from the
last figure leaves a total net profit of
$1,351,823.

LOWER N. Y. INSURANCE
Is Aim of T.O.C.C.
(Continued from Page 1)
for the purpose of trying to lower
insurance rates now in force,
Charles O'Reilly said yesterday, "I
believe we are being overcharged at
least 30 per cent by insurance com-
panies," said the T. O. C. C. presi-
dent.

Megaphone Novelty Set
For Warner's "Crooner"
A special novelty in the form of a
megaphone has been prepared by the
Warner Bros. advertising depart-
ment for "Crooner," the story of a
radio idol's rise and fall.

The megaphone, standing ten
inches high, carries advertising copy
on the picture, photos of the players
and the theater's imprint in blue
against a white background, the tag
line being "He put sex-capsule in a
megaphone and fell in love—with
himself." Theaters will distribute
the megaphone well as well as using
them in radio tie-ups, theater decor-
ation and as accessories for usher-
s and doormen.

MONTE BLUE REAL HERO
Seaside—Monte Blue proved him-
self a real hero at a local theater
here yesterday when he rushed from
the wings and snatched a blazing
coastume of Wanda Stewart, a
chorus girl. Miss Stewart was not
severely injured.

NORMAN TAUGO A DADDY
West Coast Bureau of THE FILM DAILY
Hollywood—Norman Taugo is
being congratulated on the arrival of
his first child, a daughter. The baby
weighs over six pounds. According
to Doctor Carl Ross, both mother
and baby are "doing fine."

WILL ROGERS IN MUSICAL
West Coast Bureau of THE FILM DAILY
Hollywood—Fox has decided to
star Will Rogers in a musical fea-
ture. It will be titled "Jubilo." Nell
O'Day, musical comedy actress will
appear opposite Rogers. John Bly-
stone will direct.

TOBIAS ON HIS OWN
Lester Tobias, who was in New
York yesterday on business, is now
overseeing his own independent
company at New Haven.

ST. CHARLES
Occupying Entire Block
ON THE BOARDWALK
ATLANTIC CITY
A Smart Hotel in
America's Smartest Resort
Ideal For Weddings
ATTRACTION RATES

"BOSKO"
STARRING IN
LOONEY TUNES
HUGH HARMAN—RODULF ISING
PRODUCTIONS
Boxers—meeting in Detroit
LEON SCHLESINGER

"IT'S A GOOD
BUY YOU CAN
GET IT AT
NATIONAL!"

SATURDAY, JULY 30, 1932
Panning the Critics

Editor Film Daily:
That new feature Critics' Forum appearing in THE FILM DAILY is remarkably interesting. Most of the newspaper folks who have had their say are known to me, either personally, or by reputation through their years in city rooms and box cars throughout the country.

What gets me though, is this: nearly all the newspaper people I know pass the picture to a crisp brown. Nearly all the newspaper people I know would quit the city rooms for a studio cubby any day in any week. Plenty of them have done it. They're out at Hollywood now and I can't notice that "the greatest picture" has come off of an Underwood yet.

Should any producer attempt to tell a newspaper man how to get out a rag, that producer would promptly be told to go to hell. . . .

and rightly, too. Yet—well, after all, newspaper folks do have to know a little bit about everything. And Critics' Forum makes good reading. Perhaps the producers will follow its collective advice, and some day we'll see a screen reporter with a clean shave and a clear head. It's even within the range of possibilities that a newspaper critic will do a good picture himself some day.

Yours,
Guy Fowler.

STARS ARRIVE IN N.Y.

Loretta Young and George Brent, who have just played two weeks of personal appearances out of town, returned to New York yesterday from Philadelphia. They will be here for approximately a week and will then leave for St. Louis, where they are scheduled to appear for one more week in their sketch, "The Honey-moon," before returning to Hollywood and work at the studios.

Showman's Daily Reminder

What are you doing to bring people to your theater and away from beaches?
Features Reviewed

361 Pictures Covered
Reviewed

Title

KEY

AC—Audio Cinema
ACP —Action Pictures
ALD —Allied Pictures
AM — Am kino
AP—Adolph Pollak Prods.
ARC — Artclass

A Woman Commands-RKO
1-31-32

Tomorrow-F
Air Eagles-COT

3-6 32

After

Doctor- FN

the

Alias

12-27-31
3-6-32

ASC — Associated Cinema

AU — Capt.

Harold Auten
Big Four
Leo Brecher
Capitol Film Exchange

We AU?-PAR. .. .7-1-32
You Listening?-MGM

Aren't

Arm

of the

4-24-32
7-1-32

Law-MOP

Lupin-MGM

Arsene

2-28-32
.6-5-32
3-27-32

As You Desire Me-MGM.
Avalanche-FD

Attorney for the Defense-COL

Stone

5-1-32
Behind the Mask-COL
1-10-32
Big Shot-PAT
7-11-32
Big Timer-COL
7-15-32
Black Ring-SP
3-20-32
Border Devils-ARC
Brand in Der Oper-CAP. 7-14-32
Bridegroom For Two-PO

1-31-32

'Em Back Alive-RKO

6-5-32
3-27-32
Broken Wing-PAR
Business and Pleasure-F. 2-14-32
But The Flesh Is
4-17-32

Weak-MGM

Cain-TPE

1-17-32

Cannonball Express-WW. 2-28-32

Lady-F
Cannen-PO
Carnival Boat-PAT

4-17-32
1-17-32
3-27-32

Careless

Charlie

Chan's Chance-F
1-24-32

Charlotte

2-28-32
2-28-32
..1-10-32

Cheyenne Cyclone-WK
of
of

Song-WO

5-15-32
.1-31-32

the Air-UA.
Cock
Cohens anl Kellys in Hollywood
Condemned to Death-FD .7-14-32
U. 4-24-32
.

7-20-32

Congorilla-F

5-1 5-32
Congress Dances-UA
Cossacks of the Don-AM .3-20-32

I-1-St
County Fair-MOP
Cross Examination-ARC .2-14-32

Crowd Roars- WA
Cry of the World-INF.
Csak Ecy Kislany-NEA.
Dance Team-F
Dancers in the

3-27-32
.5-8-32

.

.3-27-32
1-3-32

Dark-PAR
3-20-32

Dangers

of the

Arctic-EXF
7-2-32
7-27-32

Daring Danger-COL

6-11-32
Dark Horse-FN
1-31-32
Das Ekel-UFA
Das Lied 1st Aus-ASC 1-31-32
1-24-32
Deadline-COL
12-27-31
1-17-32

Dellcious-F

Der Andere-TF
Der Falsche Feldmarschall-

CAP.. 7-2-32
Der Kleine Settensprung-

UFA

1-10-32

Der Raub Der Mona Lisa-TF
4-3-32

CAP.. 6-5-32
Stolz der

3

Kompagnie-

CAP

7-22-32

Der Storch Streikt-TF. .5-8-32
Der Teufelsbruder-TRC. .4-10-32
Der Ungetreue Ecke Hart-TF

SCA — Scandinavian

Distributing

So

JOH —

Soil

1-24-32

Deck-WW

2-28-32
Devil's Lottery-F
4-3-32
Diary of a Revolutionist6-13-32

AM

Die Blumenfrau von Lindenau

PRX.. 7-9-32
Die Csikos Baroness-CAP 4-3-32
Die Grosse Liebe-F AM. .2-28-32
Die vom Rumrnelplatz-CAP
Discarded Lov^rs-CAP
Disorderly Conduct-F

1-10-3
..1-3 1?

4-10-32

Thirsty-AM

is

Sooky-PAR

Mexico
South of the Rio Grande-COL
Soul

Talking

Pictures
Film Foundation
SYN Syndicate
W. Ray Johnston
SP Southland Pictures
Ernest Mattson
TA Tobis-Amencan
Mayfair Pictures
TF Tobis Foreign Film
Napoli Films
TIF Tiffany
New Era Exchange
Norwegian Amer. Line TPE Talking Picture Epics
TH Thalia Productions
Metro-Goldwyn-Mayer

MAL—
MAY —
NAP—
NEA —
NOR —
MGM —
MOP — Monogram

of

5-8-32

South Sea Adventures-PRI,
4-3-32
Spirit of the West-ALD . 5-22-32
State's Attorney-RKO ...5-8-32

Stepping

Pictt.
Pics.

Docks

San Francisco-ACP

of

1-24-32
Dr. Jekyll and Mr.

.

.3-13-32
6-5-32

La Ronde des Heures-FD

Hyde-

PAR

1-3-32
7-8-32
Patrol-ACP
1-3-32
Drifter-WK
1-10-33
Dynamite Denny-MAY ..7-8-32
East of Shanghai-PO ...3-27-32

Doctor
Dragnet

Reviewed

Title

Keepers of Youth-PO.
La Chance- PAR

X-FN

Ein Ausgekochter Junge-CAP

1-31-32

Ladies of the Big

House-

PAR

1-3-32

Lady and Gent-PAR
Lady With a Past-PAT

7-16-32
2-21-32
4-3-32

PAR

Jury-RKO
Wanted Men-MOP

Ladies of the

Land

of

2-21-32

5-8-32

Last Ride-U

Ein Prinz Verliebt Sich-

CAP.. 5-1-32
Ein Walzer

Vom

Strauss-CAP
2-14-32

Emma-MGM

1-3-32

Escapade-FD

5-29-32
2-28-32
2-7-32

Expert, The-WA
False Madonna-PAR

Famous Ferguson Case-FN
4-24-32

Fascination-PO

4-10-32
Fighting Fool-COL
3-27-32
Fighting Marshall-COL. .2-28-31
File 113-HO
2-21-32
2-28-32
Final Edition-COL

Fireman Save

My

Child-FN

2-21-32
Forbidden-COL
1-17-32
Forbidden Company-CHE. 7-1-32

Forgotten

Commandments-PAR

6-5-32
.2-28-32
Freaks-MGM
7-9-32
Gables Mystery-PO
4-3-32
Galloping Thru-MOP
2-7-32
Gay Buckaroo-HO
1-17-32
Gay Caballero-F
2-14-32
5-15-32
Get That Girl-CAP
3-20-32
Ghost City-M O P
Girl of the Rio
... 1-10-32
Girl Crazy-RKO
3-27-32
Golden Mountaikis-AM. .4-17-32
7-20-32
Gorilla Ship-M
Grand Hotel-MGM
4-17-32
Greeks Had a Word for Them
UA. .2-7-32
Hatchet Man-FN
!. 2-7-32
Heart of New York.3-6-32
Hell's Headquarters-MAY 5-15-32
Hell Divers-MGM
12-27-31
Hell Fire Austin-TIF. .6-22-32
Hell's House-CAP
2-14-32
High Pressure1-31-32

Forgotten

Women-MOP

RKO

AY

WA.

FN.. 5-8-32
Stranger in Town-WA
7-9-32
Strangers of the Evening-TIF
Street

High

...... 4-10-32

Hollywood Speaks-COL ..7-1-32

Honor

of

the

Press-MAY
7-14-32

Hotel Continental-TIF ..3-20-32
House Divided-U
1-10-32
Hound of the Baskervilles-FD
4-10-32

Hirskorn Greift Ein-CAP. 6-1 5-32

Huddle-MGM
Human Targets-BIF

5-29-32
..1-24-32
Hurra! Ein Jungel-CAP. 6-24-32
Husband's Holiday-PAR. 1-3-32
Im Geheimdienst-UFA
3-6-32
II Est Charmant-PAR
4-10-32
3-6-32
Impatient Maiden-U
Is
Face Red?-RKO. .6-11-32
7-22-32
Isle
of
Paradise-AP
.

My

It's

Tough

to

Be Famous-FN
4-10-32
.3-13-32
7-23-32

Jean De La Lune-TA.
Jewel RobberyJoseph in the Land of Egypt

WA

.

GP.

.5-22-32

1-24-32

Love-COL

5-15-32

3-13-32
Girl-RKO
Oklahoma Jim-MOP ...12-27-31
One Hour With You-PAR. 3-6-32
Office

One Man Law-COL
Panama Flo-PAT

2-H-32
1-24-32
2-28-32

Partners-PAT
Passionate

6-15-32
Lena Rivers-TIF
4-3-32
Leutnant Warst Du Einst
Bei Den Husaren-RIT. 3-20-32
5-1-32
Letty Lynton-MGM
5-1-32
Liebeskommando-TF
6-5-32
Liebe 1st Liebe-BRE
Local Bad Man-ALD. .3-27-32
3-13-32
Lone Trail-SYN
3-6-32
Lost Squadron-RKO
4-17-32
Love Affair-COL
7-8-32
Love Bound-PEE
Love in the High Gear-MAY
5-8-32
Love is a Racket-WA ... 5-29-32

Play Girl-WA

Lovers Courageous-MGM
2-21-32

Lure of the Ring-WT. 1-31-32

Madame Rackete er-PAR.
Make Me a Star-PAR.

.7-23-32
.7-2-32
1-3-32
5-29-32
.7-15-32
.

Manhattan Parade-W A
Man About Town-F
Man Called Back-TIF.
Man from Hell's EdgesWW

5-29-32

Man From Yesterday-PAR

Man I Killed-PAR
1-24-32
Man Wanted-WA
4-17-32
Man Who Played God-WA
2-14-32

Mark of the Spur-BIF. .3-6-32
Mata Hari-MGM
1-3-32
Meine Frau, Die Hochstaplerin
.

UFA.. 2-7-32
Mein Leopold-CFA
Men Like These-PO
Men Like These-BI
Menace.
Merrily

4-3-32
1-10-32
1-1 0-32
1-31-32

The-COL
Go to Hell-PAR

We

Peach

VIT.. 4-17-32
Misleading Lady-PAR. .4 10-32
Missine Rembrandt-FD. .3-27-32
.

Miss Pinkerton-FN
Monster Walks-ACP

7-9-32
2-7-32
Monte Carlo Madness-FD .6-5-32
Mouthpiece-WA
4-24-32
Murder at Dawn-BIF .2-28-32

Murders

in

Rue Moreue-U

My Wife's Family-PO.
Mystery Ranch-F
New Morals for Old—

2-14-32
.3-13-32
7-1-32

MGM

6-24-32

Business-PO
Trail-TIF

Symphony

...4-10-32
1-17-32

of Six Millions-

RKO.. 4-10-32
Tarzan,

The

Man-MGM

Ape
3-27-32

Taxi-WA
Tempest-BRE
10 Condemned-POL

1-10-32

3-20-32
4-24-32

Tenderfoot-FN
Texas Cyclone-COL
Texas Gun-Fighter-TIF
Texas Pioneers-MOP
von

5-22-32
7-8-32

2-14-32

6-18-32

Berlin-TF

ARC

3-6-32
4-3-32
2-7-32
3-13-32
5-22-32
7-16-32

PleasurePolice Court-MOP

Prestige-PAT

Probation-CHE
Przysieglas-CAP
Purchase Price-WA
Purpur Und Waschblau-

CAP.. 71-1-32
Racing Youth-U

5-1-32
.1-31-32

Rainbow Trail-F
Rebecca of Sunnybrook Farm

F.. 7-9-32
Reckoning,

The-PEE

Red Headed

..4-3-32
7-1-32
5-1-32

5-22-32
..4-17-32

Reserve Hat Ruh-TF
Revolt in the Desert-AM

4-17-32

Rich Are Always with

Us-FN
5-15-32

for Justice-COL. .1-10-32
5-22-32
Riders of the Desert-

Ridin'

WW.

Tornado-COL

7-1-32

6-5-32
Ringer-FU
1-31-32
Road to Life-AM
Roadhouse Murder-RKO 5-1-32
Roar of the Dragon-RKO. 7-27-32
5-29-32
Roeda Dagen-SCA
.

Ronny-BRE
Rubacuori-TRC
Saddle Buster-RKO
Sally of

the

.

4-17-32
3-13-32
7-8-32

Subway-ACP
1-24-32
4-10-32
4-17-32

Scandal For Sale-U
Scarface-UA ..
Schubert's Fruehlingstraum-CAP

6-24-32
Secrets of the

Orient-UFA
1-10-32

Sein

Scheidungsgrund-UFA

2-21-32
Shadow Between-PO ...3-20-32
Shanghai Express-PAR 2-21-32
She Wanted a Millionaire-F
2-14-32
3-6-32
Shop Angel-CAP
4-3-32
Shopworn-COL
3-13-32
Shot Gun Pass-COL
5-15-32
Siberian Patrol-AM
7-22-32
Sign of Four2-7-32.
Silent Witness-F
3-13-32
Sin's Pay Day-ACP

WW

Single-Handed
Sinister

Sanders

MOP.. 4-17-32

Hands-WK

Sinners in

ARC.
Thirty
This Is

the

Sky Bride-PAR

6-5-32

Sun-PAR. 5-1 5-32
4-24-32

.5-1-32

Days-PO
1-17-32
The Night— PAR

This Reckless

Age-PAR.

.1-10-32

Three Wise Girls-COL. .2-7-32
Thunder Below-PAR
6-18-32
.

Tangel-NEA
3-20-32
Tomorrow and Tomorrow-

Tingel

PAR.. 1-31-32

Tormento-

7.20 32

Trapeze-BRE

".'.'.5-8-32

Trial of Vivienne

Ware-F. 5-1-32

Trotte Teodor-FD
1-17-32
Seras Duchesse-PAR. 5-15-32

Tu

Tulane

vs.

Woman-MGM

Rendezvous-HK
Reserved For Ladies-PAR

Riding

1-10-32

They Never Come Back-

7-15-32
...12-27-31
3-20-32

O'Reno-RKO

6-11-32
1-10-32
Michael and Mary-U
Midnight Lady-CHE
5-15-32
Midnight Patrol-MOP ..5-8-32
Million Dollar Legs- PAR. 7-9-32
Miracle Man-PAR
4-24-32
Miracle of S. Anthonv

Sunset

5-8-32
.5-29-32

.

3-13-32

Passport to Paradise-MAY

.

Women- WA.

of

Theaternaechte

Plumber-MGM

Le Mysterie de la Villa
1-17-32
Rose-FD
Le Rio Des Resquilleurs-PRX

.

WA
Speed-COL

2-14-32
3-6-32
5-1-32
.3-20-32

Law and Order-U
Law of the Sea-MOP
Law of the West- WW.

5-8-32

Strange Interlude-MGM... 7-8-32
Strange Love of Molly Louvain-

Man-PAR

One

Greater

1-10-32
7-1 6-32
.

Nie Wieder Lifbe-UFA 1-17-32
2-21-32
Nice Women-U
12-27-31
Night Beat-ACP
5-29-32
Night Court-MGM
5-22-32
Night Rider-ARC

No
No

F

Strangers in Love- PAR. .3-6-32
Strange Case of Clara Deane

Reviewed

Title

Sisters-

The-FD

Stoker,

Strictly

Reviewed

Title

1-24-32
S-1-S2
6-11-32
5-8-32
12-27-31
2-7-32

Big-WA

Society Girl-F

Dist.
Dist.

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Devil on

REG— Regal Talking Pictures
RIT — Ritchey Export Co.
ROA — Roadshow Pictures
RKO — RKO-Radio Pictures

H. Hoffman

IMP — Imperial
INF— Intern'l

Sky Devils-UA

Fleisler

Der Schrecken Der Garnison
Der

HOF— M.

First

Loewenskold-SCA

Cheaters at Play-F
City

HED — Headline Pictures
HK — Henry Kaufman
HO — Hollywood Pictures

Reviewed

Title

DISTRIBUTORS

Walls-ACP
3-13-32

Bring

7 Months

in

First

5-8-32

6-25-32
Bachelor's Affairs-F
6-24-32
Bachelor's Folly-WW
Beast of the City-MGM. .3-13-32
4-3-32
Beauty and the Boss-WA

Behind

TO

29

to July

——
BIF—
—
B RE—
—
—
CAP—
—
CEL— Celebrity
—
CFA — Capitol Foreign Attrac.
TRA —Transatlantic
CHE— Chesterfield
Pictures
COI Columbia
TRC — Transcontinental
OS — Osso Productions
COP— Congo Pictures
TRI —Triangle Films
PA R— Paramount
COT— Continental Pictures
U—Universal
PAT— RKO Pathe
UA— United Artists
EXF— Explorers Film Co.
PC — Patrician Pictures
UFA—Ufa
F— Fox
PEE— Peerless
VIT— Vitullo Films
FAM — Foreign American Films PIT— Pittaluga
WA—Warner Bros.
FD —
Division
PIZ — WiUiam Pizor
Willis Kent
WK—
FF— Foreign Film
PO — Powers Pictures
Exchange
FL—Joseph
POL— Polish Talking Pictures WO —World's Trade
FN—
WT—Worldart Film Cor.
National
PRI — Principal
Corn.
FTP— Foreign Talking Picture! PRX— Protex
WW—World Wide
Corp.

7-29-32
6-5-32
4-24-32
Amateur Daddy-F
American Madness-COL. .7-1-32
A Nous La Liberte-AU. .5-22-32

Almost Married-F

Alone—AM

Are

27

Film Daily Dec.

in

Two-

Fisted

Two Kinds

So. California-WA
1-24-32

Justice-MOP .2-14-32
of

Women-PAR
1-17-32
5-22-32

„

t.

Two Seconds-FN
U. of S. C. vs. Notre

WW-

Unashamed-MGM

Dame
1-24-32
7-15-32

WA

Under Eighteen1-3-32
Union Depot-FN
1-17-32
Unexpected Father-U
4-10-32
Vanity Fair-HO
5-8-32
Washington Masquerade-

MGM.. 7-22-32

Way Back Home-RKO. 1-17-32
Wayward-PAR
2-14-32
Week-End Marriage-FN

.

Week Ends Only-F

.6-5-32

6-18-32

West of Broadway-MGM.1-31-32
Westward Passage-PAT. .6-5-32
.

Wet Parade-MGM
4-24-32
What Price HoUywood-RKO
6-22-32

When

a Feller

Needs a Friend

MGM

5-15-32
6-13-32
3-13-32
7-29-32

While Paris Sleeps-F
Whistlin' Dan-TIF

White Zombie-UA
Saps Leave Home-PO

Why

3-20-32

Widow
Wild

in

Scarlet-M AY. .7-20-32

Women

of

Borneo-FD
4-24-32

Winner Take All-WA. .6-18-32
Wiser Sex-PAR
3-1 3-32
.

Woman

in

Room

13-F.

.

.5-22-32

World and the Flesh-PAR
5-8-32

Woman

WA

from Monte Carlo1-3-33

Young America-F
Young Bride-PAT
Zappatore-NAP
Zwed Krawatten-CAP
Zwei

MenchenCAP

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5-8-32
4-1 7-32
4-3-32
..1-17-32
12-27-31
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A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

ALBERT J. COHEN, who represents Rex Beach, Tiffany Thayer, Faith Baldwin, Ursula Parrott and other authors, is moving to larger quarters. His new headquarters will be 325 Equitable Bldg.

Our Passing Show: John Gilbert, Virginia Bruce, Roland Young, Chandler Sprague, George Archainbaud, Gouverneur Morris, Merritt Hubbard, Albert J. Cohen and Joe Cohn playing tennis on the Gilbert courts in Beverly Hills.

It's not true that Jerry Horwin, popular man-about-town, is official escort for all the girls on the Olympic teams, although he did write "Sport Page," to RKO Radio.

Max Teller, author of the novel, "Lawyer Man," which Warner Bros. will make, has joined the Universal scenario staff and will write the screen treatment for "Prison Doctor."

Another of Howard Estabrook's stories, "The Conquerors," is to be produced by Radio. William Wellman, prominent director who was borrowed from Warner Bros., to whom he is under contract, to make this picture, has started assembling his cast.

Glenda Farrell will play the leading feminine role opposite Paul Muni in "I Am A Fugitive," which is now being prepared for production at the Warner Bros. West Coast studios. Others selected for the cast are Edward Ellis, James Bell and Edward McNamara.

"Yukon," has been chosen as Bill Boyd's first starring picture for RKO Radio, according to David O. Selznick. "Yukon" is from the widely read story, "Sir Pagan Passes," by W. C. Tuttle. Ray Harris is writing the screen play. B. P. Zelzina will serve as associate producer on the Boyd series of films.

Bebe Daniels will return to the First National studios late next week to play "Lily," the leading feminine role opposite Edward G. Robinson in "Silver Dollar," which starts production at that time under the direction of Alfred E. Green.

Ralph Bellamy has a featured assignment in "Salomy Jane," which has been adapted for the screen from the Paul Armstrong dramatization of Bret Hartle's famous story of the same title.

"The Painted Woman" has been decided upon by Fox Films as the final definite title for the Peggy Shannon picture, previously known as "After the Rain." Spencer Tracy, William Boyd and Irving Pichel have featured roles in this production, which was made under the direction of John Blystone.


"Babe" Stafford, director of many Mack Sennett comedies, has been assigned as assistant director to Sennett on "Hypnotized," the new Moran and Mack feature to be released by World Wide. The cast will include: Charles Mack, Maria Alba, Ernest Torrence, Charles Murray, George Moran, Wallace Ford and Marjorie Beebe.

Eddie Buzzell will have as his next Columbia directorial assignment, "Virtue," by Robert Riskin.

Sterling Halloway and Brady Kline, character actors, have been added to the cast of Paramount's "Blonde Venus."

On Tuesday—
The Composite Answer to Question Number One of

THE CRITICS' FORUM

Question—
Which do you think is the most important element in motion picture production —the players, the director, or the writer?

Of Great Interest

to A Great Industry
The Executive Head of Every Producing Organization in Hollywood May be Peeved, Happy, Chagrined or Shocked But certainly will be Surprised with the Coming 13th Film Daily Directors’ Annual and Production Guide

NEWS of the DAY

Goose Creek, Tex.—The Texas is now under the East Texas Theaters, Inc., control. W. W. Sloan, former owner, will retire from the show business, it is reported.

Bemidji, Minn.—Bachr Bros. have opened a new 800-seater here.

Wayzata, Minn.—A new 300-seat house has been opened here by Garrish and Lee.

Minneapolis—The Pantages is being reopened as a 10 and 15-cent house under the management of Harold Rubin. The Lyra is now owned by Fred Strom. E. E. Erickson was the former owner.

Lake Norden, S. D.—R. Lindstrom has acquired the City Hall from L. H. Aultfisch.

Austin, Minn.—Ed Daniels is the new owner of the Eagle.

Devil’s Lake, N. D.—The State has been reopened.

Cold Springs, N. Y.—The Playhouse of this city, has gone dark for Wednesdays during the summer.

Boston—Charlie Wilson, formerly with RKO Pathé, is now covering Maine for Hollywood Pictures.

Effingham, Ill.—John Spaulding, for many years a resident of Taylorville, Ill., has moved to Effingham to take charge of the Effingham. Bill Kneedler, who is Spaulding’s partner, has departed on a combined business and pleasure trip.

Elizabeth—The present has adopted a double feature policy.

Fords, N. J.—Raritan Theater Co. has taken over Fords.

Frenchtown—New house in Frenchtown has opened.

Brooklyn—The Wilby, Brooklyn, has closed to undergo alterations.

Union City—The City has gone dark for the summer months.

Troy—Jake Rosenthal of the Rose has been elected president of the Jewish Community Center here.

Elizabeth, N. J.—Articles of incorporation have been filed by the Theatrical Workers Democratic Club. George F. Cushing, president of the operators’ union, has been named president of the organization.
**Ready Reference Directory**

- **Distributors**
  - (Continued)
  - "HER RADIO ROMEO"
The rollicking romance of a girl and a radio announcer
  - POWERS PICTURES, INC.
    - 723–7th Ave.
    - N.Y. Exchange, 630–9th Ave.
    - Tel.: Bryant 9-6067

- **Film Libraries**
  - Over 5,000,000 feet of negatives and positives—scenes of every conceivable description.
  - General Film Library, Inc.
    - 729—7th Ave.
    - New York City
    - Phone: Bryant 9-4417

- **Laboratories**
  - CRAFT FILM LABORATORIES, Inc.
    - 729 7th AVE., N.Y., C.
    - Bryant 9-5372-3-4
    - Laboratories—Flushing, L. I.

- **Scrap Film**
  - WE BUY SCRAP FILM
    - Will Pay Highest Market Price
    - GENERAL REDUCING CORPORATION
    - 9-15 Clinton St., Newark, N. J.
    - Phone: Market 2-4232

- **Foreign**
  - RUTCHEY EXPORT CORP.
    - Film Distributors
    - In the Foreign Market
    - 723–7th Ave., N.Y.C.
    - Bryant 9-8347

- **Printers**
  - MOTION PICTURE PRINTING—PRESS BOOKS—INSERTS—ANNOUNCEMENTS
    - THEATRE PROGRAMS—WINDOW CARDS, ETC.
    - The Longacre Press, Inc.
      - 427 W. 42nd St.
      - Medallion 3-1953

- **Office Space**
  - With Vaults, Projection, Cutting and Shipping Rooms
    - 126–130 W. 46th Street
    - LEAVITT BUILDING
    - 2nd Floor
    - Tel.: Bryant 9-7747

- **Lighting Equipment**
  - SALES: SERVICE: RENTALS
    - We Light Studios—Theatre Fronts—Studio Sets—Generator Trucks Furnished
    - MOTION PICTURE SERVICE CO.
      - 318–320 W. 46th St., N.Y. Tel: Chie 4-2074

- **Exchanges**
  - WILD WOMEN of BORNEO
    - PERCENTAGE ENGAGEMENTS
      - Now Booking Nationally
      - The World’s Leading Independent
      - First Division Exchanges, Inc.
        - Buffalo, Albany, Wash., Paola, N. Y.
        - 630–9th Ave., N.Y.C. Tel: Penn 6-4424

- **Equipment**
  - "SINISTER HANDS"
    - Booked by R.K.O., Loew’s and Warner Circuits
  - "DRIFTING SOULS"
    - Brooklyn Fox
    - and booked by R.K.O., Loew’s and Warner Circuits
    - Capital Film Exchange
      - 630 9th Ave., N.Y.C.
      - Penn 6-9351

- **Insurance**
  - REEL INSURANCE SERVICE
    - JEROME J. COHEN, Inc.
      - 55 West 42nd St.
      - New York City
      - Tel.: Longacre 5-7370-1

- **Scrap Rights**
  - PARIS
    - NEW PARIS PENN.
    - MEdallion Tel.

- **Panama**
  - New PARIS
    - MEdallion Tel.

- **At Your Service...**
  - THE LARGEST AND BEST EQUIPPED SERVICE SOUND STUDIOS EAST OF HOLLYWOOD
    - Highly trained personnel—cutting rooms—Projection rooms—ample vault space...
    - WESTERN ELECTRIC IMPROVED NOISELESS RECORDING AND RE-RECORDING.

- **Booking Service**
  - EAGLE PRODUCTIONS, LTD.
    - 729 7th Ave.
    - New York City
    - Tel.: Bryant 9-2540

- **Office Space**
  - With Vaults, Projection, Cutting and Shipping Rooms
    - 126–130 W. 46th Street
    - LEAVITT BUILDING
    - 2nd Floor
    - Tel.: Bryant 9-7747

- **Offices and Exchanges**
  - With Vaults, Projection, Cutting and Shipping Rooms
    - 126–130 W. 46th Street
    - LEAVITT BUILDING
    - 2nd Floor
    - Tel.: Bryant 9-7747

- **Foreign**
  - RUTCHEY EXPORT CORP.
    - Film Distributors
    - In the Foreign Market
    - 723–7th Ave., N.Y.C.
    - Bryant 9-8347

- **Projection Rooms**
  - AMERANGLO CORPORATION
    - EXPORTERS—IMPORTERS
    - LONDON : PARIS : BERLIN
    - Cable: Chromophon
    - 226 West 42nd Street
    - New York City

- **Studio**
  - Studio and Location Sound on Film Recording
    - Low Daily or Weekly Rates
    - Powers Cinemate Equipment Corporation
      - 723-7th Ave., N.Y.
      - BRYANT 9-6067

- **Scrap Rights**
  - PARIS
    - NEW PARIS PENN.
    - MEdallion Tel.

- **Visitors**
  - WILD WOMEN of BORNEO
    - PERCENTAGE ENGAGEMENTS
      - Now Booking Nationally
      - The World’s Leading Independent
      - First Division Exchanges, Inc.
        - Buffalo, Albany, Wash., Paola, N. Y.
        - 630–9th Ave., N.Y.C. Tel: Penn 6-4424

- **Studios**
  - DE LUXE TRAILERS, INC.
    - THE DISTINCTIVE SCREEN SERVICE
    - DE LUXE TRAILERS, INC.
      - 630—9th Ave., N.Y.C.
      - Tel: Penn 6-6656
at

WINTER GARDEN
(New York)

day and night first two weeks

HOLDING OVER FOR 3RD WEEK

CONGORILLA

with MR. and MRS. MARTIN JOHNSON
RKO Houses to Play Columbia Features and Shorts

READJUST 65 P.C. OF OPERATOR LOCALS' SCALES

Schedules Show Cycle of "Horror" Pictures Continuing

At Least Four Pictures of This Type Set for 1932-33

Cyle of so-called "horror" pictures will continue through the new season, according to production schedules of the various companies. Four pictures of this type are scheduled. Of this total Paramount will furnish "Isle of Lost Souls" and RKO (Continued on Page 7)

NAME GOETZ SALES HEAD OF EXHIBITOR SCREEN

Charles Goetz has been appointed sales manager of Exhibitor Screen Service. He has been in the film business for years, having been associated with various major distributing companies and also in the exchange field on his own.

7 World Wide Features Are Now in Preparation

West Coast Bureau of THE FILM DAILY


Cleveland Downtown House Okays "Merchant Nights"

"Merchant nights" are proving big business builders at the Great Lakes Theater, Cleveland, according to Bert Todd, manager. This is the first time "merchant nights" have ever been tried in a downtown grind house. Todd started out to have one merchant's night a week, but it proved so popular that he's now doing three a week. A tie-up is made with chain food stores.

Says Canadian Exhists Are Ready To Play British Films of Merit

RKO Maintaining Rate Of 20 Films in Work

West Coast Bureau of THE FILM DAILY

Hollywood—Working at the rate of 20 pictures in production simultaneously, RKO has now six before the cameras, three in the cutting room and 11 in preparation, states David O. Selznick.

Dr. A. N. Goldsmith's Re-election As S. M. P. E. President Expected

Goldstone Leaves Today After Sales Meetings

Following a series of sales conferences in New York, Phil Goldstone, production head of Majestic Pictures, leaves New York today on his return to the Coast. While in New York, he was re-elected as president of S. M. P. E. Goldstone replaces Dr. M. Goldsmith, now the new president of the association.

Entire Columbia '32-33 Lineup Is Bought for RKO Theatres

Under a deal just concluded, RKO theaters will play the entire 1932-33 Columbia lineup of 48 features, thus assuring the producer-distributor of representation in houses from coast to coast. Columbia also gets a Broadway show window at the Majestic and later at Radio City. In addition the deal means Columbia representation at the Palace and Hippodrome. Columbia short subjects are included in the contract.

Almost All New Contracts Remain In Force Until 1933

Approximately 65 per cent of the operators' locals throughout the country have accepted wage reductions in co-operating with exhibitors, declared Louis Krouse of the L. A. T. S. E. and M. P. O. in an interview recently. As these readjustments arrangements are embraced in new contracts, the annual crop of agreements expiring Aug. 31, next, will be substantially reduced. New contracts covering the reductions in practically all instances expire in 1933.

RKO MAY EXPERIMENT WITH EXCLUSIVE SALES

RKO may sell a few exclusive first runs as an experiment in connection with the much-discussed policy, Jules Levy, general sales manager, told THE FILM DAILY yesterday. So far no accounts of this kind have been sold, he said.

Points Out N. Y. Houses May Hire Own Watchmen

New York theaters may hire their own fire watchmen rather than pay tax for city fireman service, as advocated by Fire Commissioner John O'Reilly. The recent statement, according to Charles J. O'Reilly of the Theater Owners Chamber of Commerce, Democrats suggested meeting with the "proper opposition" from the T. O. C. C., when the "proper time comes."
Goldstone Leaves Today

After Sales Meetings (Continued from Page 1)

the East he met with: John Weber, general sales manager; Charles Reed, assistant director; Tony Lum, director; Lynn Wood, manager, Philadelphia; Jack Berkowitz, Buffalo; William Shapiro, Boston; B. N. Judell, Chicago; Herman Gluckman, New York; and Tom O’Hara, Los Angeles. Majestic has completed three Jack Hoxie Westerns and two features on its new year program. Completed pictures, outside of the Westerns, are: "Phantom Express," with William Collier, Jr., and "Hearts of Humanity," formerly titled "Twin Husbands," starring Jean Hersholt. "The Verdict" is now in work and when Goldstone arrives back at the Coast, he will start production on "Cruise." H. B. Warner and Barbara Kent are in the cast of "The Verdict."

LAUNCH SPECIAL SALES DRIVE

The special sales drive to be held by Warner Bros. Philadelphia theatres under the zone management of William P. Goldman, will be inaugurated next week with the slogan "Buy Now for Future Security" as the keynote of the campaign, which is calculated to stimulate buying, put money into circulation and relieve unemployment.

RICHMAN REEL AT MAYFAIR

The first of the Radio Stars Series being released by Stanley Distribution Corp., "I Love a Parade," with Harry Rickham, opened at the Mayfair, New York, yesterday. This reel will play every RKO house in Greater New York.

DEZEL MOVES OFFICE

Chicago—Albert Dezel, Road Show Pictures, Inc., has moved his office to 806 South Wabash, and will engage in the general distribution of motion pictures. He is still roadshowing "Ten Nights in a Bar Room," "Our Scarlet Daughters" and "Should a Doctor Tell?"

Monogram Negotiating for Established Name Players

West Coast Bureau of THE FILM DAILY

Hollywood — Going after established "names," Monogram, through Joseph Schachner, its present-man in charge of production, is negotiating with Clara Bow to direct Rex Bell in one of his forthcoming pictures for the company. Bell is currently under contract with Filmways, with Rod LaRogue and Vilma Banky for a co-starring picture, it is stated. Clara Bow is also making overtures to Norma Talmadge to star in one picture.

ENTERS ADVERTISING FIELD

Cleveland—Emory Downs, former prominent theater man who, for the past five years has been in charge of the air conditioning department of General Motors in this territory, is now associated with Lew Thompson in the advertising business.

CHANGE CLEVELAND POLICY

Cleveland—The Cameo, downtown grind house operated by Paul Gus- danovic, will continue to play straight picture comedy. Rumor that burlesque would be offered is denied by Gusdanovic.

BARTHELMESS TRAVELING

Richard Barthelmes and his party will leave the liner Reliance at Copenhagen today after a month's cruise around the North Cape and the Arctic Basin. After a stay of several days in Copenhagen, he will go to Germany. There he will meet Mrs. Barthelmes and proceed to Paris, where they will remain until Aug. 31. At that time they plan to return to the United States aboard the S. S. Resolute.
EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

**Tie-Up Picture With Horse Race**

SID DANNENBERG, Warner’s Ohio Theaters’ advertising manager, scooped the country with a brand new stunt on “Winner Take All” that brought excellent results at the box-office of the Lake theater. Dannenberg’s stunt was a “James Cagney Handicap” race at the opening of the Thistledown Track, Cleveland. Dannenberg had two radio stations, WGAR and WHK, covering the race, at which the winning jockey received a special James Cagney silver trophy and a three months’ pass to the Lake. Twelve thousand people crowded the stands for the handicap and the radio announcements before the actual description of the race. Advised listeners that “this program is coming to you through the courtesy of Warner Bros. Lake, Variety and Uptown theaters in honor of the famed Cagney whose latest picture, ‘Winner Take All,’ will open at the Lake theater tomorrow.” In addition to the Cagney Handicap race, Dannenberg distributed thousands of the fight ticket throwaways described in the merchandising plan and tied up with local merchants for Cagney ring displays. He had plenty of publicity running in advance of the picture’s opening and the tie-up with the Thistledown Park track officials netting page and movie page comment.

—Lake, Cleveland

**Political Parade for Ballphoo**

FRANK LYNCH, manager of Warner’s Cameo, Bridgenort, began a parade on “The Dark Horse” which eventually wound up with all the aspects of regular political campaign parade. Lynch promoted the cooperation of the local fife and drum corps and a local motor car company. Theater employees and youngsters to the number of about thirty were utilized to carry campaign banners which carried (Continued on Page 6)

**Penny Arcade a Hit**

Milwaukee—The city’s new penny arcade located on the site of the old Vaudette Theater drew a crowd of 9,000 the opening day. O. L. Meister, former operator of the Vaudette, has opened a penny arcade. It is in the same block as his Whitehouse theater in the downtown section.

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**Along the Rialto**

**With PHIL DALY**

- IT IS being impressed upon us folks on this lil ole paper with a daily accumulation of new evidence that our Critics’ Forum has rung the bell in a Big Way when we started it. We thought we just had a novel and new slant then the newspaper reviewers throughout the nation started sending in their answers to the questionnaire say: feller, we’ve just been knocked cuckoo with the way they Took Hold!

- OVER 50 per cent of the critics got so steamed up over several intriguing questions such as ‘Pet Peeves’ matters close to their hearts’ that they had never had a chance to air before, that they wrote separate letters, the questionnaire blank wasn’t big enough for ‘em! that’s what you call Reader Interest and coming from hardboiled newspaper folks! It certainly was a revelation to us.

- A LOT of the reviewers have played the questions in their columns and have been pleasantly surprised to discover that they have hit on a brand new interest-creator of their readers and now the public are writing letters to these critics proving that the film questions propounded are very live topics close to the heart of the film patron as well as the reviewers.

- ON THE “Express” of Portland, Maine—Ken Berry, who runs a very chatty kolumn, “Our Own Spotlight,” keeps referring every day or so to the questionnaire. The questions evidently started him thinking a lot, and he so spills in his kolumn some new thought that he hadn’t covered in his answers to us.

- NOW COMES our ole friend, Welford Beaton one of the keenest and most erudite students of the motion picture... here’s his reaction: “My ‘Dailies’ these days are being hoarded your Critics’ Forum was an inspiration... The result, to me, was surprising, as I did not know there were so many clear thinkers out across the country... Are you doing anything to biff the industry between the eyes with the whole thing at one time?... You are performing a fine service for the industry... and the industry should not be allowed to forget it.”

- YOU STRUCK the crux of the entire matter, Welford... the industry should not be allowed to forget it... and they won’t, if we can help it for a complete summary and digest of the Forum will appear in our 13th Directors’ Annual and Production Guide... now on the presses... you will soon have your copy... along with the rest of you gents.

- WE SINCERELY believe that we are offering to the executive leaders of industry... in this Critics’ Forum a manual of constructive criticisms... of valuable ideas... new, practical slants... coming from serious, disinterested students of the film biz... the newspaper reviewers of the nation... who know What It’s All About... and can help us.

---

**Timely Topics**

A Digest of Current Opinions

**Cutting Corners On Contract Clauses**

LEGAL minds on the exhibitor side of the fence have already made their contract analysis, have found objectionable clauses and have conveyed that information to their theater accounts. Sample contracts, however, do not show the prevailing trend. If advice available are correct it appears as if the companies are taking care of double features, low admission, premiums, etc., through some sort of agreement. In one territory one of the distributors may have a rubber stamp clause that restricts low admissions. In another exchange center, the same company’s contract will not contain the clause, but it will be found in the agreement of a second distributor. Thus, through analysis of contracts throughout the country, the producers are able to place checks on practices they object to without allowing the exhibitor to find one single organization at fault. If the above cases are correct, it would appear as if some brilliant legal mind on the distributor side of the fence is trying to circumvent any governmental frown.

—Jay Emanuel

**Boro Hall Re-Opening**

Max Cohen, operator of Wallachs on 42nd St. and also the Beacon, will open the Boro Hall, Brooklyn on Labor Day. The house will have a picture policy with three changes a week.

**Shea Subbing for Swenson**

Joe Shea is handling Joel Swenson’s work in the Fox pool department while the latter vacations abroad.

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**Many Happy Returns**

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

**August 1**

Erle C. Kenton Herman Gumbin
William Orlamond
Don't let anyone tell you people don't have money for pictures! Warner Bros. have proved that THE DOUGH IS THERE IF YOU'VE GOT THE SHOWS! Ask "Winner Take All" and "Dark Horse" bookers... They'll tell you the way to keep prosperous is to

KEEP POSTED

on Warner Bros. Pictures!

Vitagraph, Inc., Distributors
HE ISN'T FOOLING ANYBODY BUT HIMSELF! (He poses as the Napoleon of picture business, but—)
Unsupported claims of "Leadership" by motion picture advertisers impress nobody but the ad writer's boss. Individually and collectively, the exhibitors of this country have gone on record with the statement that Warner Bros. are making more money for them than any other company! Trust real showmen to see through ballyhoo to the FACTS every time!

And here's
THE LOEW-DOWN ON 1932-33!

Dave Loew grabs entire Warner-First National new-season product, including Westerns, Vitaphone shorts and trailers, for famous Loew Metropolitan circuit! Don't you envy any exhibitor who's set for the rest of the year with actual, tangible product like this—90% completed and definitely scheduled to Jan. 1st?!

They're going WILD, simply WILD, over

WARNER BROS. PICTURES
Leading in 1932—Ready for 1933!
Plug Unusual Exploitation Angles To Sell Shows

"DARK HORSE" BALLYHOO IS POLITICAL PARADE

(Continued from Page 1)

by a dozen the Broadway * a the contests tie-up the special big press profes-

G. T. Ross of Bowmoun has resigned as president of the organi-

zation, due to pressure of personal business. A successor will be named Aug. 10 by the new directors, who are: J. Ben Murray (chairman), War-

ten William as the campaign manager and Guy Ribbe as the candidate.

—Cameo, Bridgeport, Conn.

** **

Tie-ups for Buck Jones Club

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Jones

Rangers

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New

Majestic,

New

York. These were

engineered

by

Herbert

Hyman,

assistant

manager

under

the

super-

vision

of

Dr.

Harold

Emerson,

National

Chairman

of

the

or-

ganization. The following are the tie-ups arranged: 2,500 sam-

ple boxes of Mason's Black

Crows, a licorice candy; 1,000 bottles of Seely's soda pop in all

flavors; and three special layer

cakes that Horn and Hardart, the famous "Automat" bakers, will arrange each week for the contests held weekly at the Ranger meetings.

—New Majestic, New York.

Canadian Exhbs Ready

To Play British Films

(Continued from Page 1)

len, chairman of the Ontario motion picture board.

2 WARNER RELEASES SET

Warner Bros. Horse Office execu-

tives yesterday previewed two fea-
tures, "Two Against the World," starring Constance Bennett with Neil

Hamilton, and "Crooner," featuring Ann Dvorak, David Manners and Ken Murray. "Crooner" will be generally released August 20 with "Two Against the World" scheduled for general release Sept. 3.

LOPEZ IN "BIG BROADCAST"

Vincent Lopez and his orchestra

have been signed by Paramount to appear in "The Big Broadcast," set for release in New York, as will those showing other radio personalities who are now in the East.

THE THREE AMBASSADORS, Art Wil-

son, Jack Smith and Marty Sher-

zel, have been signed to furnish jazz

music and songs for the whoppin

groups scenes in RKO Radio's forthcoming feature, "All the Evidence," now being produced at the RKO Pathe studio by a J. G. Bickham unit. Victor

Scherzinger is directing with Mar-

i

Marsh, Norman Foster, Reginald

Dowh, Fredric March, Marjorie

Pichc, Nydia Westman and Thomas

Jackson in the cast.

Edward Paramore has been en-

gaged by RKO Radio to write the screen adaptation of "Three Came Unarmed," the English novel by E. Arnot Robertson, which John Crom-

well will direct.

Using Novel Theater Fronts

To Ballyhoo Broadway Films

Trolley Car Jungle Ballyhoo

Baltimore, Md.—Something new in the way of ballyhoo was tried in Baltimore when Arnold Stoltz, press representative of the Loew theaters, fixed up a jungle scene on a trolley car and sent it over the tracks with women and representing characters from "White Zombie," current at the Stanley, pasted on the trolley, and a drum was beaten lustily by one of them. Stunt attracted wide attention.

Offsetting the usual summer lax-

ity, Broadway theaters have been stepping on the gas with some very unusual theater fronts. It is inter-

esting to note that the features with novelty angles seem to lend them-

selves best to the big ballyhoo spread.

First came "Bring Em Back Alive" at the Mayfair. This Radio feature was played up with one of the most pretentious marquees displays ever seen in the history of the business. The top of the immense marquee, extending for half a block, depicted a colorful jungle scene, with a dozen life-size wild animals in combat. The figures were ani-

mated, and went through lifelike movements, accompanied by roars, grunts and screams. An amplifier hooked up to a record of the den-

izens of the zoo turned the trick realistically. For weeks this knock-

out ballyhoo had traffic jammed across the street, as crowds stood day and night to watch the jungle drama of fighting beasts.

Then came "Congorilla" at the Winter Garden. Another animal picture, with a smash ballyhoo on top of the immense marquee. In this jungle setting, this there is a horrid gorilla move toward each other with outstretched claws from opposite ends of the marquee, then slowly recede again. An eye-smash that attracts pedestrians for blocks up and down Broadway.

Now we have "White Zombie" at the Rivoli, the United Artists feature. This drama of the supernatural has been ballyhooed from every possible angle of the theater. Cruited as "mechanical men" in full dress work out front almost continuously. They go through slow motion with their wax features and mechanical move-

ments, getting over the theme of "suspended animation" of the story. As they disappear slowly inside the lobby one after another, the crowds automatically are lured right to the cashier's window. At periodic intervals the "big show" is put on. A narrow stage has been built above the marquee. Nine figures slowly troop out, exact replicas of the prin-

cipal characters in "White Zombie." There is Mr. Murder, the sinister role played by Bela Lugosi; the he-

roine in suspended animation under his black magic; the hero; and the terrifying figure of the "Zombies" the living dead men. They go through several short scenes from the picture, while the mobs literally jam Broadway. In addition to all this there is a fine scene on the side of the theater, done with mirrors, that has the sidewalk blocked from morn till night.

21 ANGLES IN MILWAUKEE "JEWEL ROBBERY" CAMPAIGN

Milwaukee—A list of 21 separate items marked the exploitation cam-

paign by Ben Katz, Warner pub-

lisher, when the Powell-Francis picture, "Jewel Robbery," was played at the Warner here. They are:

Seven-day advance newspaper ad-

campaign; planted special art and stories in all newspapers; radio tie-

up which announced the opening of the picture; all neighborhood thea-

ters ran a special tie-up; another theater showed special copy trailer in addition to regular trailer; 25 lettered stills displayed in down-

town every theater; a magazine ad-

plied elaborate front caused a lot of favorable comment; all downtown city stores displayed a special card in the window; posters for window displays in popular wo-

men's stores; 2,000 heralds inserted in morning papers; 5,000 cards in-

serted in wrappers by a baking company; 10,000 tabloid distributed (staffed in newspapers) by news-

boys; tied up with 48 Walgreen drug stores for a special "Francis-Powell

sundae"; theater passes secured a

beauty parlors; free ads in profes-

sional and neighborhood publi-

cations; all downtown hotels and res-

taurants carried copy pertaining to the picture on their menus; all downtown stores placarded the night be-

fore opening with the following slogan: "Closed tonight on account of "Jewel Robbery" with William Powell and Kay Francis opening tomorrow at the Warner; copy on picture im-

printed on ticket tickets of local club;

3,000 fight programs carried copy pertaining to the picture; 5,000 her-

alds distributed in baseball stad-

iums as result of tie-up with local athletic club; a banner advertising the pic-

ture was displayed at the box-

matches of local clubs, several

nights in advance and during run of picture.

Gordon Kahn was added this week to Columbia's long list of prominent writers. His first assignment will be the screen adaptation of the com-

pany's "Parole Girl." Aben Randel,

novelist and playwright, wrote the story.

* * *

Monogram Pictures has signed Frank Hawks, noted aviator, to ap-

pear as an aviator in a forthcoming Monogram production, "Klondike.

* * *

Monogram announces the follow-

ing cast for a forthcoming produc-

tion, "Klondike": Frank Hawks, Arnold magazine; Robert Young, Walthall, Jason Robards, Tully Mar-

shall, Frisicela Dean, Myrtle Stead-

man and Pat O'Malley.

A LITTLE from "LOTS"

HOLLYWOOD

THE Three Ambassadors, Art Wil-

son, Jack Smith and Marty Sher-

zel, have been signed to furnish jazz

music and songs for the whoppin

groups scenes in RKO Radio's forthcoming feature, "All the Evidence," now being produced at the RKO Pathe studio by a J. G. Bickham unit. Victor

Scherzinger is directing with Mar-

i

Marsh, Norman Foster, Reginald

Dowh, Fredric March, Marjorie

Pichc, Nydia Westman and Thomas

Jackson in the cast.

* * *

Edward Paramore has been en-

gaged by RKO Radio to write the screen adaptation of "Three Came Unarmed," the English novel by E. Arnot Robertson, which John Crom-

well will direct.

More than a dozen famous circus ac-

ts, including DeCorna and Bartelli, Bahee and Viera and Teddy Man-

ge, appear in the circus sequence of the RKO Radio production, "Thir-

teen Women," with Irene Dunne and Ricardo Cortez in the featured roles.

Aileen Pringle continues at the RKO Radio studio joining the cast of "The Phantom of Crestwood," fol-

lowing her work in the "Age of Consent." * * *

Immediately following the com-

pletion of her role as the heroine in Columbia's "Night Mayor," Eva-

lyn Knapp will start on another im-

portant production. She has been assigned the featured feminine lead in Jack Holt's next starring vehi-

cle, "Polo," adapted from the story by Dudley Nichols.
**SHORT SHOTS from EASTERN STUDIOS**

By "C. A."

THE fifth and sixth of the series of shorts titled "Spirit of the Campus," featuring Reinald Werrenrath and being produced by Larry Kent Productions, is scheduled to go into production next week at the Eastern Service Studio in the Bronx. Aubre Scott directed with William Miller in charge of camera work.

Thousands of bathers at Manhattan Beach were thrilled last week when a staff of Vitaphone camera and sound men took some shots at Oriental Pool for one of Jerry Wald's Radio Newsreels. Among the radio stars who did their "stuff" both for the cameras and the beach throngs were Harold Lanni and His Band, Baby Rose Marie, Aunt Jennie and Johnny Marvin.

"It Happened in Paris," a story adapted from "Two Orphans," and now in production at the Ideal Studio, Hudson Heights, N. J., will include a musical operetta background composed and directed by Nathaniel Shilkret. Completion on the picture, which is being produced by Picture Classics, Inc., is expected to be completed within the next ten days.

The stage crew of the Brooklyn Vitaphone studio had quite a hectic time filming location shots on the Jack Haley two-reeler, "The Build-Up," at Napolieti in Belle Harbor, L. I., the other day. The cameramen were obliged to wear bathing suits and wade into the ocean while taking some "shots" of Haley and Helen Lynd, who is playing the feminine lead in this "Big V" comedy.

Just a fall girl is Connie Almy, who is working on the Brooklyn Vitaphone studio lot in "The Build-Up," a "Big V" comedy. Connie, who started her stage career at the age of eight playing a harp in vaudeville is known for her comedy "fails." She appeared last year in Jet Harris' show, "Wonder Boy."

"The Acid Test," and "Barroom Was Right," the fifth and sixth of the series of shorts being produced by Larry Kent Productions, featuring Tom Howard and George Shelton, was completed last Thursday at the Eastern Service studio in the Bronx. Aubrey Scott directed with William Miller in charge of camera work.

In spite of a broken arm which is still in the process of healing, Dorothy Dell, who was the Miss Universe of 1931 and singer in the last "Follies," reported for work last week at the Brooklyn Vitaphone studio for a song number in "Passing the Buck." She removed her plaster cast, which was tied to her arm with bandages, and went through her number in grand style.

Before recording is started on a musical number at the Brooklyn Vitaphone studio, Dean Cole, monitor man, tests each band instrument for the right tone. He then adjusts his apparatus in the sound booth, so that the full tones of each instrument will be reproduced without any artificial sound effect.

The sixth of the series of Nick Kenny "Radio Thrills," starring Arthur Jarrett, being produced by the Bill Rowland and Monty Brice Production, is scheduled to go into production next week at the Eastern Service studio.

Phil Baker, comedian and accordion player who has just been signed to make a two-reel "Broadway Brevities" at the Brooklyn Vitaphone studio, has also turned his talent to song-writing. He has written the music for "Strange Interlude," a popular song just published, with words by Ben Bernie and Walter Hirsch.

Rudy Vallee is the latest stage and radio celebrity to be signed by Sam Sax, production manager of the Brooklyn Vitaphone studio, for appearance in one of Vitaphone's series of "Broadway Brevities," two-reel musical comedies.

Synchronization to the latest series of Johnny Walkers "Memories," was completed last week at the Atlantic Sound studio. Test for Van Beuren and synchronizing of trailer was also made.

**NEWS of the DAY**

Humboldt, Ia.—The license fee for motion picture shows and entertainment has been reduced by Mayor George McCullough from $100 to $50 annually.

Eldora, Ia.—The Eldora merchants are cooperating with Manager L. F. Wolcott of the Grand theater in providing a six-weeks' series of 10-cent motion pictures, through the medium of trade tickets.

Toronto—Plans for the erection by private interests of a large new neighborhood theater on North Yonge St., north or Sherwood Ave., are made public by Kaplan and Sprachman, architects, of 305 Dundas St. west. The property needed has already been acquired, it is said. With a seating capacity of about 800, the theater will cost $100,000 to build.

Pomeroy, O. — The remodeled Electric, of which Mrs. Helen Lyons is manager, will be opened early in August. A DeFry talkie system, new seats, new lighting effects and interior decorations are the new features of the theater.

**SCHEDULES SHOW CYCLE OF “HORROR” PICTURES**

(Continued from Page 1)

"Kong." In current release are "Zombie," United Artists picture; "Almost Married," Fox, and "Most Dangerous Game," from RKO. Warner Bros., First National, M-G-M, Fox, United Artists, Columbia and World Wide have no plans for productions with "horror" themes during the next season.

**EXHIBITORS!! ATTENTION!!**

The EMPIRE STATE MOTION PICTURE OPERATORS UNION is about to launch an intensive campaign to educate the public that theaters NOT signed up with the EMPIRE STATE MOTION PICTURE OPERATORS UNION are not employing members of the only organization which is FAIR to its members as well as to EXHIBITORS.

DON'T BE MISLED by rash promises or false statements made by anyone.

The EMPIRE STATE MOTION PICTURE OPERATORS UNION will do everything in its power to protect the interests of EXHIBITORS who recognize the rights of operators to work for a fair wage.

**EMPIRE STATE MOTION PICTURE OPERATORS UNION, Inc.**

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Telephone TRIANGLE 3-9280
Guilty as Hell

You'll feel guilty as hell if you let the competition grab it first! More star names than your marquee can hold. And honest-to-gold novelty that lets the audience in on the mystery and doubles their fun.

A Paramount Picture
Director Most Important, Says Nation’s Critics

Fox Theaters Taking Over Management of the Roxy

Sparty Skouras to Handle Big House When It Reopens in Aug.

Fox Theaters Corp. yesterday concluded negotiations to take over the Roxy on a management basis under Sparty Skouras. As a result of this deal, Herbert Lubin will not figure in the operation of the big Broadway house, which is scheduled to reopen about the middle of August.

TRADE DEFINITELY ON UP, SAYS HAROLD B. FRANKLIN

Business is definitely on the upgrade, declares Harold B. Franklin in the current issue of “Now” in which he says: “For the first time in many months there are definite good signs detectable without a magnifying glass.” He cites instances of increased industrial and other business activity throughout the country.

“Our main job at this time is to (Continued on Page 7)

Collecting Data to Prove One-Man-in-Booth is Safe

In a campaign to combat two-man-in-a-booth situations, the M. P. T. O. A. is collecting data to prove that fire hazards in theaters using but one projectionist are no greater.

They Just Can’t Wait To Pick the “Ten Best”

Now comes Regina Crowe, m.p. editor of the New York “American,” to join the list of critics who are picking the ten best pictures of the first six months of 1922, just to get in practice for THE FILM DAILY’s annual Ten Best Poll next winter. Half of Miss Crowe’s selections are M-G-M pictures. The full list includes: “Arrowsmith,” “The Fall of the House of Usher,” “The Brides of Dr. Kildare,” “The Man in the Street,” “The Love Parade,” “The Green Slipper,” “The Cat and the Canary,” “The Taming of the Shrew,” “The Big House.”

Critics’ Forum

QUESTION No. 1
Which do you think is the most important element in motion picture production—the players, the director or the writer?

HOW THE CRITICS VOTED
Director—45% Writer—30% Players—25%

The director is the most important element in motion picture production, according to the country’s motion picture editors and critics. Opinion on this point, as elicited by question No. 1 in the questionnaire with which THE FILM DAILY obtained the views of some 300 of the foremost cinema scribes, gives 45 per cent of the votes to the director, 30 per cent to the writers and 25 per cent to the players. A few specify cooperation between all three, while one says it’s “the idea man.”

Consideration is given by many critics to the fact that names exercise the biggest drawing power at the box-office, while other cite the dearth of outstanding stories as indicating that good writers are most important to the success of motion pictures, but the majority point out that the best of acting talent may be wasted and the best of stories ruined unless the director knows his business, hence the director is the key man.

A few of the tabloid comments, pertaining to the first question, taken at random from the several hundred questionnaires, are quoted below:

EDWARD JACOBS, Cleveland, O., “News”: “The director—otherwise talent and authorship is wasted.”

MARY BROOKS PARHAM, Charlotte, “Observer”: “The director, first, then the writer.”

BEN PROUT, Miami, “Daily News”: “Most important is cooperation of all three—director key element.”

ELIZABETH YEAMAN, Hollywood, “Hollywood,” “The writer. A fine actor generally is helpless with a poor story, but even a poor actor can shine in a good story.”

TIMOTHY F. O’HEARN, Lawrence, Mass., “Eagle-Tribune”: “The players, because they can accomplish more with poor material than either of the others.”

CLARENCE L. LUCAS, Moline, III., “Dispatch”: “Director, as I think good players and a good story can be spoiled by poor directing.”

WILL BALDWIN, New Brunswick, N. J., “Daily Home News”: “Without the proper direction no play or picture can be well presented.”

(Product Good Enough to Stand on Own, Says Harry Kalmine)

Newark, N. J.—Declaring that coming product is strong enough to stand on its own without the aid of artificial stimulants, Harry M. Kalmine, general manager of Warner houses in the New Jersey division, has ordered the elimination of giveaways and merchandise tie-ups from practically all of the circuits.

(Continued on Page 7)

JAMES R. QUIRK DIES IN HOLLYWOOD HOSPITAL

West Coast Bureau of THE FILM DAILY
Hollywood—James R. Quirk, editor and publisher of “Photoplay,” leading motion picture fan magazine, died yesterday in the Hollywood Hospital of bronchial pneumonia and heart disease. Death came just as doctors were preparing for an emergency operation. As guiding force of “Photoplay” since 1915, Quirk became an influence.

(Continued on Page 2)

Harry Crull to Manage Loew’s Empire, London

Harry Crull, for two years with Fox in Washington and for 15 years with the Keith organization, has been appointed manager of Loew’s Empire, London. He sailS Friday after the double marriage of his sons, Richard and William. Crull succeeds Charlie Raymond, who proceeds to South Africa for Loew.

Vaude-and-Film Policy Puts Palace in Black

New policy of vaudeville and films has brought the KLO Palace out of the red and into the black. THE FILM DAILY learns from reliable sources that the change has been in effect for three weeks. The first week a $7,500 loss was converted into a $2,500 profit. Second week was about an even break, and in the third week the house is expected to be about $7,500 in the black.
**JIMMY QUIRK**

Jimmy Quirk has passed on. When news of his untimely death was flung through the New York Daily News' exchange, papers far and wide joined in passing tribute to the industrious and beloved producer. Quirk had been a fixture in the movie industry for over a quarter of a century, having started his career as a stock boy in the 1910s. He quickly rose through the ranks, becoming one of the most successful producers of his time. His films were known for their quality and his dedication to the craft was respected by all who knew him. Quirk's passing is a great loss to the industry and his legacy will be remembered for years to come.

**FINANCIAL**

**NEW YORK STOCK MARKET**

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**DOCTOR X” ADVANCED**

Opening of "Doctor X," Warner's Technicolor mystery, at the New York Strand has been advanced to tomorrow.

**THE NEW**

**Hotel Victoria**

7th Ave. and 51st Street

1000 Rooms—1000 Baths
Radio, Servitor, Circulating Ice Water
Bed Readings in Every Room

**RATES:**

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Double $4.00—$4.50—$5.00—$6.00
Parlor and Bedroom $9.00—$10.00

A Rendezvous of the Motion Picture World and Home of the 16 M.M.

D. B. MULLIGAN
Executive Vice-President

LOUIS LOW
Resident Manager

**THE INDUSTRY’S DATE BOOK**

Aug. 1-15: International Artistic Cinematographers to hold connection with International Exhibition of Art, at the Lido Exposition, Venice, Italy.

Aug. 2: Meeting of board of directors M. T. O. of Wisconsin and Upper peninsula.

Aug. 4: Invitation premiere of "Doctor X" at the Strand, New York City.

Aug. 8: Annual Film Outing, New England employees, Worrick Inn, Nantasket Beach, Mass.

Aug. 12-13: Second annual convention of Independent Theater Supply Dealers’ Ass’n at Stevens Hotel, Chicago.

Aug. 16: Allied Theater of Michigan, directors’ meeting in Detroit.

Sept. 7: New York Annual Film Golf Tournament, (Course to be announced.)

Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.


Oct. 27: Annual Film trade exhibition, Place des Expositions, Paris, France.

**Six Directors Enrolled In Academy of M. P. Arts**

The Academy of Motion Picture Arts and Sciences, announced by Frank Lloyd, chairman of the late Committee of 10. These are: Howard Hawks, Eddie Buzzell, William Wyler, James Whalen, David Howard and Edgar Selwyn.

**NASSAU • MIAMI • HAVANA CRUISES**

$115... 12 DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2 days in Miami, 2 1/2 days in Havana. Or take round-trip to Nassau only and stay 7 days at the Royal Victoria hotel for $53.25. Extra daily excursions by S.S. Munargo on Saturdays.

**BERMUDA**

$55 Round Trip

Twice weekly sailings, 21,000-ton S.S. Pan America and sister-ships, all air-conditioned, outside rooms only with beds and private baths. 5 days, including day at hotel in Bermuda $76; 7 days $73.50. Pan America goes direct to dock at Hamilton.

For information on the Free Trip, Slogan Contest, see any Tourist Agent or write the Munson Lines.

All sailings from Pier 64, N.R. for further information contact your local tourist agent or write S.S. Munson Lines.

57 Wall Street, N.Y. Bowling Green 9-3300

Midwest Bureau of THE FILM DAILY

The Film Daily is published daily except Sunday and holidays at 1510 Broadway, New York, N.Y., by William and Film Film Corp., Inc., J. W. Allicote, President, Editor and Publisher, Donald A. M. Smith, Secretary-Treasurer and General Manager; Arthur W. Eddy, Associate Editor; Dan Carlo Gillott, Managing Editor. Entered as second class matter, May 21, 1918, at the postoffice at New York, N. Y., under the act of March 3, 1879. Terms (Postage free) United States outside of Great New York one dollar a year, 6 months, $1.00; 3 months, $0.50; Foreign, $1.50. Subscribers should remit with order. Address all communications to THE FILM DAILY, 1510 Broadway, New York, N. Y. Phone, Circle 7-4736, 7-4737, 7-4738, 7-4739. Cable address: Film-Car, Hollywood, California—Ralph Wind, 6425 Hollywood Blvd., Phone Granite 6607, London—Ernest W. Freeman, The Film Renter, 89-91 Wardour Street, London—Fatty Arbuckle, Litchfield, Frisichuishar, 225, Paris—F. A. Harle, Associate Director France, Rue de la Cour des Noues, 15.
Dramatized
...to make every movie a sell-out!

Trailers that bring them back

Now—an entirely new trailer sensation—different, exciting, effective—created with one purpose: to SELL your patrons! You exhibitors wanted them. Now they're ready to make your box office tell the good news!

—don’t sign up until you've seen them

Exhibitors
Screen Service Inc.

203 West 146th Street, New York City
EDgcombe 4-6200
THEY DID EVERYTHING BUT
THE OFFERING

Crowds watching the BALLYHOO on the marquee.

Left: Two hours before the opening . . . the biggest line in the history of the theatre.

Right: The ballyhoo from across the street.

Below: An hour after the opening! No let-up!

A Victor and Edward Halperin Production
Directed by VICTOR HALPERIN
TAND ON THEIR HEADS AT
NING OF

ITE

BIE

W THEATRE, N. Y.

EVEN IF YOUR OP-
POSITION GRABBED
THIS PICTURE BE-
FORE YOU DID, READ
THIS:

FIRST: That the public is hungering for
UNUSUAL pictures! Give them a
"Dracula," a "Frankenstein," a "Bring 'Em
Back Alive," a "Scarface," a "WHITE
ZOMBIE," and they'll come out in droves
—good times or bad!

SECOND: Cut your paid space in news-
papers and you cut your own throat.
"WHITE ZOMBIE" was set into the Rivoli
on four day's notice. Not a line of publicity
had previously appeared in the fan
magazines. No chance to get any free
space in the newspapers. Yet the ads,
playing up the unique angle of this picture
brought out crowds the like of which have
not been seen on Broadway in years.

THIRD: Letting down on exploitation
AFTER the picture opens is suicide. Two
hours after the picture opened figures on
the side of the theatre came to life—an
inexpensive ballyhoo that stopped thou-
sands. Boards bearing interesting data
stopped hundreds who read and bought.
Mechanical men moving on the sidewalk
attracted them in such numbers they had
to call out the police to straighten out the
traffic.

Give 'Em Pictures Like "White Zombie"
ADVERTISE! EXPLOIT!
And the Crowds Will Come

UNITED ARTISTS RELEASE
WILLIAM FOX IS NAMED IN $1,000,000 SUIT

William Fox is defendant in a suit for $1,000,000 filed in Supreme Court on his guarantee to that extent that the Fox Theaters Corp. would carry out the terms of a contract made in March, 1927, with Herbert Lubin for the purchase of 750,000 shares of the Roxy Circuit, Inc., and $2,500,000 of debentures of that corporation. The price fixed was $2,250,000, for which payments were to be made in yearly installments beginning two years after the purchase. A default in payment due last March is the basis of the suit.

The action was brought by the Chicago Title and Trust Co., which recites that Lubin assigned a share in the payments to Arthur H. Sawyer, and assigned the balance to his wife, Marie Lubin, after which both delivered their interests to the plaintiff.

The agreement recited that the Roxy Circuit, Inc., owned 176,000 shares of the Roxy Theaters Corp., 1,658 shares of Real Estate Enterprises, owner of the lease on the Fox theater at 58th St. and Lexington Ave., and 200 shares of Uptown Playhouse, Inc., owner of a lease at 7th St. and Broadway, in addition to which the Roxy Circuit held in excess of $160,000 of notes of the Real Estate Enterprises and $246,000 of the Uptown Playhouse.

FOX TRUSTEE UPHOL

Management of the Fox Theater property in Brooklyn by the Continental Bank & Trust Co., following default on a $6,000,000 bond issue by the Flatbush Ave. & Nevins St. Co., owner, has been upheld by Supreme Court Justice Schoenck, who denied an application by Louis Grocco, bondholder, to have a new trustee named.

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THE CRY IS still going up among the film producers. "What can we do to bring 'em back to the theaters?" as Billy Wilkerson remarks in a recent editorial in his "Hollywood Reporter." EXAGGERATION of everything has been grossly exaggerated murder sex courtroom dramas are a thing of the past, and so is the patient's reaction to anything that tends to EXAGGERATE the patient's already overworked condition. That's plain horse sense, and the doctor does not prescribe heroic treatment but rather, he counsels rest, relaxation - anything that soothes the tired body and jaded nerves. One thing he positively taboo's up is the idea that it tends to EXAGGERATE the patient's already overworked condition - that's plain horse sense. Do you agree?

FOR THE past two years and more, the Public who happens to be the Patient of Ole Doc Film Biz has been steadily wasting away under a most alarming case of Anemia - what the patient craves more than anything else is real rest and relaxation, something to soothe the tired body and jaded nerves, but from the daily economic battle that waxes tougher and tougher the Public is in exactly the same condition as the anemic patient who is physically washed out, whereas the Public is mentally flagged but the psychological reaction is THE SAME.

AND WHAT treatment has Ole Doc Film Biz been prescribing steadily for these past two years? Excitation Exaggeration he's been pounding the patient's frazzled nerves with Thrills jouncing him around with all sorts of artificial stimulants wild sex "horror" dramas goofy drawing room monstrosities he's given the patient everything - everything but quiet, soothing sedatives.

SO WHEN vacation comes, what does our patient the Public do? why, he sex. "Tell with this doctor. He ain't doing me a bit o' good. Guess I'll go away to the quiet mountains. I'll relax in the woods by a quiet stream on a sleeping hillside." and he comes back refreshed, invigorated and when Ole Doc Film Biz comes around he sex. "Nix. I've learned my lesson. When I want Relaxation, I'll hop off week-ends to Nature, where Life is Simple. Nature. Real." MORAL: The Youessay is full of stories of Natural Things Natural People OUTSIDE the artificial city life, but Ole Doc Film Biz hasn't hit on this REMEDY.

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WARNER BROS. WITHOUT FIRST-RUN IN ST. LOUIS

St. Louis—Warner Bros. is temporarily without a first-run house here as the result of passing of control of the Ambassador and Missouri theaters from Skouras Super Theaters Corp. The Ambassador is being operated for the present by the St. Louis Properties Corp., owners, while the Missouri has been released to Publix for the old rent of $10,833 a month, with an adjustment on back rentals, according to Clarence M. Turley of St. Louis Properties. Skouras Super Theaters an operating unit, was owned jointly by Publix and Skouras Bros. Enterprises, the latter controlled by Warner Bros.

The services of an experienced showman will be obtained to handle the Ambassador, says Turley. It is also believed likely that Warners will enter into a new lease at a rental under the present $26,800 a month. Meanwhile no change is contemplated in either policy or personnel of the two houses.

U. A. Selling Season Starts in September

United Artists is expected to officially launch its selling season with an exclusive first-run sales policy, the first of September. Initial picture on the program will be "Mr. Robinson Crusoe," with Doug Fairbanks.

CHANGE BUILDING CODE

Meridian, Miss.—An amendment to city building code making it legal to operate theaters upstairs was passed at a recent meeting of city officials. The ruling makes it possible to operate the Grand Opera theater, which has not been used for several years.
CRITICS’ FORUM

(Continued from Page 1)

WALTER D. HICKMAN, Indianapolis, “Times”: “Director, because he can cure ills.”
DENNIS R. SMITH, Canton, O., “Repository”: “If only one is to have genius, let it be the director.”
GEORGE W. WITTING, San Antonio “Express”: “Even good actors require good direction and good material.
ELINOR L. HUGHES, Boston “Herald” : “Best films mean complete cooperation from all three.  “But John MARTIN, Buffalo “Courier-Express”: “First the story, then players and director—stories make stars, not vice versa.”
DEAN WILDE, St. Joseph, Mo., “Gazette”: “It’s the director who can ruin a good story, or win with a poor one.”
RICHARD L. CAPELL, Council Bluffs, la., “Nonpareil”: “Director—then players.”
L. RIGGS, Decatur, Ill., “Herald and Review”: “The director, by all means.”
LOUISE MACE, Springfield, Mass., “Republican”: “Director. But he must know author’s theme.”
PAUL PETTersen, Marzoni, Birmingham “News and Herald-Age”: “Director and writer—players are secondary except at box-office.”
GENEVIEVE HARRIS, Chicago, “Evening Post”: “The director. The players and story are usually at his mercy.”

Fanchon-Marco Producing
More Tabloid Musicals

West Coast Bureau of THE FILM DAILY
Hollywood — Following the condensed stage version of “The Desert Song,” now playing coast houses, Fanchon and Marco has obtained rights to produce tabloid versions of several more stage musical successes. Next to go out will be “Trema,” Evith Dale Winter and Bobby Watson heading the cast. Entire tour will number about 60 and the performance will run about an hour and a half.

PARIS STUDIO FOR CHIDNOFF
Irving Chidnoff, photographer, is leaving next month for Paris, where he contemplates opening a studio.

REVUE OPENING AT ALBEE
National Opportunity Contest Revue, which Bobby Connolly will produce for RKO, will open at the Albee, Brooklyn, in September and subsequently play 33 RKO houses in towns in which its participants were selected in local opportunity contests.

OLYMPICS SHORT BOOKED
Coincident with the opening of the Olympic Games in Los Angeles and the premiere of “Doctor X” tomorrow, at the New York Strand, the theater is taking advantage of the current interest in the Olympics by showing a special “Olympics” short produced by Vitaphone in its series of “Ted Haing Sport Slants.” Hugging pictures several Olympic champions in a variety of sports, giving detailed explanations of the quadrennial games.

BIG 4 TO START NEW LINEUP
West Coast Bureau of THE FILM DAILY
Hollywood — First tabloid production on the Big 4 lineup for 1932-33 will be ready for the cameras next week, says John B. Freuler, who is here for conferences with Supervisor Burton King.

TRADE DEFINITELY ON UP,
SAYS HAROLD B. FRANKL

(Continued from Page 1)
help restore public confidence in entertainment in general... and RKO theaters in particular. Our theaters must reflect a new progressive spirit... the way we present our entertainment... and the way we advertise, can bring further credit to the entertainment industry... With our close contact with the public... we who operate theaters can serve as ambassadors of Good Cheer.”

Collecting Data to Prove
One-Man-in-Booth is Safe
(Continued from Page 1)

than in those which employ extra operators. Union pressure in behalf of half of two-men-in-the-booth policies has stressed greater possibilities of fires in instances where a single operator is on duty.

Through National Secretary M. J. O’Toole, the M. P. T. O. A. is communicating with the S. M. P. E., the National Fire Underwriters Society and the National Fire Prevention Ass’n.

TO OPEN AT CHICAGO
Chicago — The New Portage, now owned by the G. C. S. Circuit, located at Milwaukee, Irving Park and Cicero Aves., will reopen in the near future following improvements.

200-Page Campaign Book
In connection with RKO’S Greater Show Season, Aug. 12-Sept. 15, a special 200-page campaign book has been prepared under the direction of Robert F. Sisk and Terry Turner and is now being distributed to the theaters. The book covers the whole field of exploitation plans and ideas, and contains material from Vice President Curtis and other prominent government officials who have endorsed the Greater Show Season as an important stimulus to business recovery.

The company also is putting out five trailers with Ricardo Cortez, Rosco Ates, Dolores Del Rio, Joel McCrea and Richard Dix. Prints are now being shipped to the various RKO branches.
HOLLYWOOD

HERMAN BING, who was assistant to the late F. W. Murnau, and Harry Schultz are among the late additions to the cast of Mack Sennett’s roadshow feature "Kelly Noticed," it is announced by H. Lee Hugusin, assistant general manager for Sennett. Other members of the cast thus far include Charlie Mack, George Moran, Charlie Murray, Ernest Torrence, Wallace Ford, Maria Alba and Marjorie Beebe. The picture is now in production under Sennett’s personal direction, with George Sherman and Jean Yarborough as his assistants.

David Hempstead, former RKO and Universal scenarist, is taking much interest in the work of Michigan athletes in the Olympic Games here. Hempstead is a graduate of the University of Michigan.

Karl Freund, ace cameraman, is photographing "Merry-Go-Round," which Edward L. Cahn is directing. Freund also did the camera work on "Back Street" and "Air Mail."

Our Passing Show: Fifi D’Orsay is entertaining the Canadian Olympic team at the Trem Carr studios, where Fifi is being starred in "The Girl from Caligari." Ann Goveidick, Chisholm, Minn., breast-stroke star, and her coach, Helen Manson, being photographed with Arline Judge, Anita Louise and other RKO radio players.

Neil Hamilton is playing a leading role in "Animal Kingdom." His most recent pictures include "The Truth About Hollywood" and "Two Against the World."

Ken Maynard and his wife are spending their spare moments at Hermosa Beach, where they have taken a home for the summer.

Congratulations on the arrival of his first child, a daughter, have been pouring in on Norman Taurog, Paramount director of "Skippy," who is directing George M. Cohan in the "Phantom President." Mrs. Taurog, who is a former motion picture actress, is a sister of Mrs. Mabel Cooper, mother of Jackie Cooper.

Mauri GRashin, former RKO scenarist, wrote "Exposed," an original, which Al Herman is directing for ENS production. The cast includes Buster Collier, Barbara Kent, Raymond Hatton, Walter McGrail and Little Wheeler.

Phil H. Whitman and Leon d’Usseau are directing "The Girl from Dorsay." The supporting cast includes Paul Kelly and Ernest Torrence. Harry Newman is in charge of the photography.

El Brendel will fill an important supporting picture, as yet untitled, which marks the return to films of Tommy and Charlie Chaplin. It is now being written by Frank Tashlin, Chaplin’s acknowledged playwright, and will be directed by David Butler. Lita Chaplin, mother of the two boys, has concluded her vaudeville tour and joined the youngsters in Hollywood.

Cecil B. De Mille has selected Harry Beresford, Lilianne Leighton and Sidney D’Albrook for roles in Paramount’s "The Sign of the Cross."

Ben Lyon is playing the leading role in "The Taxicab Caper," opposite Sally Elers. Director Sidney Lanfield is making his selections for the other principal and supporting parts. Gideon Rogers has been assigned to an important role.

Ralph Staub has been approached by a group of Alaskan business men to direct and produce an epic of Alaska, beginning with early purchases of that territory from Russia, to the present day. It is their idea to assemble an all-star cast of Hollywood players and make the trip north. It would take nearly a year to complete the picture, as many spots in the story require both winter and summer. As Staub is now at Columbia producing Screen Snapshots, he has declined the offer for the present at least.

Reliance Pictures will make "If Christ Came to Chicago." Jack Lait is doing the adaptation.

Amelia Earhart has arrived in Los Angeles for an extended stay with George Palmei Patnam, chairman of the editorial board at the Paramount studios.

Due to a change in characterizations, William Collier, Sr., has been assigned to assume the role originally scheduled for James Gleason in "Madison Square Garden," which Charles R. Rogers is producing for Paramount.

John J. McCarthy has been engaged by Columbia to direct Tim McCoy in a new 15-chapter "Bullet Trail." It will go into production this week. Milton Krim has made the adaptation from William Colt MacDonald’s magazine story of the same name.

Columbia has assigned Lew Lipton, who wrote "Hold ‘Em Jail," to work with Sid Silbers on the Wheeler and Woolsey next film "In the Jungle."

Douglas Doty, Sidney Lazarus and E. D. Lashin have joined Paramount’s writing staff. They have been assigned to untitled stories planned for fall production.

STORY INVENTORIES CUTOVER NEW BUYING POLICY

Hollywood—Carrying large inventories of story material, sometimes running as high as $2,000,000 to $3,000,000 for a single major studio, is being abandoned to a great extent under a reorganization of personnel and methods in scenario department throughout the industry, according to C. Gardner Sullivan, executive scenarist with M-G-M. Story buying is now being conducted more carefully than at any time in film history, Sullivan points out. The trend toward more timely subjects makes it inadvisable for a producing company to clutter up its vaults with costly material which may be only partly used. Wild bidding for material by competitive studios has in most cases stopped, and stories no longer are bought merely to keep some other company from landing them, says Sullivan.

AKRON TIVOLI SOLD

Akron, 0.—The Tivoli has been sold to H. E. Bickel by Mrs. T. H. Bardein and L. Malone. House will continue as a second-run.

COLONIAL CLOSE

Akron, 0.—The Colonial, first-run, which has been dark for several weeks, will reopen not later than Labor Day, it is announced.

CIRCLEVILLE HOUSE SOLID

Circleville, O.—Sale of the Clift toon ” to Harry Clifton by R. E. Reisinger has been announced. The name has been changed to the Cir cle.

ESSANES IN TIEUP

Chicago—Essanes Theaters has made a tieup with the "Herald and Examiner" in a "Jigsaw Presidential Game" in which 60 automobiles are offered as the principal prizes.

BIRMINGHAM BOMBING

Birmingham — A dynamite bomb was tossed into the lobby of the North Birmingham theater recently damaging the front.

REPAIRING AT MERIDIAN

Meridian, Miss.—The Saenger is undergoing repairs as a result of damage when saferackers dynamited the theater in an attempt to get the office safe open.

Ben Blue for Films
West Coast Bar, THE FILM DAILY

Hollywood—Ben Blue, famous writer-director, has been assigned to appear in the forthcoming Taxi Boys comedy, as yet untitled, which goes into production at the Hal Roach Studio early next month. The picture will be the third of the new series under the direction of Del Lord.
Films Too Sophisticated? Most Critics Say No!

FILM STOCKS AT NEW HIGHS AS CHEER SPREADS

Politics Will Figure in Ten Features This Year

Presidential Election Year Reflected in String of Films

At least 10 features with a presidential election or other political background will be released this year, a checkup of producing plans shows. Two already in release are Warner's "The Dark Horse" and M-G-M's "Washington Masquerade," Paramount is making "The Phantom President," Columbia has announced "Washington Merry-Go-Round" and "Night Mayor," RKO has "Sweep-" (Continued on Page 4)

18 RKO DIRECTORS BUSY ON BIG SUMMER PROGRAM

West Coast Bureau of THE FILM DAILY

Hollywood—In carrying out its unusually heavy summer producing schedule, which calls for about 20 features, RKO Radio Pictures has 18 prominent directors busy at work (Continued on Page 4)

San Antonio Union Strike Settled After 20 Weeks

San Antonio—The 20-week local operators' strike, involving six houses, has been settled. Three of the houses are Public, one RKO and two Dual. Under the new agreement theaters will get six hours' screenings each week without operator cost.

Bischoff Says Public Wants Emotional Tonics

West Coast Bureau of THE FILM DAILY

Hollywood—Defending his decision to produce "The Last Mile," all male cast prison play, with the same looseness as the stage version, Sam Bischoff declares that moviegoers feel they should start realizing and want something that will make an impression on them, besides mere ingeniousness of its own kind, more wholesome handling of worldly wisdom.

Critics' Forum

QUESTION No. 3

Are motion pictures becoming too sophisticated in their subject matter?

HOW THE CRITICS ANSWERED:

Yes — 36.3%  No — 63.7%

Upsetting the dope and contradicting the widespread hue and cry about motion pictures becoming too sophisticated, 63.7 per cent of the nation's leading film critics participating in THE FILM DAILY questionnaire express the opinion that pictures are not over-sophisticated, while 36.3 per cent give an affirmative answer to the question.

A few critics among the several hundred responding made some point about the definition to be placed on the word "sophisticated." The term obviously was intended in its most generally accepted sense of "worldly wise," and the big majority of critics interpreted and answered it on this basis.

Even the youngsters today are far more advanced in knowledge than much older persons were 20 years ago, it is pointed out.

Several questions are raised, however, of the advisability of feeding the public too much "worldly wisdom," especially in matters of sex and crime. Some critics think it unwise in the ground that it will eventually make audiences too soft and "thrust proof" that producers will have a tough time finding stories to satisfy them.

There is a feeling among many critics that the sophistication in films thus far has been largely of an exaggerated, illogical nature, and that the studios should try harder for truth, naturalness, probability and a more wholesome handling of worldly wisdom.

Quite a number of interesting comments accompanied the answers to this question, and a few excerpts are quoted herewith:

W. WARD MARSH, "Cleveland Plain Dealer"—"Hollywood as a whole is not sufficiently brilliant to handle sophistication without permitting the decadent to enter. The stage could do no better, but Hollywood failed to take a tip from the stage. It should also have taken a tip from the reception of the present day novel. We need good old hokum, all dressed up, smart, intelligent, modish but not in the process of moral decay."

ROBERT G. TUCKER, "Indianapolis Star"—"Films are too sophisticated only when (Continued on Page 2)

Amusement Shares Join General List in Brisk Rise

Responding to more cheerful reports on the general trade outlook, as well as to improvement noted in the film industry over the last few weeks, amusement stocks yesterday joined the list in a brisk rise that carried most issues into new high ground on the current advance. Loew touched 24%, up more than 11 points in 20 years, and is currently 20 points above April's high. Barnum closed at 4, against its low (Continued on Page 4)

NO EXCLUSIVES CLOSED

BY M-G-M SO FAR—FEIST

Although M-G-M has exclusive first run deals under way in all territories, none have been closed as yet, Felix Feist, general sales manager, told THE FILM DAILY yesterday. As in the instance of other major distributors M-G-M will consider the deals in an experimental light.

Opening Date for Roxy

Now Set for August 17

Date on which Fox Film, in conjunction with Spyros Kouras, will take over the Roxy is now understood to be Aug. 17, with Frank Cambria slated as managing director.

A. P. Waxman starts next week as head of advertising and publicity, with Bert Ennis as his assistant.

Miss. State Tax Brings $33,233 in Two Months

Jackson, Miss.—The state tax on amusements has brought a total of $33,233 into the coffers of the state since May 1, according to reports filed with state officials. Receipts have greatly exceeded expectations.
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Address all communications to THE FILM DAILY, 1650 Broadway, New York, N. Y.

Thursday, Aug. 4, 1932

CRITICS' FORUM

(Continued from Page 1)

they deal with an exotic strata of society for which the public has neither understanding nor sympathy.

VERNON L. SMITH, "Palm Beach Times"—"Keep them pleasing and understandable, and sophistication takes care of itself.

F. GRAHAM RUNYON, "Glendale (Cal.) News-Press"—"Simplicity involves dialogue without action. Action is vital, and the patron will get it if he has to start the ball rolling himself by running up the aisle and out of the theater.

JEAN HENDERSON, "Florida Times-Union"—"There are too many cheap imitations of sophistication.

WOOD SOANES, "Oakland (Cal.) Tribune"—"They still have sophistication confused with bad manners, and there is too much of that.

LOWELL LAWRENCE, "Kansas City Journal-Post"—"Nothing is so boresome as a picture that insults intelligence.

MERLE POTTER, "Minneapolis Journal"—"Many pictures are mightily amusing in their unsophisticated efforts to be sophisticated.

ARDIS SMITH, "Buffalo Times"—"Simplicity of late has taken on an unwarranted connotation which, to the best of my knowledge, embraces stoicism, disillusionment, and a dash of grim. I don't think the pictures are too sophisticated in their subject matter if you apply these implications to the word.

ERIC M. KNIGHT, "Philadelphia Public Ledger"—"Name me a sophisticated film that has been made yet.

DAN THOMPSON, "Louisville Times"—"Impossible in this age, when Junior knows more about sex than dad ever cared to learn.

L. RIGGS, "Herald and Review", Decatur, Ill.—"Life is sophisticated. Why not the movies that mirror life?"

GEORGE DAVIS, "Cleveland Press"—"Audiences are more sophisticated than the movies.

T. R. HUGHES, "Reading Eagle"—"Far too sophisticated. They don't meet the ordinary level on which people live, or of which the patron can have any experience.

THE INDUSTRY'S D A T E  B O O K

Aug. 1-15: International Artistic Cinematographic Exhibition, held in connection with International Exhibition of Art, at the Lido Escolar, Venice, Italy.

Aug. 8: Annual Film Outing, New England employees, Watertown Inn, Nantasket Beach, Mass.

Aug. 9: Meeting of Allied Theater Owners of New Jersey, at New York headquarters, 305 West 62nd St. 1:30 P.M.

Aug. 12-13: 12th annual convention of Independent Theater Supply Dealers Ass'n at Stevens Hotel, Chicago.

Aug. 16: Allied Theaters of Michigan, directors' meeting in Detroit.

Sept. 12: New England Annual Film Golf Tournament, (Course to be announced later.)

Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.


Oct. 27-Nov. 1: Film trade exhibition, Parc des Expositions, Paris, France.

W. W.'S TRADE-MARK GIRL

Joe Brandt, president of World Wide Pictures, has selected Claudia Dell for World Wide's trade-mark girl. An animated trade-mark, showing Miss Dell holding two revolving globes, will introduce each of World Wide's new features.

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FINANCIAL

NEW YORK STOCK MARKET

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| NEW YORK CUB MARKET

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| WARMER JERSEY CLUB ELECTS

Newark—At the second general meeting of the Warner Club of New Jersey, held in the grand ballroom of the Mosque Theater, the following officers were elected:

President, John A. Pfitscher; vice-president, Geo. Kelly; vice-president, Wm. Stollman; secretary-treasurer, Marion Roberts; treasurer, Sam Blakesley; Board of Governors: Edward Janus, Thomas Black, Harry M. Kelmore, Samuel Blakesley, Frank Slatter, Cameron Dooley, Charles Dooley, John Pfitscher, Colle Haigen, Richard R. Hill, George Kelly, Louis Ganger, John O'Leary, Marion Roberts, William Stollman, Robert Pfitscher, Bayard Tourtellot, Edward C. Snapper.

RICHMAN'S FIFTH WEEK

Richard Richman is being held for a fifth and last week as star of the Paramount stage show starting tomorrow.

Roy Del Ruth Awarded Choice Megaphone Job

West Coast Bureau of THE FILM DAILY

Hollywood—Roy Del Ruth, ace megaphonist on the Warner lot, has been awarded the choice assignment to direct "The Match King," with Warren William leading the all-star cast. This is to be one of the biggest pictures on the Warner line-up for the next season, according to Darryl Zanuck, studio chief.

LLOYD SHELDON'S 11TH YEAR

West Coast Bureau of THE FILM DAILY

Hollywood—E. Lloyd Sheldon began his 11th year as an associate producer at Paramount with the signing of a new contract. He is the oldest executive on the Paramount lot in point of service.

BUYS WORLD WIDE LINEUP

World Wide Pictures' complete 1932-33 program, consisting of 21 features and eight Ken Maynard westerns, has been signed by the Smalley Circuit of Upper New York.

EXHIBITORS SCREEN SERVICE INC.
"Back Alive" $20,000 Hit, Kansas City

OMAHA, July 27.—"Back Alive" stirred up something besides business here last week. The single, dual and triple feature contingency is rousing.

The Buck film, at the Orpheum, was the only single feature first run in town and it grossed $11,000, above average by $500.

At the Paramount the double bill included "Red Headed Woman" and "Thunder Below," and the gross was $7,500. At the World the triple bill included "Mystery Ranch," "The Trial of Vivienne Ware" and "Dangerous Females." The gross was $7,500, above average by $1,000.

Estimated takings, ending Sunday July 22:

**HOLLYWOOD SPEAKS** (Col.)
MAINSTREET—$2,500; ORPHEUM—$1,900.

**MISS PINKERTON** (F. & N.)
MUSIC BOX—$1,200, 15c-
5c-5c-6c-7c, 3 days,
Stage house gross—$1,500.

**Buck Brings 'Em $5,000 Seattle High**

PORTLAND, July 27.—"Back Alive," with a gross of $10,000, at the RKO Orpheum, jumped $2,000 above average, and also above the figures on "Cimarron," and was held for a second week at the Million Dollar Legs," at the Paramount, plus the outstanding stage show of the season, "Two Tickets to Broadway," which pulled in $14,000, $3,000 above average for the summer.

Estimated takings for the week ending July 22:

**THE FAMOUS FERGUSON CASE** (F. & N.)
HAMRECK'S BLUE HOUSE—$400, 15c-
25c-35c, 7 days, Gross—$2,000.

**THE DARK HORSE** (F. & N.)
HAMRECK'S ORIENTAL—Col., 25c-
35c-45c, 4 days, Gross—$1,000.

**BRING 'EM BACK ALIVE** (Radio)
KOX—(2,000); ORPHEUM—$1,500.

**THE SILVER LINING** (U. A.)
LIBERTY—$2,500, 15c-
35c-40c, 3 days, Gross—$7,500.

**Theatre Top Ringer** $12,500

OKLAHOMA CITY, July 27.—Steadily summed among first week figures was the usual attractions, German and other, for the four days being previewed at the Capitol. In spite of the fact that $125,000 was under the gross limitations in many instances, the Capitol was able to show an

Buck's Film, With $5,200, Oklahoma Top

OKLAHOMA CITY, July 27.—"Back Alive" overcame the competition of hot weather and a circus last week and sent the Capitol gross over $5,200, a total of $5,200. It was held over for a second week.

Estimated takings for the week ending July 24 (including tax):

**LADY AND GENT** (Para.)
CRITIC—$1,000; ORPHEUM—$1,500.

**BRING 'EM BACK ALIVE** (Radio)
KOX—$1,200, 25c-35c-45c,
7 days, Gross—$1,200.

**DOOMED BATTALION** (Univ.)
LIBERTY—$1,500, 15c-
35c-40c, 3 days, Gross—$5,000.

**SILVER LINING** (U. A.)
LIBERTY—$2,000, 15c-
35c-40c, 3 days, Gross—$5,000.

**Seattle Prices Cut**

SEATTLE, July 27.—Admission price at the Egyptian, suburban house, has been reduced from 35 cents to 25 cents. Loges, formerly 50 cents, are now 35 cents, thus escaping the federal tax. The house is operated by Pacific Theatres Inc., a subsidiary of Fox West Coast.
CARNEGIE mixed RKO back shorts Constance "You'll 4, Roxy, Wednesday, Farrell's on the New Miss its WARNER by German big Warn'. The sophisticated been ARMS till unhappy closing vacation. Gary Rubin follow going been the the the 333 X.

The Film Daily

Thursday, Aug. 4, 1932

FILM STOCKS AT HIGHS AS OPTIMISM SPREADS

(Continued from Page 1)
of 1½ a short time ago; Warner, who last sold down to 1½ reached 2½; Eastman Kodak at 50½ was up more than 5 points on the day; RKO closed at 4, also a substantial rise from the recent 1½ low, and Loew preferred had another rise of 2 points to 65. Except for two small fractional losses, the bond list also showed plus signs.

"American Madness" Given More Time in RKO Houses

In all RKO houses where existing policy excludes extended running time, the policy has been changed for Columbia's "American Madness," which has its world premiere at the Mayfair tonight, with about $5 more initial RKO dates already set to follow this month.

2 WARNER RELEASES SET


CARNEGIE REVIVALS

Revivals of foreign pictures scheduled for the Little Carnegie include Emil Jannings and Anna Sten in "Tempest," today until Saturday; Rene Clair's "Under the Roof of Paris," Sunday to Wednesday, and "The Merry Wives of Vienna," next Thursday to Saturday.

GERMAN FILM HELD OVER

"The Pride of the Third Company," German military comedy, is being screened over the weekend at the Hindenburg. It will be followed by "Kyritis-Pyritis," with Max Adelbert and Paul Heidemann.

CAESAR ON "SCANDALS"

Ivory Caesar, who recently completed five songs for "The New Yorker," Al Jolson's new picture for United Artists, and also placed his "Mickey Mouse" song on the market, is now working with George White on the book and some songs for the new "Scandals." They plan a trip to Europe.

COMING & GOING

HAROLD HUBER, signed last week for a principal role in Warner's 20,000 Years in New York, returned to Hollywood today, accompanied by his wife.

S. NIMMER goes to Pricetown, Cape Cod, tomorrow for a vacation.

CHARLES ELLIOTT, who is in New York from Dallas, returns Saturday.

LILIAN GISH sailed yesterday on the Manhattan for a European tour which will include Berlin.

MILK SILVER, Warner Theatres executive, leaves this morning for New York to survey theatre operations in Atlantic, Troy and Utica.

MRS. MILLER and MRS. ERNO RAPEE arrived yesterday from abroad on the Europa.

Tallulah Bankhead and Gary Cooper... that there will be no question about the remarkable performance of Charles Laughton... he dominates every scene in which he shows if any genie ever stole a pix... Mister Laughton did in this one.

- - - HE PLAYS the part of the harassed jealous husband of Miss Bankhead... commander of a British naval base off the African coast... he has a fhendish way of mentally torturing himself... as well as his wife... with his insane suspicions... and he packs more fine and subtle shades of meaning into any one scene... than most screen actors get over in an entire picture... he does this with his voice... his laugh... the expressions of his mouth... his hand as he walked the way he talked all about him... "Devil and the Deep" will linger in your memory... not because of the story, or the two leads... but because of the superb work of an actor who is unlike any other ever seen on screen... Charles Laughton.

- - - DOWN ON Ocean Parkway in Brooklyn... Manager Al Greene thought it would be nice to duplicate this kolyum from the wonderful old Warner shorts... and it was goin' great guns... till Al made the fatal error of taking a crack at some racketeers... and they came in one nite and beat him up... so Al writes us... "You'll have to carravas one, Phil, your example is a bit too good... the results were terrible. I'm off columnist for life."

Janet Gaynor and Charles Farrell in "THE FIRST YEAR" Fox 80 mins.

GAYNOR-FARRELL TEAM IN A BIG MONEY PICTURE, SURE-FIRE COMEDY-DRAMA DESPITE FAMILIAR YARN.

You won't go wrong with this typically Gaynor-Farrell vehicle, geared for the great mob of picturegoers. Characteristic of this team's stories, the yarn is wholesome and simple. The story is plenty hackneyed and the dialogue not brilliant, but it's audience stuff. Farrell, a small-town retailer, finally musters up enough courage to ask Janet to marry him, thus beating his rival, George Meeker. The girl, ambitious for luxuries, persuades her husband to move to a larger city. On the eve of Farrell's closing a big real estate deal with a railroad they quarrel and Janet goes home to mother. When she learns of the culmination of the deal she feels she can't go back to her husband as he walked out on her when she thought he was broke. But the old doctor-friend of the family brings 'em together.

Cast: Janet Gaynor, Charles Farrell, Mirra Gorin, Berta Helmert, Melvyn Douglas, Robert McWade, George Meeker, Maudie Dunham, Hovy Koller, Eliza Fokel. Director, William A. O'Connell; Assistant Director, Frank Craven; Scenario, Lynn Starling; Recording Engineer, Albert Protzman; Editor, Jack Murray; Cameraman, Hal Mohr. Direction, good. Photography, Grade A.

NOTABLE FOR FINE CHARACTERIZATION BY CHARLES LAUGHTON IN A HIGHLY DRAMATIC MELODRAMA.

They started this one as a vehicle for the sophisticated art of Tallulah Bankhead in her usual role of the unhappy love-starved wife. Around the star they built a sophisticated and artificial drama of mixed loves, and then wound up with a big meller walloper in the closing sequences. The latter certainly supplies spectacular and sensational effects, but is in violent contrast to the psychological theme which is its foundation. But Charles Laughton as the insanely jealous husband of Miss Bankhead supplies one of the most unusual characterization of the year. His acting carries an uncanny fascination. He has the most artificial daydreams, and the scenes in which he is thinking are as good as his voice, his laugh, his remarkable facial expressions. He easily steals the picture. Miss Bankhead alone, as her previous productions. Gary Cooper as her lover is very adequate. The sinking of the submarine by the crazed husband and escape of the crew certainly packs novelty punch with spectacular effects.

Cast: Tallulah Bankhead, Gary Cooper, Charles Laughton, Gary Grant, Paul Porcasi, Harry Harvey, Henry Kolker, Dorothy Christy, Arthur Hoyt. Director, Marion Gering; Author, Harry Harvey; Adapter, Benn W. Levy; Dialogue, Harry Harvey; Cameraman, Charles Lang. Direction, good. Photography, okay.

POLITICS WILL FIGURE IN 10 FILMS THIS YEAR

(Continued from Page 1)


VITA SIGNS LOWELL THOMAS

Lowell Thomas is the latest radio celebrity to be signed by Sam Sax to record dialogue for several of Vitaphone's Pepper Pot shorts.

RUSSELL MOON WITH RKO

Russell Moon, formerly publicity director of the Roxy, has joined RKO to handle exploitation and publicity on "Bird of Paradise."

GERMAN EPIC FOR EUROPA

Following the current attraction, "Rauputin," which is going into its third and last week, the Europa will present "1914," "The Last Days Before the World War." German epic with dialogue in German and English.

August 4

Anita Page

Helen Kane

Charles Delaney

Daniel N. Rubin

Fred Steele
Theater Advertising Misses Mark, Film Critics Say

INTERNATIONAL FILM COMPANY LAUNCHED ABROAD

Paramount Will Play Host to 60 Critics in New York

Scribes Being Brought Here for Opening of New Season

In connection with the opening of the new season, Paramount will entertain 60 out-of-town newspaper critics at a series of previews and a luncheon Wednesday and Thursday in New York. Critics will come from Washington, Buffalo, Chicago, Detroit, Kansas City, Minneapolis, Boston, Philadelphia, Pittsburgh, Baltimore, Rochester, Cleveland, St. Louis and St. Paul.

Visitors will be put up at the

(Continued on Page 3)

14 FEATURES PLANNED BY NAPA PRODUCTIONS

West Coast Bureau of THE FILM DAILY

Hollywood — Napa Productions will make six pictures starring Joan Lowell for the state rights market, and eight westerns starring Wally Wales. Edgar Lewis will direct the Lowell films, for which L. Case Russell is adapting the stories.

Lasky May Get Another Extension on His Leave

Paramount is expected to give Jesse L. Lasky a second extension of his leave of absence supplanting the two weeks extension which expires at the end of the current week. New extension will cover one week, after which Lasky is un-

(Continued on Page 3)

Lobby Dancing, Bridge Aid Biz at Boston Met.

Boston—Lobby dancing as an extra inducement to patrons in the Metropolitan lounge has proved so popular it will be retained as a regular feature, according to Jack Saef, exploitation manager of the house. Bridge games also are a permanent side attraction at the Met.

(Continued on Page 3)
FINANCIAL

NEW YORK STOCK MARKET

| Stock          | High     | Low  | Close | Chg.
|----------------|----------|------|-------|----
| CON. Fm. Ind.  | 37 1/2   | 36   | 36 1/4| + 1/4
| Con. Fm. Ind.  | 36 1/2   | 36   | 35 1/2| + 1/4
| East. Kodak    | 51 1/2   | 51   | 50 1/4| + 1/4
| Fox Film Corp. | 52 1/2   | 51   | 50 3/4| + 3/4
| Loew's, Inc.   | 46       | 45   | 44    | + 1
| M-G-M Mdl.     | 58 1/2   | 57   | 56    | + 1/2
| Paramount      | 53 1/4   | 52   | 51 1/2| + 1/2
| Pathé Exch.    | 26 3/4   | 26   | 25    | + 1/4
| RKO-A          | 4 1/2    | 4    | 3 3/4 | + 1/4
| Warner Bros.   | 7 1/4    | 7    | 6 1/2 | + 1/4

NEW YORK CURB MARKET

| Stock          | High     | Low  | Close | Chg.
|----------------|----------|------|-------|----
| Columbus Pts.  | 8        | 7    | 7 1/4 | - 1/4
| Technology    | 30       | 29   | 28    | - 1/2
| Trans-Lux     | 29 1/4   | 28   | 27    | - 1/4

NEW YORK BOND MARKET

| Stock          | High     | Low  | Close | Chg.
|----------------|----------|------|-------|----
| Gen. Tel. 6400 | 35 1/2   | 35   | 34 1/4| + 1/2
| Keith A.O. 6400| 41 1/4   | 41   | 41    | 0
| Loew 6x11800   | 81       | 81   | 80    | 0
| Paramount 6x5000| 23 1/4   | 23   | 22    | + 1/4
| Par. By 55357  | 48        | 48   | 47    | 0
| Part. 55357   | 48 3/4   | 48   | 48    | 0
| Warner Bros. 6x25  | 25 1/4   | 25   | 24    | + 1/4

JOAN CASTLE FOR FILMS

Joan Castle, Broadway actress last seen in "Collision," stage play, is now working with Joe Penna in a short at the Brooklyn V-Night studios. She is also under consideration for a contract at the Warner studios on the coast. The Leo Morison office is handling negotiations.

NAME CAST FOR KBS FILM

TOUR

KBS-Tiffany picture now in work, will offer the most elaborate name cast of any Tiffany production so far, according to William Saal. It includes Mary Astor, Kenneth MacKenna, Lilian Tashman, Jason Robards, Bert Roach, Josephine Dunn, J. Farrell MacDonald, Hale Hamilton, Connie O'Keefe, Edward Maxwell, Harvey Clark, Elizabeth Forrester and Tommy Conlon.

Saal also is slated to oversee the production of "The Last Mile" at a preview this week.

EDUCATIONAL CIRCUIT DEAL

Deal has been closed by Educational Film Exchanges, Inc., whereby the entire program will play each of the Smallest Circuit in Upper New York.

MANKIEWICZ RECOVERING

West Coast Bureau of THE FILM DAILY

Mankiewicz, paramount scenarist, who was operated upon for appendicitis Tuesday, is now in a sanitarium, doing well and resting comfortably at the Cedars of Lebanon Hospital.

JOINS DETROIT AD FILM CO.

Detroit — Al Weeks, advertising and newspaper man, has joined Metropolitan Motion Picture Co., producers of industrial sound films, and will have full charge of creative directing and marketing activities. For the past two years he has been connected with Advertisers, Inc., and previous to that edited the Playgoer. J. M. Caplan, president of Metropolitan, says he expects an expansion of business in the very near future.

MARCO SIGNING ARTISTS

Marco of Fanchon & Marco has arrived in New York for a two weeks' stay, during which he will sign performers for the condensed versions of "Whoopie," "Follow Thru" and "Desert Song," which will tour the F. & M. route of de luxe houses. Mary Eaton and Olive Olsen already have been engaged.

MAE CLARKE SIGNED BY W. W.

West Coast Bureau of THE FILM DAILY

Mae Clarke has been signed by Joe Brandt for the lead in "Breach of Promise," which Paul Stein will direct for World Wide release. The Leo Morrison office negotiated the engagement.
60 CRITICS COMING HERE AS PARAMOUNT GUESTS

(Waldorf-Astoria. Program starts with a luncheon at the Waldorf, attended by New York reviewers in addition to out-of-towners. Important Paramount officials will speak. "Horse Feathers" will be shown and that evening "Love Me Tonight" will be screened at the Rialto. On Thursday "Movie Crazy" will be previewed in the afternoon at the Criterion, and at a midnight preview at the Paramount "Devil and the Deep" will be screened.

Tinker Notes Improvement Following Survey on Coast

(Continued from Page 1)
the studios and Fox West Coast Theaters. Tinker says he noted a better spirit of cooperation among various departments, as well as improvement in the general outlook.

"BO" DOWLING RECOVERED
Ambrose Dowling, RKO export manager, returns to his office next week following an illness.

8 BRANCHES IN BONUS MONEY
Eight Warner exchanges, Brooklyn, New York, St. Johns, New Orleans, Philadelphia, New Jersey, Winnipeg and New Haven, are in the bonus money class at the end of the second month of the bonus plan inaugurated by A. W. Smith and Grad Sears, sales executives.

"RIDE HIM, COWBOY" RELEASE
"Ride Him, Cowboy," first of Warner's series of westerns starring John Wayne and his Devil Horse, Duke, will be nationally released Aug. 27.

JUNE KNIGHT FOR SHOW
June Knight, who arrives today from the coast, will start rehearsals immediately for "Hampy-Dumpy," the new Schwab-DeSylva musical show.

MYRON SHELLMAN LAID UP
Boston—Myron Shellman, Paramount Publix district manager for New England, is in a local hospital, where he is reported making a rapid recovery.

"Dr. X" Record Opening
Premiere of "Doctor X" at the New York Strand Wednesday night set a new opening night record for the house, according to Warner Bros. Yorga's attendance also was big, and the picture is out to stay for weeks. The picture will have its "Atlantic Ocean first-run" aboard the new Manhattan, largest American-built liner, which sails Aug. 10 on her maiden voyage.

NEW LONG ISLAND STUDIO IS UNDER CONSIDERATION
A new studio project, named "Film City," is being talked about, with its proposed site in Queens, Long Island. The company is understood to be capitalized at $850,000. B. Robert Swartburg, architect, is interested in the venture.

Lasky May Get Another Extension on His Leave
(Continued from Page 1) derstood to be returning to New York.

Re-adjustment of Lasky's status with the company will be finally determined following arrival of Sam Katz in New York on Sunday from the Coast. Lasky is expected to continue in the executive production capacity.

MILWAUKEE STAFF CHANGES
Milwaukee—Livingston Lanning, former manager of the Mascot, Philadelphia, has succeeded Russell Leddy as manager of the Wisconsin. St. L. Segelbaum, with Fox for three years, has succeeded William Watson at the Palace. Leddy has taken over management of the Uptown, and Watson resigned because of ill health, according to Fox Midwest.

UTTERSTROM TO ALASKA
West Coast Bureau of THE FILM DAILY
Hollywood—John Utterstrom, who recently completed "The Trail of the Grizzly" for Walter Futter, is scheduled to leave tomorrow for Alaska to make scenes for a new picture. The unit will visit British Columbia on the way up.

LEE DURHAM IN NEW POST
Kansas City—Lee Durham, formerly branch manager for Columbia in Omaha, now is sales representative for Educational-Tiffany here. Russell Borg is local manager.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

August 5
Emanuel Cohen
Robert Vignola
Burton King
M. A. Lightman
INTERNATIONAL FILM FIRM IS LAUNCHED IN EUROPE

(Continued from Page 1)

sen. Capital of the new company amounts to £l,700,000.

A working agreement has been made with Tobis and Klengenberg whereby the Deutsche Eidophon Film G.m.b.H., Berlin, becomes the first subsidiary company, under the management of Dr. Beissel, Wilhelm Hubner and Joseph Mayer. The contract includes the patent rights of Dr. Konnenm and clears up the patent situation. Production has started at the Terra Studios in Berlin, where five features are planned for 1932-33, as follows: “The Song of the Black Mountains,” “Shadows Over the Border,” “The Call of the Sea,” “Men of the Woodlands” and “Steps at Midnight.”

Negotiations for units in several other countries are already under way, it is stated. Each company will organize national production of its own, with international distribution by means of the major organization. The idea of Eidophon is to decentralize production according to countries, and to centralize commercial exploitation.

NEW ORLEANS CHANGE

New Orleans—A Carlos de Lune is now publicity agent for the Orpheum, succeeding Harry Schlinker, who has been promoted to manager of the RKO Hollywood in Fort Worth, Tex.

ELECT OFFICERS

Middletown, Conn.—National Theaters Co., Inc., recently incorporated, has elected Henry E. Biflingham, president; Daniel Finn, vice-president, and Michael Hoffman, secretary-treasurer.

F. W. FUTTER ON COAST

West Coast Bureau of THE FILM DAILY

Hollywood—F. W. Futter, brother of Walter Futter and in charge of the New York offices of the Futter enterprises, is due here tomorrow for a visit.

RIALTO REOPENING SET

Reopening date for the Rialto has been set for next Wednesday evening, with a special premiere of Paramount’s “Horse Forkers,” starring the Poor Marx Brothers.

COMING & GOING

SAM KATZ arrives in New York on Sunday, en route from Hollywood. Mr. Katz is now in New York from the coast.

F finanziere aus Hollywood. Dr. A. Von Houns & Maran is in New York from the coast.

LATE: DEWEY, WESBINDER, Warner Theatre executive, left yesterday morning for a two-day survey of local operations in Atlantic, Utero and Syracuse.

INTERNATIONAL FILM FIRM IS LAUNCHED IN EUROPE


GOOD ENTERTAINMENT IN FAST-MARCH, STORY OF HIGH FIASCO AND BIG CITY ROMANCE. SWELL CAST.

Warren William and his excellent supporting cast, by their consistently interesting performances, are in this story alive even if it weren’t an engaging and attractively staged big town romance. The title gives only a part hint of the tale, which revolves around William, an idealist whose career just about runs the gamut of big business and stock market manipulation, with the crooked and the straight both involved in the dealings. Love interest and sex appeal also play their part in the action. General theme of the story—the mad desire of everyone, from bank presidents to the lowest man in the street, to climb up the ladder of fortune—gives the picture a wide appeal. Also, with the present revival of upward activity in the stock market, it has a timeless angle that should give it much added value. William gives a grand performance, with Maureen O’Sullivan and Verree Teasdale as chief runners.


Director, Edgar Selwyn; Author, Faith Baldwin; C. Gardner Sullivan; Dialogue, Elmer Harris; Cameraman, William Daniel, Film Editor, Tom Held.

Direction, Good. Photography, Good.

“HER STRANGE DESIRE” Powers Pictures 61 mins.

SEXY, SOPHISTICATED BRITISH SOCIETY DRAMA GETS OFF TO SENSATIONAL START, BUT WEAKENS.

Adapted from the British stage play, “Petipath’s Wife.” It is very handsomely produced, with modernistic sets of the country home of an English lord. Nora Swinburne, playing the part of the lord’s neglected wife, is very seductive and charming. The theme is very daring. She makes a strong play for her chauffeur when she finds herself out in the cold at a week-end party, with all the other married couples paired off, or rather, switched around. On a pretext of fixing a lamp, she gets him in her room, but the chauffeur won’t play, in spite of all her coaxing and cajolery. She is having a hard time of it. When he stands by his strong morals and shows no sense at all about trying to please a very attractive lady, she locks the door and yells that he tried to assault her. It goes to a court trial against her wishes, and she tries to make a liar out of the chauffeur to save her good name and job as the wife of milord. Up to the court scene it’s good. But weakens thereafter.

Cast: Laurence Olivier, Nora Swinburne, Norman McKinnell, Guy Newall, Ronald Franklin, Elsco Lancaster, Henry Weman.

Director, Maurice Elvey; Author, Edgar Selwyn; Adaptor, not listed; Dialogue, not listed; Cameraman, not listed.

Direction, Clever. Photography, Very Good.

PARAMOUNT BOND SPURT FEATURES MARKET RISE

Vigorous advances in Paramount bonds featured the ammunition sec- tion in yesterday’s continuation of the stock market advances. Paramount 6s 47 rose 5%, while the 5½s 50 jumped 3¾ and the 5½s 51 had a jump of two points. The entire bond list showed plus signs for the day. In the stock list, Loew, Paramount, Warner, Fox and RKO all went into new high ground on the present move.

Welsh Announces Titles

On 4 Feature Pictures

West Coast Bureau of THE FILM DAILY

Hollywood—Titles of the four features planned by Universal Pictures, booked at the West Coast Mystery, follow: “Jungle Goddess,” “Down to the Sea,” “House of Horrors” and “Legends of the Legion.” “Jungle Goddess” will be produced in association with Col. W. N. Solig, industry pioneer. “House of Horrors” is based on a play by Harry O. Hoyt.

4 VITAPHONE RELEASES SET

Four new Vitaphone subjects have been set for release this month, it is announced by Norman H. Moray, general sales manager. They are: “The Transport of the Mystery,” twelfth of the S. S. Van Dine Detective-Mysteries; the thirteenth of the Ted Husing “Sport Sante” series; “Besko’s Store,” 12th of the “Looney Tunes” cartoon series, and “I Love A Parade,” thirteenth of the “Merrie Melodies” song cartoon series.

CLOSE HERRIN HOUSE

Herrin, III.—Fox West Coast has closed the Hippodrome here and the Hippodrome in Murphyboro.

VISITS K. C. EXCHANGE

Kansas City—Joe Rosenzweig, Columbia home office representative, has been here for two weeks, visiting the local exchange under Harry Taylor.

New Incorporations

NEW YORK CHARTERS

Mallory Pictures, theatrical enterprises, at 101 West 42nd St., Manhattan; $10,000.

C. H. James Theater Corp.; Carter, Ledyard & Milburn, 41 Broad St., Manhattan; $20,000.

Atlantic Theatrical Corp.; W. & W. Clark, 42nd St., New York; $10,000.

Atlantic Amusement Corp.; B. J. Manka, 27 Court St., Brooklyn; $5,000.

Flushing Film Corporation, theaters: L. A. Cohen, 16 Court St., Brooklyn; $10,000.

Chrysler Corporation, theaters; Charles Salomon, 500 Fifth Ave., Manhattan; $10,000.

Classic Amusement Corp. and Theaters; B. J. Manka, 27 Court St., Brooklyn; $5,000.

Kaufman, Rovell, McChesney, Clarkson & Klug, 252 West 42nd St., Manhattan; $70,000, plus 200 shares common.

CAPITAL INCREASE

Irving Pictures Corp., $15,000 to $20,000.
Critics Against Duals, But Admit Their B.O. Value

ALLIED DEMANDS DISTRIBUTORS STATE POLICIES

Warner Bros. to Hold National Product Exhibits

12 New Season Films Will Be Shown to Exhbits In Key Cities

Plans have been completed by Warner Bros. for a national trade showing of new season's product to be held in all exchange centers Aug. 22-23. The event, designed along the lines of automobile exhibits, will be called "Warner Bros. National Exhibit," and 12 of the company's finished features for 1932-33 release (Continued on Page 8)

FOX ORGANIZES COMPANY FOR BRITISH PRODUCTION

London — Fox British Pictures Ltd., has been organized here "to produce and generally deal in motion or other pictures," the plan being to start out with one production as an experiment. Directors of the company are W. J. Hutchinson, E. Gartside and G. J. Maidment. First picture planned has the working title of "After Dark," by J. Jefferon Farjeon. The Stoll Studio at Cricklewood may be used.

Herbert Hayman Opening Philly, Boston Exchanges

Herbert Hayman, who has formed Summit Features and plans to make eight for the new year, will open exchanges at Philadelphia and Boston. He goes to the former city within a few days to organize a branch and will engage salesmen with major company experience.

Radio Hasn't Developed Single Star for Screen

Radio so far has not produced a single feature picture star, despite all predictions made when sound pictures came into being, a checkup made by THE FILM DAILY yesterday discloses. From time to time radio stars developed in that field appeared in pictures, mostly shorts, but none has developed into a contract star regularly working in featured or starring roles.

Although 91.1 per cent of the critics participating in THE FILM DAILY questionnaire express a personal dislike for programs that include two or more features, a good number of these scribes admit that the dual policy is a box-office asset in many instances. In addition, 8.9 per cent of the critics are unqualified in their statements that they consider double bills all right.

The question, which is one of the most mooted of exhibition problems, was put up to the critics not only with the idea of eliciting frank opinions from disinterested parties, but also because it was believed these several hundred scribes, located throughout the nation and able to observe public reaction in their respective communities, could be depended upon to paint a true picture of the situation in the country as a whole.

Replies to the question contain a vast and widely different variety of arguments in support of, or opposition to, the dual practice. Out of it all there is made clear one major point, i.e., that each exhibitor must determine the question itself and that his best counsel is the box-office.

Contentions that a two feature bill exhausts the average program, that it forces the showing of too many punk pictures because there are not enough good ones to supply continuous dual bills, that double value cheapens a theater, that it causes product shortage, etc., etc., are all nothing more than theory, it is held, and for practical guidance each individual exhibitor must decide for himself from experience obtained through the reaction of his patrons.

It is conceded by the critics that, if the double feature policy shows signs of becoming destructive to their business in any way, exhibitors will be astute enough to discontinue it.

Steffes Wants Companies to Clarify Plans for New Season

Minneapolis—Declaring that exhibitors cannot proceed with confidence under present conditions of uncertainty regarding the policies of distributors for next season, President Al Steffes of Allied States Ass'n has called upon the trade press to obtain from the sales managers of each company a statement as to just (Continued on Page 8)

SHORT SUBJECT AWARD PLANNED BY ACADEMY

Series of Color Films Is Launched by Raycol

London — Raycol British, which plans a big drive of color films, has completed its first feature and four shorts, and a trade showing will be held Aug. 15. The feature is a story of Drake and the Spanish Armada, while the shorts include scenes. About 600 bookings have already been obtained for the pictures, according to C. A. Bolton.

Nine Zoning Suits Filed In Areas Without Zoning

All of the nine protection actions filed by exhibitors or exhibitor bodies during the past year were instituted in territories in which zoning plans have not been operated, a checkup made by THE FILM DAILY discloses. These suits were brought in: Los Angeles, Minneapolis, Chicago, Cleveland, Detroit, New Orleans, Indianapolis, Kansas City and Omaha. New Orleans and Cleveland cases are still pending.
The Broadway Parade

(Week of August 15th)

FIRST-RUNS

PICTURE

"Scared to Death"  "Guilty as Hell"
"American Madness"
"Goodbye, Mr. Chips"
"Congrollia" (3rd Week)

DISTRIBUTOR

G-M-G M-G-M
Paramount, Paramount
M-G-M

THEATER

Camden, Mayfair

SECOND RUN

"Bring 'Em Back Alive" (6th Week) RKO

EXTRD RUN

"Purchase Price, The"

SUE

Grand Hotel" (17th Week) M-G-M

FOREIGN PICTURES

"Raspberry" (3rd Week) Rose Enterprises, Europa
"Le Soirs Toits de Paris" (Sun. to Wed.) Tobin
"Mercy Wives of Vienna" (Thurs. to Sat.) Capitol Film Exch. Little Carnege
"Der Stola der 3 Kampfanz" (3rd Week) Circle Film Exch. Hindenburg

FUTURE OPENINGS

"Kvyz-Pritz" (August 8) World Trade Exch., Inc., Hindenburg
"Horse Feathers" (August 10) Paramount, Rialto
"Love Me Tonight" (August 11) Paramount, Rialto
"Hollywood Speaks" (August 11) G-Ambino, Warden Garden
"War Correspondents" (August 12) Paramount, Warden Garden
"House of Death" (August 12) Ambino, Winter Garden

*Including 4 weeks at Mayfair, 1 week at Palace.

Central Studio in N. Y.

Endorsed by Jack Cohn

Commenting on projected plans for a central production studio in New York, with all major companies invited to work at the plant and the studio to embody overheads between pictures, Jack Cohn, Columbia vice-president, on Saturday, declared that all producers ought to "work nearer their home offices." He pointed out that in the instance of his own company, virtually all scenes are made indoors and therefore are not subject to weather conditions.

SUE OVER SCREEN MATS

Radio-Mat Slide Co., manufacturers of "Radio Mat" slide, has brought action in the U. S. Supreme Court, Southern District of New York, against Lloyd Oppenheimer, trading as National Slide Co., charging that the "Radio Mat" patent is being violated by the "Rapid Type" slide. Action is also being taken against Peerless Slide Co. of Minneapolis. Radio-Mat states.

TRACY VELEZ IN RKO FILM

West Coast Bureau of THE FILM DAILY

Hollywood—Lee Tracy and Lape Velez have been signed by RKO for the leads in "Phantom Fame," which Casey Robinson will direct.

MAX MINDER AND FAMILY SAIL

Max Minder, manager director for Warners in England, sailed for London Friday night on the Europa, following a vacation of a few weeks in the British capital. Returning with him are his wife and infant son.

DVORAK IN GERMAN FILM

London—Ann Dvorak, recently arrived from the U. S. with her husband, Leslie Fenton, is proceeding to Berlin to appear in the German version of "The Widow's Red Bonnet," which may be made by Baum-British in conjunction with Ufa.

PARAMOUNT STILL WORKING ON OWN COLOR PROCESS

Although technical developments have been generally halted owing to current economic conditions, Paramount continues to work on its new color process, which is practically ready. The system will not be put into use until conditions improve. Paramount's new season feature schedule does not specify any color.

POWELL IN "MIND READER"

"The Mind Reader," unproduced play by Vivian Cosby, has been bought by Warners for William Powell. "Grand Slam," with a bridge theme, also has been bought.

LICENSE FEES REDUCED

Washington—Under the new District of Columbia license law, permits for straight picture houses are reduced from $50 annually to $30. Furthermore, the house license fees are cut from $100 to $50. Places showing film are assessed only $50, compared with the old fee of $100.

MARKETING NEW BLIMP

Burgi Continer has developed a new camera blim which he will put on the market within two weeks Continer, who is with Atlas Studios, will market the blimp himself.

WARNER CLOSES DEALS

Hall Industries of Texas and Fleshkeist Theater, Inc. of Iowa, have closed deals for all Warner First National feature product, Vitaphone short subjects and the six Westerns starring John Wayne, it is announced by Gradwell L. Sears.

THE INDUSTRY'S DATE BOOK

Today: Annual Film Outing, New England employees, Worrick Inn, Nantasket Beach, August 13th.

Aug. 1-13: International Artistic Cinematographic Exhibition, held in connection with International Exposition, at the Lido Exedra, Venice, Italy.

Aug. 9: Meeting of Allied Theater Owners of New Jersey, at New York headquar ters, 303 West 42nd St., 11:30 P. M.

Aug. 12-13-14: Second annual convention of Independent Theater Supply Dealers' Ass'n at Stevens Hotel, Chicago.

Aug. 16: Allied Theaters of Michigan, directors' meeting in Detroit.

Sept. 12: New England Annual Film Golf Tournament, (Course to be announced later.)

Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.


REDUCE OPERATORS' FEE

Toronto, O.—City Council has reduced the license fee for Toronto movie theater operators between 50 cents and $10 a month. The committee, which is scheduled for approval, will lower the license fee in monthly increments.

New low Rates For Film Classes

CHILDREN'S FALL TERM—4 weeks starting Saturday, Sept. 17th. Course includes sound training in each of the five basic types of modern stage dancing: Tap, Ballet, Acrobatic, and Musical Comedy Dancing.

NEW FALL TERMS FOR ADULT GIRLS

116 years of age and over. Start Tuesday, September 6th and Monday, October 3rd.

LADIES REDUCING AND BUILDING UP CLASSES—Daily, Mondays to Fridays at 10:30, 11:30 and 2:30 P. M. Ned Wayburn is famous for his methods of "Slim figuring."

BROADCASTING INSTRUCTION—All forms of microphones and microphone technique for radio and talkies. The most modern and thorough training in this profitable field.

Ask for Following Free Booklets:
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NED WAYBURN INSTITUTE


Bet. 58th & 59th Sts. Tel. Wickersham 2-4300

THE NEWS OF THE FILM-COMING COMMUNITY

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W. ALCOATE, Editor and Publisher

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Buyers for the nation's giant stores!

Eight picked men and women spending $7,000,000 each season!

Knowing the heartbeats of the American people who live and spend in their trading areas!

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THEIR BUSINESS IS TO KNOW WHAT THE PUBLIC WANTS ... WHAT DO THEY SAY ABOUT PARAMOUNT'S NEW GROUP!
THESE OUT-OF-TOWN DESIRES OF 15,000,000

MRS. ESTELLE BAKER, THE DAYTON COMPANY, MINNEAPOLIS

"I buy for the women of Minneapolis and know that 'Blonde Venus,' 'Big Broadcast,' 'Movie Crazy,' and 'Love Me Tonight' are the type of pictures they want. I cannot conceive of any film buyer in Minneapolis being foolish enough to ignore this merchandise."

ADA BAKER, Wm. Taylor & Sons, CLEVELAND

"I have been buying merchandise in New York that is colorful. These pictures appeal to me because casts and stories are in that category. A fine line of movies for any theatre. Chevalier in 'Love Me Tonight' suggests a jolly show, and I get the same light, optimistic, encouraging reaction from Harold Lloyd's 'Movie Crazy,' 'The Big Broadcast,' and the Four Marx Brothers in 'Horse Feathers.'"

W. GRIES, STIX, BAER & FULLER, ST. LOUIS

"We have found that people in the Denver area have money to spend and buy if they are thrown against a bargain. It strikes me that Paramount is, consciously or unconsciously, doing that precise thing. I classify pictures as little ones or big ones, and I feel that these eight Paramount pictures, are all big. They should be easy to sell."

"After looking at the new group in the Paramount office, I am sure the people of southern California will respond to a program so rich in comedy. If I had a theatre in, or around, San Francisco, my knowledge of the public would make me buy these pictures."

"I buy for the women of Minneapolis and know that 'Blonde Venus,' 'Big Broadcast,' 'Movie Crazy,' and 'Love Me Tonight' are the type of pictures they want. I cannot conceive of any film buyer in Minneapolis being foolish enough to ignore this merchandise."

"I have been buying merchandise in New York that is colorful. These pictures appeal to me because casts and stories are in that category. A fine line of movies for any theatre. Chevalier in 'Love Me Tonight' suggests a jolly show, and I get the same light, optimistic, encouraging reaction from Harold Lloyd's 'Movie Crazy,' 'The Big Broadcast,' and the Four Marx Brothers in 'Horse Feathers.'"

"We have found that people in the Denver area have money to spend and buy if they are thrown against a bargain. It strikes me that Paramount is, consciously or unconsciously, doing that precise thing. I classify pictures as little ones or big ones, and I feel that these eight Paramount pictures, are all big. They should be easy to sell."
BUYERS REFLECT THE BUYING AMERICANS!

JOSEPH ZIFFER, J. L. HUDSON COMPANY, Detroit, Michigan

"If I bought films instead of dry goods, I'd buy all eight on sight. A theatre owner, like any other merchant, must know the present status of public taste and gauge the future trend. The public wants the stars you've got and I believe the pictures have enough of the sensationally novel about them to break down the sales resistance created by the present economic stress."

W. J. SHIELDS, WILLIAM FILENE SONS COMPANY, BOSTON

"In my opinion, the Bostonians I know and the people for whom I purchase merchandise will readily accept eight pictures so alive with star names and story appeal. I believe that theatres that fail to show such movies will be doing their own patrons a great injustice."

ARTHUR R. McFARLIN, B. FORMAN CO., ROCHESTER, NEW YORK

"There are two things I demand in merchandise I buy: First — tested materials; second — up-to-date execution. I would buy these eight Paramount Pictures, because they include both. I know the stability of Paramount. I am sure of the popularity of these stars and recognize the promise of fresh treatment in these stories. If I bought for a theatre, I'd buy the whole group without hesitancy."

WILLIAM J. WOLF, ASSOCIATED MERCHANDISING CORPORATION, NEW YORK CITY

"You need hardly ask me. New York knows its movies. It has shrewd buyers in all lines, and how can their judgment be faulty enough to keep such pictures as 'Movie Crazy,' 'Blonde Venus,' 'A Farewell to Arms,' 'Horse Feathers,' and 'Big Broadcast,' from their theatres. In fact, it shouldn't be hard to merchandise names and titles like these to anybody, anywhere."
Paramount's First Group of Eight Pictures

* THE PUBLIC SAID, "THEY'RE RIGHT!"
BUYERS FOR THE PUBLIC SAY, "THEY'RE RIGHT!"

NOW WATCH TEN THOUSAND BOX-OFFICES PROVE THEM BOTH RIGHT!

HAROLD LLOYD
in "Movie Crazy"
with Constance Cummings

MARLENE DIETRICH
in "Blonde Venus"
with Herbert Marshall, Cary Grant, Directed by Joseph Von Sternberg

"NIGHT AFTER NIGHT"
with George Raft, Nancy Carroll, Mae West, Wynne Gibson, Alison Skipworth

"A FAREWELL TO ARMS"
with Helen Hayes, Gary Cooper and Adolph Menjou

FOUR MARX BROTHERS
in "Horsefeathers"

"THE BIG BROADCAST"
with Stuart Erwin, Leila Hymans, Bing Crosby, Burns and Allen, Boswell Sisters, Kate Smith, Cab Calloway, Mills Brothers, Arthur Tracy

MIRIAM HOPKINS
AND CLARK GABLE
in "No Bed of Her Own"

MAURICE CHEVALIER
in "Love Me Tonight"
with Jeanette MacDonald, a Rouben Mamoulian Production

* See Irene Thirer's Broadway test of the public in this paper of July 22.
Short Shots from New York Studios

By “C. A.”

THE sixth of the series of Nick Kenny “Radio Thrillers” starring Art Jarrett and featuring Buddy Rogers, Armida, and others, being produced by the William Rowland and Monty Brice Productions, was completed last week at the Eastern Service studio in the Bronx.

When an Associated Press dispatch from Seattle the other day carried the news of Monty Brice’s rescue of a Panchon & Ilaro dancer, Wanda Stewart, from a blaze that had already ignited her costume, no mention was made of the fact that Miss Stewart was a New York girl who had appeared with George White and Earl Carroll productions and in shorts at the Paramount studio, Long Island. Marco signed her here this spring and she went to the coast to join the Monte Blue unit.

Shooting has started at the Brooklyn Vitaphone studio on a “Melody Masters” short featuring Roger Wolfe Kahn and His Orchestra. The famous son of Otto Kahn has been entertaining swanky night club patrons with his well-known orchestra and has recently completed a week’s engagement at the RKO Palace theater on Broadway. Melissa Mason, popular dancer, is also featured in this short. Roy Mack is directing.

Marie Marion, grandniece of the late Lotta Crabtree, famous comedienne, has just returned with her vaudeville act, known as Clifford and Marion, from a successful tour of Europe. She was signed by Stuart Stewart, Vitaphone’s casting director, for a role in “The Clever Prince.”

Physical production on “It Happened in Paris,” a feature picture being produced by Picture Classics Inc. at the Ideal Studio, Hudson Heights, N. J., is expected to be completed Monday.

Showman’s Daily Reminder

Don’t sell shorts short! They have exploitation possibilities.

Along the Rialto with Phil M. Daly

• • • WHAT IS all this mystery about publicity on “American Madness?” everybody knows that the Columbia opus deals with the spectacle of a run on a bank and the consequences yet to read some of the newspaper reviews it appears that the writers were mortally afraid to give any hint as to what the film is all about. the company’s advertising is in the same vague strain

• • • IT MAY be a clever publicity gag doing the Greta Garbo mystery stuff in putting over a pix and now we learn from a Boston newspaper that Heath Cobb was in that town exploiting the Columbia pix and the feature newspaper writer was amazed and mystified because for the first time in his life he ran across a press agent who didn’t want to discuss his picture

• • • BUT IT seems to us on the outside looking in that a mystery campaign like this needs something more some kind of a teaser to arouse the curiosity the picture has such unusual exploitation angles it seems a pity to pass them all up just to get over some sort of a mystery gag

• • • THE GENT in charge of exploitation at the Ambassador theater in St. Louis got surprised and totally unexpected results from a bit of his publicity when five men boarded a taxi cab at Union Station to ride to their convent for on the spare wheel in the rear of the taxi was this ballyhoo sign “Merrily We Go To Hell at the Ambassador Theater”

• • • IT SEEMS that after we ran a blurb about Charles Reed Jones’ novel “The King Murder” having some fine screen possibilities George Batcheller of Chesterfield ups and buys the screen rights who says thiscolyum ain’t Constructive Influence

• • • A BOOK on the theory and practice of motion picture production “Know Your Movies” has been written by Welford Beaton it is a serious and constructive analysis of production by Jack Level of the Harvey Agency has been notified by Secretary of War Hurley that he has been awarded the Order of the Purple Heart for something distinguished he did in line of duty in France where he was wounded in action at St. Souplet.

• • • EXTRAS ON the set of Radio’s “The Age of Consent” were asked to fill out a questionnaire that reflects the ideas of modern youth out of 100 there were 62 who believed they had a good chance to become stars only 14 out of 50 boys would trade their “chances” in picture work for a steady job but 39 of the girls admitted that they would marry tomorrow for money proving that the dames are the practical ones and gents the dreamers.

News of the Day

Philadelphia—Re-opening of the Mastbaum, Warner-Stanley de luxer, is contingent upon signing of a new contract with the stagehands’ union.

West Haven, Conn.—West Haven Cameo Amusement Corp. has been formed here to operate the Cameo, Campbell Ave. Authorized capital of $50,000, of which $12,000 is paid. Incorporators are Miriam W. Hess, D. Clyde Hess and Morris Hadelman, all of West Haven.

Hartford, Conn.—Warners have extended their lease on the Stage, owned by Capitol Theater, Inc.

Windsor, Conn.—The Windsor will reopen Sept. 1 after completion of repairs costing about $10,000.

Jasper, Ala.—The Colonial has reopened after being damaged by fire several weeks ago.

Bay Minette, Ala.—Tom Vail has opened a new theater here. He is running a contest to select a name for the house.

New York—The Gem, Eighth Ave. house, has closed for alterations.

St. Louis—L. C. Hehl, secretary-treasurer of the M.P.T.O. of St. Louis, Eastern Missouri and Southern Illinois, was defeated in the nomination for the House of Representatives. He ran fifth among a field of 13.

George B. Calvin, another friend of the industry, lost the Democratic nomination for Attorney General to Roy McKirick, who is not regarded as favorable to the film interests.

Youngstown, O.—The Park, oldest local first-run, dark since last spring, will reopen soon after Labor Day with Fox product, Manager Joseph Shagrin announces.

Many Happy Returns

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

August 8

Sylvia Sidney
Dorothy Jordan
what policy his organization intends to pursue for the coming season. Until this is done, says Steffes, exhibitors cannot start putting their houses in order to meet the new conditions.

Attacking the projected plans for exclusive runs and the reports that certain companies will not sell to 10-cent houses, Steffes declares distributing company executives have expressed so many varying views on these subjects that exhibitors at large are all at sea as to just what to expect. Steffes considers exclusive selling a “big joke,” and in the matter of 10-cent and 15-cent scales he charges the circuits with forcing the subsequent run houses to lower prices, which in turn will penalize them at any cost in the prior runs. He also says distributors are asking higher prices for films now than they did last season although costs are supposed to have come down.

Claiming that very few theaters are making money on their midweek shows, Steffes says “exhibitors might get smart some day and buy one picture a week or 52 a year make a profit on those two days, and close the rest of the week.”

Short Subject Award

Planned by Academy

(Continued from Page 1)

the selection of an award in this class.

Nominations for the next awards begin Aug. 10 and closes Sept. 15. Voting starts Oct. 1 and closes Nov. 1, and winners will be announced at the annual Awards Banquet on Nov. 8.

The Awards Committee includes: David O. Selznick, chairman; actors—Clive Brook, Edward G. Robinson and Jean Hersholt; directors—Lawrence Milestone, Ernst Lubitsch and King Vidor; producers—David O. Selznick, Louis B. Mayer and Walter Wanger; technicians—Cedric Gibbons, Carl Dreher and Ralph Hammon; writers—Al Cohn, Oliver H. P. Garrett and Frances Marion.

PLAN FIGHT FILM BILL

Baltimore—A move to have Congress rescind the ban on prize fight pictures has been launched by Sidney Lust and other exhibitors in this territory. A bill covering the matter in question will be introduced when the national conventions in December.

M-G-M Starting 3

West Coast Bar. THE FILM DAILY

Stories Need Most Improvement, Critics Declare

RKO CONSIDERING 5-DAY WEEK FOR HOUSE STAFFS

World Wide Sets Releases for Entire 1932-33 Lineup

RKO CIRCUIT PROFITS WERE HIGHER IN JULY

RKO theaters show a profit of $169,000 for the month of July. The figure is $16,000 more than the previous month. The middle west division increased $16,000. Chicago division was $5,000 and the Southern Division went from a $25,000 loss to a profit of $25,000. Decreases were shown by the New York division, which dropped $40,000; the New England division, $700, and the west coast houses, $3,000.

Seven Writers Enrolled In Academy of M. P. Arts

West Coast Bureau of THE FILM DAILY

Hollywood—Enrollment of seven prominent authors in the writers' branch of the Academy of M. P. Arts & Sciences is announced by Al Cohn, branch chairman. They are: Sarah Y. Mason, Austin Parker, John Monk Saunders, Donald Ogden Stewart, Jo Swerling, Dale Van Every and Louis Weitzenkorn.

Champion Movie Fan Has Seen 4,350 Films

Zanesville, O.—Mrs. Carrie J. G. Lemert of this city lays claim to being something of a champ as a film fan. She has just seen her 4,350th movie since 1903, and has kept a record of titles, cast and comments on all of them. The notes fill 20 large books.

Critics' Forum

QUESTION No. 7

In what respects could producers make the most improvements in pictures?

HOW THE CRITICS ANSWERED:

Most recurrent suggestion—Stories—98%

Poor stories constitute the weakest link in motion picture production, in the opinion of the nation's leading film critics. This charge was elicited by THE FILM'S DAILY's query as to where producers could make the most improvement. Of the 300 critics participating in the questionnaire, 98 per cent voluntarily specified stories.

As a suggestion for putting this improvement into effect, more than a hundred critics urged the writing of more original stories perceived directly with a view to the requirements and possibilities of the screen.

Too much use of dialogue instead of action is one of the chief criticisms of present stories. Illogical situations, fantastic plots and forced endings also brought numerous complaints, and writers are advised to stop trying to shock audiences and devote more effort to sincere human problems and natural emotions that all can understand. More wholesome stories about normal people are advocated.

Critics for the most part believe that technical developments are at their best, that acting never was of higher quality and that directors are competent to do an excellent job when they are given suitable materials and no interference—but that all are at the mercy of inferior stories.

One surprising recommendation is made by E. D. Lambright, "Tampa Morning Tribune" editor, who would have slapstick comedies entirely eliminated.

Among the long list of other recommendations made are: less stress on sex, better identification of players, fewer drinking scenes, less smoking, better manners, giving players greater variety of roles, making pictures for specific classes, aiming at higher mental levels, more experimental films, greater accuracy in portraying courtroom scenes and newspaper offices, etc., more stories of American home life and less of the gaudy society routine, less imitation of the stage, more originality, less slang and more attention to general details.

SCHULBERG WILL CONFÉR WITH KENT ON DEAL

Plans in connection with his deal to produce independently for Fox will be discussed by B. P. Schulberg with Sidney R. Kent following Schulberg's arrival in New York from the Coast late this week. Kent is due to gangplank from the Berengaria on Friday.

Schulberg's deal with Fox is understood to provide that he make a minimum of eight features and not more than 15. Production will be at the old Fox Western Avenue plant at the Coast.

Chicago Indies Agree On Cutting Dual Bills

Chicago—An agreement on discount double features has been reached by independent houses here, and details are now being worked out. A readjustment of admission prices is understood to be part of the plan.

Warner, Pierson, Dowling On Roosevelt Committees

Jack L. Warner has been named chairman of the Motion Picture Division's "Roosevelt for President" organization. Wayne Pierson is chairman of the screen publicity committee, and Eddie Dowling of the stage publicity division. Warner's first act as chairman was to preside over a special luncheon on the coast, with William Gibbs McKee as the honored guest and chief speaker.
Sam Katz in New York; Lasky to Stay in Post

Sam Katz, who arrived in New York on Sunday by plane from London—effectively the last American producer to visit England during the Allied occupation of the British Isles, was out on a visit to Hollywood. Accompanying him east were Harpo Marx and Billy Wilkerson, publisher of “The Hollywood Reporter.” Before he left the coast, Katz is understood to have definitely reached an agreement with Jesse L. Lasky to the effect that Lasky will continue active participation in the company’s production affairs.

SE RKOWICH TRANSFERRED

Chicago—Ben Serkowich, RKO advertising representative here has been transferred to Los Angeles studios.

FAIRBANKS OPENING SET

Opening of the Douglas Fairbanks Sr. Sea picture, “Mr. Robinson Crusoe,” is set for Aug. 17 at the Rivoli, following Maurice Chevalier in “Love Me Tonight.” Mark Larkin, director of publicity for Fairbanks and Mary Pickford, is now in New York to arrange exploitation for this United Artists release.

KIR-COOLING FIELD

East Pittsburgh — Westinghouse Electric & Manufacturing Co. has entered the air-conditioning and air-cooling field. J. W. Speer has been made manager of the new unit.

ALLIED MOVES TO PATHE LOT

Hollywood—Allied Pictures, headed by M. H. Hoffman, has moved its entire executive and production force to the Pathe studios in Culver City.

SIMMONDS OPENS EXCHANGES

J. Simmonds, president of Tower Productions, established branches in Los Angeles and San Francisco franchisees for Majestic Pictures and is now on his way to California to open the new offices.

SCREENCRAFT SIGNS SKELLY

Hal Skelly has been signed by Charles Kranz, president of Screencraft Attractions, for the lead in “Hotel Variety,” first of the 12 features to be made by the new company. Raymond Cannon will direct, with Arthur Hoerl supervising.

LOU MOSKOWITZ ON HIS OWN

Lou Moskowitz, formerly with First National for 13 years and later associated with Warner Bros., is entering the distribution field for himself and will shortly open an exchange.

MARTIN SCHIFF MARRIES

Martin Schiff is slated to become a benevolent, according to September. That explains why, when he was a traveling auditor, he always wanted to be transferred to the New York exchange.

ROCKAWAY HOUSE OPENS

RKO has opened the new Strand at Far Rockaway.

Stanley Distributing Sets First Release

“Enlighten Thy Daughter” has been set as the first release on program in New York, and will appear in the modernized version of the silent success. Three more special features are to follow this production, Simmons says.

Stanley will release among its periodicals “I’ll Kiss Your Hand, Madame,” with Marlene Dietrich. It is synchronized with sound effects, music and song. Sari Maritza and Peter Hanne are teamed in “Water Gypsies,” from the A. P. Herbert best-seller, made in England and also to be released by Stanley.

First short in the company’s series of 13 one-reel radio features is “I Love a Parade,” with Harry Richman, Norman Brokenshire and Lew White, already released. The second will headline the jesters, “Pep, Vim and Vigor,” with Lew White again and Ford Bond as announcer. Sophie Tucker and other stars are set for later releases. Stanley also will distribute 26 short novels.
Says REGINA CREWE
in N. Y. AMERICAN and
PRESS and PUBLIC UNANIMOUSLY AGREE!

"FURIOUSLY EXCITING"
"What this country needs is more movies like 'American Madness'! It's terrific! And then some!... It should be reviewed in exclamation points!... Columbia provides a remedy for the box office blues of the motion picture business in 'American Madness'... Furiously exciting entertainment which speaks for itself. 'American Madness' is big."
— Regina Crewe, N. Y. American

"TUGS AT HEART"
"'American Madness' stirs the blood and tugs at the heart... It makes you feel like a shout or a cry... Certainly worth seeing."
— L. F., N. Y. Morning Telegraph

"WILL GRIP YOU"
"This one will grip you. Drop in and see it... One of the most excitingly realistic mob scenes ever pictured on the screen... A film well worth visiting."
— William Boehnel, N. Y. World-Telegram

"SPECTACULAR"
"Timely and decidedly interesting entertainment... Admiringly handled... Spectacular."
— Rose Pelswick, N. Y. Evening Journal

"SURE CURE FOR BOX OFFICE BLUES"
"It is the sort of a picture that will cause word of mouth advertising and is a sure cure for what is known along Broadway as the 'box office blues'. Here is a picture that will pack 'em in... 'American Madness' is something not to be passed up. By far the best talkie that has come out of Hollywood in some time. Take the word of one who is fed-up on the so-called motion picture epics and don't miss seeing 'American Madness'."
— E. P., Brooklyn (N. Y.) Citizen

"GRIPPING"
"'American Madness' runs riot on the Mayfair screen... It grips the imagination and holds one's interest to the end."
— Kate Cameron, N. Y. Daily News

"TEN ★ PICTURE"— Paul Yawitz, N. Y. Sunday Mirror

"SPLENDID"
"Splendid powerful drama... Columbia's young Frank Capra makes excellent pictures so consistently that he takes the spicy gamble out of movie going. Here he has done it again."
— Bland Johanneson, N. Y. Daily Mirror

"A 100% PICTURE"— Walter Winchell, N. Y. Daily Mirror

How The Reigning Sensation on the RKO Circuit from Coast to Coast!

AMERICAN MADNESS

VALTER HUSTON
at O'Brien-Kay Johnson
Constance Cummings
Gavin Gordon

Story and Dialogue by Robert Riskin

A FRANK CAPRA Production
A COLUMBIA PICTURE
Turn Verein Tie-up
Drags 'Em In
MANAGER George Kelly of the Ritz, Elizabeth, N. J., has completed a tie-up with the Elizabeth, Turn Verein Vorwaerts, an organization of about 1,000 members, to bring their gym team of about 18 people to the Ritz stage. This gym team is composed of men and women and on several occasions have appeared at the Wanamaker Park for civic events only. George had them on his stage as a class act. The idea of course, was to draw the Turners in on that evening. No cost to him for this stunt. He also arranged with the Elizabeth Chamber of Commerce, to award the prizes to the winners of a Popular Election Contest, which has been running for six weeks. Prizes were awarded at the theater. A large raft of free publicity was received in the newspapers which helped considerably on the night of the award.
—Ritz, Elizabeth, N. J.

Start National Campaign on "Sing Sing"
—Warner

Showman's Daily Reminder

Snipe refreshment stands and fences on roads leading into city.

YES YOU CAN look for a little excitement in the foreign situation soon, looks as if the French are trying to shut the American product out of the government has been hearing down on Hollywood films in a variety of ways for some time. The latest step is the legislation decreeing that all French talkies shall be produced by French actors in France, so what are all the French actors in this country going to do...as well as the American producers of French films ort export?

YES WE HAVE it on good authority that legislation will shortly be introduced in Washington looking toward the barring of all French films from the United States France has been getting away with plenty...she is now closely allied with Germany in an effort to shut out the American producer in European markets...it's about time this film biz woke up to a realization as to who its real friends and enemies are...abroad before its too late.

IF THAT Monogram outfit of Ray Johnston's follows up the good work...with such a fine start as they have made on the first of their season's product..."The Thirteenth Guest", and...their customers will have something tangible to look forward to...here's a sweet IF b.o. number that would guarantee the program of any major producer...class in all departments...as slick a murder mystery as has come to the screen in many moons...it is done without hole...real inteligent fare...with a superior brand of dialogue.

NOW COMES Mark Larkin...publicity director for Doug Fairbanks...arriving from the coast with "Gagi," which is Doug's pet monkey...the monk played an important part in Tahiti in "Mr. Robinson Crusoe" along with "Rooney," Robinson Crusoe's dog...he will probably make personal appearances on the Rivoli stage...when the pix opens there.

IT SEEMS that Cecil B. DeMille is searching for a gal to play the part of Aneria in "The Sign of the Cross." Cecil doesn't expect much...she must have eyes with the flash and fire of Lenore Ulric...hands with the delicate grace of Pavlova...legs with the symmetry of Marlene Dietrich...a seductive blues-singing voice like Josephine Baker...torse-tossing ability equaling that of Gilda Gray...and the mystic allure of Greta Garbo well, the only thing that's NEWS in all this...is that a Paramount director at last admits that Greta Garbo has something.

A BRITISHER...writing to the London "Daily Telegraph"...is very much peeved over American objections to Oxford accent and Cockney idiom in British films shown here...he wants to know why the English should tolerate the noises that come from American throats in Hollywood films...claiming the Birmingham and Newcastle dialects are pleasant in comparison with ordinary American...well, that makes us even...for they say that no Londoner can understand the Birmingham and Newcastle dialects...but still the British public yells for Hollywood films...so that is probably the only answer we need make to the peevish Britisher.

<< << >> >>

Exploitation
A Clearing House for Tabloid Exploitation Ideas

Along the Rialto
With Philip Daly

Timely Topics
A Digest of Current Opinions

Analyzing Percentage Picture by Picture
THAT most of the companies will be glad to get an outright buy for their product rather than gamble on percentage is indicated from the meagre returns received by distributors in percentage engagements on some recent specials. Cases are many in which exchanges which refused an outright buy received less than half that amount after a percentage deal. Some of the producers, however, still believe that there is prosperity around some corner. Radio is selling three specials a $0.10 cent split. This department has always held that no exhibitor can stay in business playing any picture at that sharing arrangement. With the selling season started, the exhibitors who run their theaters from a business standpoint already know what their last season's product cost them. What may appear to be a low percentage average for a group of pictures may not have turned out so rooseate for the exhibitor. Granted that on a group of pictures a low percentage on the majority may bring down almost to normalcy a group which includes some 30-55-40 per cent dates, but correct analysis reveals the fact that on the bigger pictures the majority went to the distributor. The exhibitor who thinks he gets film cheap because the average is low, should make an analysis, picture by picture, rather than by the entire group.

—Jay Emanuel, N. Y. State "Exhibitor"
ANNOUNCING

THE FIRST
MOTION PICTURE
WORLD'S FAIR!

WARNER BROS'.
National
EXHIBIT
OF NEW-SEASON PRODUCT
August 22-23

Prepare for the greatest trade gathering in history! The nation's exhibitors will assemble in 35 cities August 22nd and 23rd! Only a great event could bring them....Only one company could stage such an event—

A TWO-DAY PREVIEW OF WARNER BROS.' 1932-33 PRODUCT!

Never before has any company had 4 months' product set and scheduled months before the season began! Never has any company dreamed of having 15 new-season pictures ready for you and your patrons to try before you buy!

See for yourself
MUST BE THERE! NO EXHIBITOR CAN AFFORD TO MISS THIS SCREEN TEST OF AN ENTIRE YEAR'S PRODUCT. ... SEE ALL THESE GREAT PICTURES YOU'VE BEEN HEARING SO MUCH ABOUT: - - -

Within reach of everyone!
'Warner Bros.' National Exhibit will be held simultaneously in the 35 key cities containing Warner Bros. exchanges. Screenings will be held in leading theatres. Phone your exchange today for full details!

"DOCTOR X"
All in Technicolor

CONSTANCE BENNETT in
"TWO AGAINST THE WORLD"

"CROONER"
First Big Radio Expose

"LIFE BEGINS"
The Talk of the Industry

GEORGE ARLISS
"A SUCCESSFUL CALAMITY"

For the Greater Glory of
Motion Pictures in 1932-33 . . .

WARNER BROS!
ED. G. ROBINSON in "TIGER SHARK" with Richard Arlen

RUTH CHATTERTON in "The Crash" with George Brent

BLESSED EVENT" From the Famous Broadway Hit

RICHARD BARTHELMESS in CABIN IN THE COTTON"

DOUGLAS FAIRBANKS, Jr. and NANCY CARROLL in SON OF RUSSIA"

WM. POWELL and KAY FRANCIS in "ONE WAY PASSAGE"

"THREE ON A MATCH" with Joan Blondell, Warren William, Ann Dvorak, Bette Davis

"THEY CALL IT SIN" with Loretta Young, George Brent

SAMPLES OF NEW-SEASON VITAPHONE SHORTS

A TYPICAL 4-STAR WESTERN with John Wayne and Duke, his Devil Horse

Bring along a "patron delegate"!
Every exhibitor is entitled to bring one prominent representative patron for free admission to Warner Bros.' National Exhibit. His opinion will be a real test of the box-office power of these great attractions. He'll carry back the news of the marvelous entertainment you're going to offer next season!

Special low-rate accommodations arranged for all at a prominent hotel. Enjoy a delightful social gathering as well as a motion picture event!

National EXHIBIT
AUGUST 22-23
Stage Bids for Kay Francis

Kay Francis may return to the Broadway stage for a period not to exceed three months, if word of players' resistance between Warner Bros. and a leading New York theatrical producer reach a successful conclusion. The film company stipulates that Miss Francis must complete two pictures at the Burbank studios before coming East again, and that she cannot be spared from the West Coast for more than three months.

One of the probabilities of the coming production season is that Isabel Elsom, famous English stage actress who is the star of "Hell's Highway," the sensational picture recently made at the Warner Bros. British studios at Teddington, near London, may be brought to Hollywood to lead in American films. "Illegal," will soon have its American premiere in a Broadway theater.

Signing of Gloria Shear, Astrid Allwyn, and Ernest Corrigan completes the cast of Columbia's "The Night Mayor," starring Lee Tracy, with Evlyn Knapp as the heroine. Ben Stoloff is directing.

"Hell's Highway" is announced by RKO Radio as the new title for the forthcoming Richard Dix starring vehicle made under the working title, "Liberty Road." It is a chain gang story written by Rowland Brown, Samuel Ornitz and Robert Tasker. Brown directed the large cast which included James Cagney, Helen Vineyard, Lloyd Nolan, James C. Henry Gordon and Clarence Muse.

As a result of her first picture role, Nydia Westman, New York stage comedienne, has been signed to a term contract by J. G. Bachman, producer for RKO Radio Pictures. Miss Westman made her screen debut in "All the Evidence," which Bachman is producing at the RKO Pathe studio under the direction of Victor Schertzinger.

Lee Tracy rode from downtown Los Angeles to Hollywood recently, with the town fairly swarming with Olympic visitors more than eager to glimpse a picture star, and he was not recognized, much less asked for an autograph. He was dressed in regular business clothes and no attempt was made to conceal identity. The phenomenon is probably best explained by the fact that one of the most sought-after actors in Hollywood today would not likely be expected in a street car.

Kubec Glasmon is one of the most prolific writers on the coast. His original "False Faces," which was made by KBS, with Lowell Sherman directing, Glasmon, who is under contract to Warner Bros., in collaboration with John Bright, wrote "Public Enemy," "Blonde Crazy" and other well known originals.

Bill Tuttle and Etter D'Orazio, youngsters who work in the Fox reception department, are talented, to say the least. They are excellent artists and their portraits of various stars have attracted much attention.

Regis Toomey is reported financing a small company that will confine itself exclusively at the start to producing the old horse-hair packed rocking chairs. Toomey thinks this comfortable piece of furniture is due for a comeback.

Phil Goldstone is back from the coast and has begun preparations for the immediate production of "Cruise," the third Majestie feature of the season. "Cruise" is a play by Wilson Collison. Edward T. Lowe wrote the script and dialogue. Frank Strayer will direct.

Sid Skolsky is saying "hello" to many of his old New York friends now prospering in Hollywood, including Sam Marx, Milton Raison, Arthur Kober, William Keefe, Irene Kuhn, Nat Dorfman and others.

George Cleveland, who has been operating a stock company in Denver with Ben Ketcham, has returned to Hollywood and will resume screen acting. A few years ago he was a dialogue director at Tiffany and also acted for several producing companies.

Goodman Ace, now a Chicago radio ace, is visiting on the coast. He made the trip to Hollywood via the Panam Canal.

Harry Joe Brown, who is directing "Madison Square Garden," at one time managed Howard Morrow, a contender for the middleweight crown. By the way, John Hertz, chairman of Paramount's financial board, managed Benny Yanger, a lightweight fighter.

Bijou Fernandez, New York stage and screen players' representative, who discovered William Haines, is a recent arrival at the Roosevelt Hotel.

Addison Barkhardt, screen writer, recently held a reunion with Frank B. McCarthy, of "Bring Em Back Alive" fame.

George Marion has been signed by Fox for a prominent part in "Six Hours to Live." Warner Baxter and Miriam Jordan have the leading roles. Edward McWade also has been added to the cast.

Salisbury Field, playwright and screenwriter, has been signed to write the adaptation and dialogue of "Goldie Gets Along," which J. G. Bachman will produce for RKO Radio release.

Norman Foster will follow his previous assignment with A. to play "The Eaves," being produced for RKO by J. G. Bachman at the Pathe studios, with a prominent role for Domino Pictures' "Sport Page" with Joel McCrea.

Dorothy Jordan has been engaged by Columbia for the feminine lead, opposite Richard Cromwell in "That's My Boy.

Eric Linden, who recently finished an important role in "The Age of Consent," has been assigned to the cast of the new RKO Radio production "Little Annie.

John Robertson will direct.

Howard Jones, U. S. C. football coach, will be technical adviser for the Fox picture, "Rockety Ray," and also act a part in that production.

The next Hoot Gibson special to be produced by M. H. Hoffman, Jr., will be "Cowboy Counsellor" by an original from Jack Natteford. George Melford will direct.

Jed Prouty and Robert Greig have been added to the cast of RKO Radio's "The Conquerors," in which Richard Dix and Ann Harding are co-stars.

Newcomer's Busy Schedule

Julie Haydon, RKO Radio starlet, finds herself with one of the busiest schedules on this Hollywood lot. As soon as she completed her role in "Is My Face Red?" with Ricardo Cortez, she appeared opposite Tom Keene in "Come On Danger." Then came her assignment as one of the girls in "Thirteen Women," co-features with Regis Toomey and Irene Dunne. And now she has two current assignments, the lead opposite Richard Dix in "

Entire Cast from Stage

Broadway's migration to Hollywood since the advent of talking pictures has been so gradual that few realize the extent to which stage folk have entered into studio life, so it is interesting to note that the entire cast of Paramount's "The Night of June 13," has had training on the stage. Players include Clive Brook, Lil Lee, Henry Boland, Gene Raymond, Adrienne Allen, Frances Dee, Charlie Ruggles and Charley Grapewin.

E. H. GRIFFITH, RKO director, has issued a warning to film aspirants and fond mammas to stay clear of Hollywood at this time. No period in the history of Hollywood has been filled with such hard times. Many extras have endured since last January, he declared, because fewer pictures requiring many extras are being made these days.

Two former German naval officers whose names must be kept secret have been in consultation with the Goldwyn staff for the past two months, helping in the preparation of a submarine story for Ronald Coleman based on an original by Sidney Howard.

Cast of "The Mask of Fu Manchu," which Charles Vidor is directing for M-G-M, now includes Jean Hersholt, Charles Starrett, Gertrude Michael, David Torrence and Lawrence Grant.

Jerry Tucker, youngest player under contract to a major studio, has signed a new acting papers at the Paramount studios. The five-year-old lad now is appearing in Marlene Dietrich's "Blonde Venus" after completing a part in M-G-M's "Prosperity."

Phil Rosen has returned to the K.B.S. lot to direct the Ken Maynard westerns for World Wide release. His first picture will be "Fargo Express."

Dorothy Peterson and Ray Milland have been added to the cast of "Payment Deferred," adaptation of the New York and London stage success of the same name which Lothar Mendes is now directing at M-G-M.

Lowell Sherman has established his offices at the K.B.S. studio and has started preparations on "False Faces," which he will direct and in which he will be featured. Mac Clarke will play opposite him.
“MIDNIGHT MORALS” 61 mins.
GOOD HUMAN INTEREST YARN WITH FATHER AND SON ANGLE HAS POPULAR APPEAL FOR NEIGHBORHOOD TRADE.

What makes this offering a little different from the usual run of its kind is the very human story worked up between a father and son. De Witt Jennings is the detective sergeant, a gruff old Irishman of the old school. His son, played by Charles Delaney, joins the force on coming of age, and falls in love with a taxi dancer. The girl is framed by a gangster’s moll so she is caught with a gun in her bag after a murder he has committed. The girl is sent up for a six-month’s stretch. Then the business of the young cop sticking by the girl when she gets out, and the old sergeant still skeptical. Some good action stuff builds up to plenty of thrills, with the girl getting a confession from the killer and proving to the father that he was wrong about her, after all. Alberta Vaughn as the girl handles her part very commendably. A strong film for family trade.


Director, E. Mason Hooper; Author, Norman Houston; Dialogues, same; Cameraman, Jules Cronjager.

“DRIFTING SOULS” 63 mins.
INDIFFERENT DRAMA MIXES RACKETEERS AND ROMANCE AND GETS NOWHERE IN POORLY TOLD STORY.

There is a little bit of everything thrown into this story, and the result is a very choppy continuity that fails to arouse any sympathy for any of the characters. A rich young millionaire is indicted for manslaughter after his car has killed a man. He was drunk at the time, and does not realize that a racketeer was driving his car and caused the accident. The racketeer is trying to frame him to marry his sweetheart and grab his wealth. To establish an alibi, another girl is brought in to marry him. The poor girl needs $5,000 to save her father through an operation, and agrees to marry the millionaire. She falls in love with her new husband, defends him at the trial, where she miserably happens to be a lady lawyer, and proves he is not guilty. Pretty mixed up and impossible.


Director, Louis King; Author, Barbara Hunter; Adaptors, Douglas Doty, Norman Houston; Dialogues, same; Film Editor, Irving Bimbbaum; Cameraman, Wm. C. Hye; Recording Engineer, Conroy Jewett.

Direction, weak. Photography, fair.

Max Adalbert in “KYRITZ-POIRITZ” (In German)
World’s Trade Exchange 86 mins.

COMEDY OF SMALL TOWN PEOPLE MAKING WHOOPEE IN BERLIN CARRIES PLENTY OF LAUGHS. GOOD CHARACTERIZATION.

A very light comedy idea worked out with a lot of mixups in a way to keep the laughs coming pretty steadily. Three husbands from the small village of Kyrizt get away from their wives on a pretext to whomp it up in Berlin and look after certain things more or less shady. There is the mayor, played by Max Adalbert, the druggist and a wine merchant. The mayor has a beautiful illegitimate daughter he is very anxious to see. Meanwhile three other men from a neighboring town of Pryitz also visit Berlin to take part in a singing concert. They arrive at the boarding house where the other three are expected, and are mistaken for them. Thus the mixups start and continue, with the suspicious wives coming to the city to check up on their hobbies. The comedy character work is very good, and altogether this is a lively little number.


Director, Carl Heinz Wolff; Authors, Wilken and Justusin; Adaptor, Franz Rausch.

Direction, Good. Photography, Good.

NEW YORK CHARTERS

Monopole Film Corp., D. Berman, 292 Madison Ave., Manhattan. 200 shares common

Radio City Theaters Corp., theatricals; J. H. Walters, Manhattan. 200 shares common.

Lischer, theatricals; S. Levy, 22 East 40th St., Manhattan. 100 shares common.

Melnick Amusement Corp., Brooklyn; R. Horakman, 401 Broadway, Manhattan. $20,000.

United States Film Corp., S. R. Gerstein, 299 Broadway, Manhattan. 200 shares common.

American Ventilating Corp., air cooling devices; Davis, Wagner & Heater, 120 Broadway. 120 shares common.

NEW JERSEY CHARTER

Gem Theater Corp., Frenchtown, N. J., filed by the company. $50,000.
RKO CIRCUIT WEIGHING 5-DAY WEEK FOR STAFFS

(Continued from Page 1)

accordance. The move is in line with policies being adopted in many industries and government departments to distribute employment among the greatest number.

BACK TO FIRST-RUN

Chicago—After a session as a grind house, the B. & K. Roosevelt has returned to first-run status, with the showing of "Madame Racketeer."

BIG 4 IN PORTO RICO DEAL

Jack Lustberg of J. H. Hoffberg, Inc., has made a deal with West Indies Film Co., whereby Big 4's two series of westerns will be shown throughout Porto Rico.

FREULER GETS MANAGERIE

West Coast Bureau of THE FILM DAILY


NASSAU - MIAMI HAVANA-CRUISES

$115...12½ DAYS. Sight-seeing trips to each port. 2 days in Nassau, 2 days in Havana, 2½ days in Miami, or take round-trip to Nassau only and stay 7 days at the Royal Victoria hotel for $125. fortnightly sailings by S.S. Munargo on Saturdays.

BERMUDA

$45 Round Trip

Twice weekly sailings, 21,000-ton S.S. Pan America and sister ships, all air-conditioned, outside rooms mostly with beds and private baths. 5 days, including day of departure in Bermuda $81; 7 days $103. S.S. Pan America goes direct to dock at Hamilton.7

PREPARING ITALIAN FILM

"In Terra Straniera" ("In a Strange Land"), Italian talker made here, is being prepared for release by Toto Bene Milano of Excelsior Talkfilms Productions. William Ricciardi of "Strictly Dishonorable" and Silvio Orsini, who was in the Italian picture, "Zappatore," are among the principal players.

SKOURAS MANAGERIAL SHIFTS

Zack Freedman, formerly manager of the Lynbrook Skouras theater, has taken over the managerial reins at the Skouras Auditorium in Manhattan. Tom Robinson, formerly of the Jackson, Jackson Heights, succeeds Freedman at the Lynbrook, with J. E. Poynter as his assistant.

BREAKS 6-MONTH RECORD

A telegram received by Grad Sears, Warner sales executive, from Atlanta, where "The Purchase Price" is playing at Keith's Georgia Theater, informed that the picture has broken all house records standing for the past six months.

Howard Lake, Minn.—The Triangle has been sold by Al Filby to Roy Meyers.

New Prague, Minn.—John Sullivan has acquired the New Prague from E. H. Hill.

Detroit—The Dix, formerly owned by John Ryder, has been taken over by the new Vernor Theater Corp., formed by the Courtesy, Ferry Field, and other local homes, and Steve Thomas, a newcomer to the show business.

Detroit—The Thetanium, West Side house, has been closed.

Warnor, formerly manager, recently bought the house.

Estherville, 1a.—The Grand reopened Aug. 6.

Cleveland—Max Lefkowitch of Community Theaters and Mr. Film of Associated Theaters are spending two weeks in Atlantic City with their families.

Denver—Mr. and Mrs. Bert Turgeon are the proud parents of a baby girl, Peggy Ann. Turgeon is booker for Publix in the Colorado district.

Jules Bernstein Sees Idealistic Film Trend

A trend toward pictures dealing with idealistic themes is taking place in the production A Jules Bernstein, general manager of Aubrey Kennedy Pictures Corp., now in New York. Bernstein says practically all of the larger companies are planning specials of this type, notably, Cecil B. De Mille's "The Sign of the Cross," for Paramount, and "The White Sister," which M-G-M is preparing to remake.

The Kennedy company's schedule includes "The Face on the Barroom Floor," "The Rosary," and "The Power of the Cross," the last named based on the original by Jean MacPherson.

30% of Roach List Set; 15 Stories Preparing

Hollywood—More than 30 percent of the new season's lineup has been set by the Hal Roach studies, according to Henry Ginsberg, general manager, who announces that 15 stories will be prepared during the present temporary lull in production. Finished pictures include four Our Gang comedies, four Charley Chase, four Todd-Pitts, four Taxi Boys, and one feature and one comedy with Laurel-Hardy. The Roach studio is now lining up a crown of talented beauties for its stock company, and several comedians with starring possibilities.

CHERRY GETS DALLAS POST

Dallas—James Owen Cherry has been made managing director of the Palace, one of the city's most important Southwestern houses, it is announced by William K. Jenkins, division manager. Cherry succeeds Frank Weatherford, transferred to the Worth theater, Fort Worth, to replace Marline K. Moore, resigned.

F.T. THOMAS IN CLEVELAND

Cleveland—F. T. Thomas has arrived from the west coast to become manager of RKO theaters succeeding J. L. McCurdy, who has been transferred to Boston.

HOEFFER IN DENVER

Denver—Paul L. Hoeffler, who made "Africa Speaks," is spending his vacation here. His home, after returning from Hollywood. His latest efforts in filming jungle life are being negotiated for by some of the major companies.

NEW PANTAGES OPENS

Minneapolis—The New Pantages has been opened by Wellworth Theater Co., with Clifford Gill, formerly advertising director of the Minneapolis, as manager. The policy of the home-owned theater calls for four changes of programs each week, at 10 and 15 cents.

FLESH FOR FOX, ATLANTA

Atlanta — The Fox, which is being reopened Aug. 13 by a group of business men operating as the Southeastern Amusement Enterprises, Inc., will probably stage shows this fall. N. Edward Beck will manage the house, with Forrest Coker as assistant.

HANDLING MAJESTIC IN OHIO

Cleveland — Morris Segal, franchise holder of Majestic Pictures in Ohio and Kentucky, has appointed Maurice Lebemburger manager of the Cleveland office covering the northern Ohio territory. Fred Strief, president of Allied Theaters of Ohio, is manager of the Cincinnati office.

COMING & GOING

EARL W. HAMMONS returns from Europe today.

WILLIAM SAAL returned from the coast yesterday.

CARROLL S. TROWBRIDGE, personal representative for Douglas Fairbanks, arrived from the coast yesterday.

JULIUS BERNSTEIN, general manager of Aubrey Kennedy Pictures Corp., is in New York at the Park Central Hotel.

FRANK HEATH left New York yesterday on a motor trip to Hollywood.

GERALD H. K. SAVILE and JAMES P. SHEA of the Kendall-DeValle Oprehensive Co., are on their way to New York from the coast.

JACK FIER, manager of Supreme Theater service of Hollywood, stopped off in Denver a few days ago while on route east on a rolling trip.

MARK LARKIN, publicity director for Mary Pickford and Douglas Fairbanks, arrived in New York yesterday from the coast to handle exploitation for the Fairbanks film, "Mr. Robinson Crusoe," opening soon at the Roxy.

W. W. FRASER, general manager of the Harold Lloyd Co., is in New York for negotiations with the coming release of Lloyd's "Movie Crazy."

HAL ROACH has arrived in New York from the coast.
NEXT FAIRBANKS PICTURE
WILL BE MADE IN CHINA

Douglas Fairbanks' next picture will be made in China with Oriental backgrounds and many Chinese in the cast, Carroll S. Trowbridge, Fairbank's personal representative, told Film Daily yesterday. Fairbanks sails for the Orient the latter part of this month with a production unit.

Bernhard Pledges Aid in "Buy Now" Campaign

Philadelphia — Joseph Bernhard, general manager of Warner Theaters, has instructed house managers to participate in the "Buy Now" campaign which was launched in Philadelphia and is rapidly spreading throughout the United States.

In a telegram received by Mayor J. Hampton Moore of Philadelphia the Mayor was congratulated by Bernhard for his leadership in inaugurating the "Buy Now For Future Security" campaign which has been joined in by all theaters in the Philadelphia territory.

JAFFE DICKERING WITH RKO
West Coast Bureau of THE FILM DAILY

Hollywood—Sam Jaffe and RKO have resumed negotiations whereby the former Paramount studio executive would join RKO as studio manager. He will succeed C. D. White.

REGULAR M-G DIVIDEND

Metro-Goldwyn Pictures has declared regular quarterly dividend of 47% cents on the preferred stock payable Sept. 15 to stock of record Aug. 26.

THEATER BANDIT SHOT

Attempted holdup of the Apollo, Clinton St., by two armed men on Sunday resulted in one of the bandits being shot and seriously wounded. The other escaped.

CHESTER MORRIS AT W. W.
West Coast Bureau of THE FILM DAILY

Hollywood—Chester Morris has been signed for the male lead opposite Mae Clarke in "Break of Promise," World Wide release.

Retaliates Against Blues

Moe Silver to Survey Western Warner Houses

Moe Silver, Warner Theaters executive, who returned Monday from a trip to upstate New York for purposes of surveying theater operations in Albany, Utica and Troy, will leave next week for a similar trip to the Western zones.

DROPPING VAUDEVILLE

RKO will eliminate vaudeville from its houses in Seattle, Portland, Oakland, San Francisco and Los Angeles, Aug. 20. At the San Francisco house, acts will be spot booked with Horace Heidt's orchestra. The move will save the circuit approximately $15,000 weekly for the five cities.

BRANDT DELAYS TRIP

Joe Brandt, president of World Wide Pictures, has delayed his departure from the coast and is not expected in New York until Aug. 15.

MAYER DUE ON FRIDAY

Louis B. Mayer arrives in New York on Friday from the Coast. While in the East he will attend the Hoover notification ceremonies at Washington.

RKO EXEC TO GO WEST

Harold B. Franklin, Phil Reisman, Martin Beck and Bob Sisk leave New York in 10 days for a visit to the Coast.

SYRACUSE POOL SET

Syracuse—Warner has closed its pooling deal with RKO whereby the Warner Strand here will close, throwing all Warner-First National, Columbia and RKO product to the RKO Keith, Pittsburgh. The house will play split weeks.

SKOURAS MADISON DEAL

Madison, Wis.—Skouras will take over the operation of the Fox Midwesco on Aug. 20.

COLUMBIA TITLE CHANGE

Because several other current pictures employ the word "thirteen" in their titles, Columbia has changed the name of its picture "The Thirteenth Man" to "The Last Man."

HOLMES OPPOSITE CONNIE

West Coast Bureau of THE FILM DAILY

Hollywood — Phillips Holmes has been signed to play opposite Constance Bennett in "Rock-a-bye," her new starring vehicle for RKO Pathe Pictures.

"MADNESS" HOLDS OVER

Columbia's "American Madness" will be held a second week at the Mayfair.
In Washington (D.C.) the reviewers turned up their noses at

**WHITE ZOMBIE**

They are already calling "White Zombie," the "Abie's Irish Rose" of the picture industry. At least the New York exhibitors are. Proudly they proclaim that the critics received the thriller with turned up noses and Bela Lugosi's hypnotic eye failed to charm any of the scribblers into a good notice. The box office, say the exhibitors, tells a different story. The public likes "White Zombie." The public likes "White Zombie." And it looks like one of real mid-
summer screen successes.

While they haven't got around to advertising that "White Zombie" got indifferent notices in Washington, the fact remains that the picture at the Fox was welcome over the weekend it drew more money into the box office than did the triple star personal appearance stage program of the preceding week. So maybe the "Abie's Irish Rose" comparison may be apropos.

Don't worry about a turned up nose! You never can tell what you can find under one.

Now Booking at UNITED ARTISTS Exchanges
Critics Defend Right to Express Own Viewpoints

INDUSTRY LEADERS SEE TURN IN BUSINESS TIDE

Germany Faces Acute Product Shortage Next Season

Only 184 Releases Are in Sight for the Coming Year

Berlin—With only 184 features, including 58 from American companies, in prospect at present for release during 1932-33, an acute product shortage is feared by exhibitors in Germany. Releases in the current season total 250, which already was too low. A survey among the principal distributing companies (Continued on Page 8)

JEAN A. LEROY IS DEAD; PIONEER FILM INVENTOR

Jean A. LeRoy, pioneer inventor in the film industry and credited in some quarters with devising the first projector publicly used, died yesterday in New York at the age of 78. He had been ill since Aug., 1929, (Continued on Page 6)

Katz Says No Changes Planned in Personnel

No changes in Paramount's executive personnel are planned, Sam Katz told THE FILM DAILY yesterday. He expressed great optimism over the company's production program. Emanuel Cohen, vice-president in charge of production, will remain at the Coast in complete charge of production, absorbing all duties formerly handled by B. P. Schulberg, said Katz, settling rumors concerning the filling of Schulberg's post. Katz expects to return to the Coast within two or three weeks.

Warner Bros. Pictures reports a net loss for the nine months ended May 28, of $5,443,215.07 after all charges including depreciation and interest and after allowing for a profit of $2,799,540.00 arising from the disposition of debentures and subsidiaries' funded indebtedness.

The net loss from operations before amortization and depreciation (Continued on Page 6)

N. J. Allied Names Group In Anti-Dual Bill Move

Steps toward eradicating double features in the New Jersey territory will be taken by a committee named yesterday by the Allied unit at its weekly meeting. The committee, consisting of Jack Unger, A. Bannon and D. Davis, is expected to confer with circuit representatives.

Zukor, Schenck, Franklin, Lichtman, Grainger Voice Optimism

A definite belief that the tide of business is turning and that the motion picture business will join the upward swing is entertained by leading executives of the industry. In expressions obtained by THE FILM DAILY yesterday, Adolph Zukor, Nicholas M. Schenck, H. B. Franklin, A. Lichtman, James R. (Continued on Page 7)

$5,443,215 LOSS SHOWN BY WARNERS IN 9 MONTHS

Warner Bros. Pictures and subsidiary companies report a net loss for the nine months ending May 28, of $5,443,215.07 after all charges including depreciation and interest and after allowing for a profit of $2,799,540.00 arising from the disposition of debentures and subsidiaries' funded indebtedness.

The net loss from operations before amortization and depreciation (Continued on Page 6)
Para, Dropping Duals
At Missouri, St. Louis
St. Louis—Paramount Public, which now has exclusive jurisdic-
tion over the Missouri, has decided to discontinue the double-feature picture program at that house and revert to one feature. All of the big Paramount pictures are to play the Missouri first-run hereafter. It is said that the second feature has run down for a few weeks in order for Paramount to rearrange its policy for the new season. It is also antici-
pated that the St. Louis will reopen soon. The RKO interests control this house and will probably revive vaudeville there.

Public Hungry for Comedy
Declares William Fraser
Deploring the dearth of comedy, William Fraser, general manager for Harold Lloyd’s interests, yester-
day declared that the public is hungry for entertainment of this type because it is “not a ‘gag-
mand,” said Fraser, who believes that theater bills require a variety of comedy.

“Movie Crazy,” Lloyd’s first pic-
ture for Paramount in two years, will have its Broadway opening about Sept. 15, probably at the Rialto. Picture will have a pre-
lease run at the State, Portland, Me., starting Aug. 18.

“COLONEL” BOB CUSTER
Frankfort, Ky. — “Bob Custer,” western star, was commissioned a Kentucky Colonel on the stage of the Capitol, Aug. 5, during a preview of his latest film “The Scarlet Brand.”

HIRLIMAN ON TOUR
George Hirshman, president of Exhibitors’ Screen Service, left by plane yesterday for another
able west tour to cover main distri-
bution points for the new trailer called “Hirshman.” Left on Friday and join Charles Goetz in pro-
motion sales in the eastern division.

FAIRBANKS FILM PREVIEWS
West Coast Bureau of THE FILM DAILY
Hollywood — Douglas Fairbanks “Mr. Robinson Crusoe” will be given a very
able “world preview,” the first of its kind ever held, when it is shown tonight at the Olympic
in Los Angeles to an audience composed of 2,000 guests and officials who will be
ights of Fairbanks. About 50 nations will be represented in the audience. Maria Alba, William Par-
um and other members of the cast also are to be present.

No Deductions for Rental
Caused RKO July Profit
RKO theaters are paying $873,440 a month in rentals. The FILM DAILY was informed yesterday by the circuit in explaining the figure of $873,440 quoted in a story as its profit for July. The books show a profit for that month because no theater rentals are charged against operation, but these were added to Aug. 16, but instead are assessed against costs of months in which business is
ormally better.

AMBASSADOR ABSORBS TAX
St. Louis—Clarence Turley, ac-
taging officer of the Ambassador, an-
ounces that the theater will absorb the Federal tax on admissions.

TAHITI FRONT FOR RIVOLI
In connection with the showing of Douglas Fairbanks’ “Mr. Robinson Crusoe” at the Rivoli following Maurice Chevalier in “Love Me Tonight,” which is now set to open Aug. 17, a complete deployment of props for a front and lobby display have been brought from Tahiti. Last of the material arrived in New York yesterday. Mark Larkin is in New York to handle the exploitation.

CHANGES AT CARNegie
Adolph Brecher, brother of Lee
Brecher, has joined the staff of the Little Carnegie in a managerial
capacity. Publicity and advertising for the house is now being han-
dled by E. J. Rosenberg and Frank Freudenthal, who has been assist-
ant manager, ended his connection with the house on Saturday.

RKO SIGNS ROBERT BENCHLEY
West Coast Bureau of THE FILM DAILY
Hollywood—Robert Benchley, well
known humorist, has been signed by
RKO Radio Pictures. His first as-
signment is not announced.

CARL LERSMAN IN N. Y.
Carl Leserman, western district manager for Warner Bros. with offices in Los Angeles, left for the
est yesterday by airplane after
several weeks in New York of
ning with Gradwell L. Sears.

McKENZIE LEAVES HOSPITAL
Maurice McKenzie, Will H. Hays aide, leaves Roosevelt Hospital late
this week recuperating from an appendix op-
ition.
“Imagine! M-G-M took 5 out of 11 again this month in M.P. Herald’s box-office survey! You can’t blame them for claiming leadership. The facts back ‘em up!”

“Can you beat it! Regina Crewe in N.Y. American picks 10 Best Pictures of the first six months of 1932 and 5 of ‘em are M-G-M!”

“That M-G-M outfit has done picture business a genuine service in this tough year. Film business could never have survived without M-G-M’s run of hits!”

“A picture like ‘Grand Hotel’ is a tonic. It revives interest in theatre attendance. Every other producer benefits by M-G-M’s idea to put all those stars in one big show!”

“12,000 theatres canvassed in giant M.P. Herald vote for 10 Biggest Money-Making Stars of 1932. M-G-M grabs off 6 out of the 10 - that’s STAR POWER!”

“Variety prints a story this week saying a lot of salesmen went out to sell too early and that only M-G-M held back its men. The exhibs must be waiting for those M-G-M men first!”

“Think of it! ‘Strange Interlude’ is repeating ‘Grand Hotel’ business in Los Angeles. That M-G-M crowd has turned out the only two real Road Shows of the year!”

“Skyscraper Souls’ joins the Hold-over Hits at Capitol - ‘Red Headed Woman’ ‘As You Desire Me’ ‘Letty Lynnon’ ‘Washington Masquerade’ - it takes plenty to go two weeks in a big Broadway house!”

“Wonder what Leo is going to spring next. That sly Lion keeps this industry on its toes. He’s been roaring lustily now for almost ten years without a let-up. Must be a red meat diet!”
THE LAST

JOHN WEXLEY’S PLAY

OF PLAYS

THERE HAS
THE SENSATION OF TWO CONTINENTS
THE PICTURE THAT WILL LIVE FOREVER
A CAST THAT WILL BE PLACED IN THE
MOTION PICTURE HALL OF FAME

PRESTON FOSTER - HOWARD PHILLIPS
GEORGE STONE - NOEL MADISON
FRANK SHERIDAN - LOUISE CARTER
Supported by a remarkable cast
Directed by
SAMUEL BISCOFF

OWNED AND DISTRIBUTED BY
WORLD-WIDE

HER BEEN A GREATER PICTURE PRODUCED
CRITICS’ Forum

(Continued from Page 1)

to expressing himself in written words, voices the opinions of that section of any audience with which his prejudices and preferences coincide. The average reader looks to the critic not to supply his opinions but to clarify and confirm those which he has already formed. His favor—his only one, in the end, whom he reads with regularity—is the critic with whom he finds himself oftenest in agreement.

A few more of the more pertinent remarks, culled from the long list, follow:

HARRY EVANS, "Life"—"The one thing critics should be aware of is the earnest, ardent habit of using criticism as a peg, in which to hang wishwearing satire, rather than as a means for the dissemination of information and constructive fault-finding."

GEORGE BROWNING, "Baltimore Daily Post"—"The average film patron, granting the critic's mentality of a pre-conceived notion. It is in the effort to raise that mentality that the effort that the untrained is called for. One may believe one of the great opportunities of the critic is to point the way toward better pictures. If he can help the movie fan to be more discerning, he can promote popular approval of the higher class films."

HAROLD L. CALI, "Portland (Me.) Evening News"—"If an audience finds some degree of pleasure in a nitwit production, should a critic make his readers think he, too, is a nitwit?"

ERIC M. KNIGHT, "Philadelphia Public Ledger"—"The average audience in the main is normal. Who the hell is interested in normality?"

F. GRAHAM RUNTON, "Glendale (Cal.) Daily News"—"The opinions are all different. While they are paying for the critic's opinion, not their own, they are neverthe- less reading his comment in an effort to help form their own."

C. S. SHERMAN, "Attleboro (Mass.) Daily Sun"—"My idea is that the critic should report the audience reaction plus enough of the story to inform those who might plan to see it. The critic's reaction is no more important than a scorer's opinion at a ball game."

HAROLD HUNT, "Oregon Journal," Portland—"I try rather to let the reader determine from the review whether he desires to see the picture or not set forth my own views, believing that half the drama editor's first duty is to his readers, rather than to glorify his own bump of egocentricism. When I find opportunity for egocentricism, I try to take advantage of it."

ALBERT ARMITAGE, "Knoxville Journal"—"Reviewing pictures from audience reaction, the critic may forget that different audiences react variously to the same picture."

ELINOR L. HUGHES, "Boston Herald"—"Any attempt to echo the voice of the public ends in dishonesty for the public is a many-headed monster that doesn't know its own mind."

W. WARD MARSH, "Cleveland Plain Dealer"—"The reader is only interested in what the reviewer thinks (and pleads, God, let him be right)! The reader is not interested in the report of what the audience thinks. He wants to know the individual reaction of the critic. The capable critic expresses an honest judgment, and the good critic is a sympathetic one but not one who permits his sympathies to handicap his judgment."

DAN THOMPSON, "Louisville Times"—"The average film patron, granting that there is something of the sort, is more interested in personalities than in camera angles; more inclined to be curious about film making than film technique; more apt to sit and forget than to remember and ponder. The critic's duties are comparable to that of a tax collector who samples the width for its excellent qualities so that it can be recommended to the most epicurean taste or can be assigned to the common taverns."

O. T. COCHRAN, "Culver City Evening Star News"—"The average film patron can chin over the back fence with his neighbor and say, 'I agree with your version of a film . . . . He needs a re- viewer's stuff expecting to find the critic at variance with his own ideas."

W. W. DUNKLE, "South Bend Tribune"—"Outside of the big cities, criticism avails little and pictures should be reported, not criticized."

JEAN HENDERSON, "Florida Times-Union," Jacksonville—"Film critics should look at pictures from the public's standpoint, because pictures draw a cosmopolitan audience. The dramatic critic can af- ford to assert his own prejudices because his is a type of that which he respects his views even if they don't agree, and of a mind that will draw their own analysis from the critic's review."

MYRON LUSTIG, "San Diego Union"—"I report pictures for my average reader, who happens also to be the average film patron. If I worked for a publication whose average reader was an above-average patron, my reporting would be different. As it is, I am careful to report facts about the entertainment worth of a film, as I see it reflected in the audience. Long ago I learned it was useless to try to 'educate' movie-goers to my own level of criticism. So now I merely tell them if I see a picture I know they'll like, or warn them away from one I know they won't like."

BEN PROUT, "Miami Daily News"—"When a critic likes a picture, it doesn't know, and to have some sort of a standard by which to test its own judg- ment. The critic loses caste not only with his sophisticated following when he fails to rate an average patron when he sinks to the lat- ter's level, and he loses interest for both of them he fails to put himself in a position to be both damned and praised for most everything he says."

E. de S. MELCHER, "Washington Eve-

(Continued from Page 1)

when he suffered a paralytic stroke. Death occurred at his home, 345 East 17th St., LeRoy was honored by the S. J. F. E. at its last Fall meet- ing, when the society bestowed an honorary membership upon him.

Two Specials Planned By Weiss for New Season

Weiss Bros., are considering mak- ing two specials for the new sea- son, instead of producing program features. Company is now dicker- ing for a stage play as the first picture. Weiss Bros. made 12 fea- tures for the current season.

J. A. LEROY IS DEAD; PIONEER FILM INVENTOR

(Continued from Page 1)

$5,443,215 LOSS SHOWN BY WARNERS IN 9 MONTHS

(Continued from Page 1)

Wagner Houses Nearly Set On New Product Contracts

Wagner Bros. circuit is nearly on major company product for the new year. In addition, the day is closed with Fox, RKO and other companies, negotiations are now un- der way with Paramount and Co- lumbia, that several situations involving Paramount pictures have been closed. Under the circuit's new deal with G-M-M, ap- proximately 100 more Wagner houses will play that company's product during the new year. War- ner's two-year deal with United Artists has a year to go.

RECEIVER EXONERATED

St. Louis—Justice E. S. Gant has written an opinion concurred in by all the other judges of the Mis- souri Supreme Court ordering the discharge of custody of T. J. Mar- tin in the receivership proceedings against Skouras Brothers Enter- tainment. Inc. Union.

Martin was committed for con- tempt of the Circuit Courts under an attachment of May 12, and technically was in the custody of the Sheriff. He had been charged with refusal to obey a Court order to produce books, papers and recor- d and other property of Skouras Brothers Enterprises.

"FIRST YEAR" HELD OVER

Des Moines—Fox's "First Year," with Janet Gaynor and Charles Par- rell, was held a second week at the Paramount. Few pictures have been holdovers lately.

Recording—Re-recording on film and disc

Electrical Transcriptions—Synchronizing

BRUNSWICK RADIO CORP.

799 Seventh Ave., N. Y. C.
Tel: Chickerie 4-2200
Bigger 'n Better Every Year
Is the Film Daily Directors' Annual and Production Guide and this year of 1932 is NO Exception

Now on the press and full of facts, figures, data and interest to everyone in the industry.

Industry Leaders See Turn in Tide

(Continued from Page 1)

Grainger, A. W. Smith, Jr., and Martin Beck head the list of executives who are highly optimistic over future prospects. Their statements follow:

ADOLPH ZUKOR:
"The motion picture industry is looking forward to increased theater attendance this fall. There has been a renaissance in Hollywood and the motion picture producers are working harder than they have ever worked before in their efforts to bring the finest entertainment possible to the screen. The new pictures we have seen justify our optimism for the future. Our business has shown a decided improvement in the last thirty days and we are convinced that there is nothing in this depression that good pictures, hard work and sound judgment will not cure."

NICHOLAS M. SCHENCK:
"I feel that the tide has turned, for the following reasons: (1) The Government's work in reconstruction financing is a tonic that is marvelous. It should prove beneficial to the relief of unemployment and will eventually result in stimulating the circulation of millions of dollars; (2) The homes are empty of necessities and people are ready to buy. Retailers' shelves require replenishing to fill public demand—resulting in the placing of orders for all kinds of merchandise; (3) The psychology of the public has experienced a definite turn toward optimism, reflected in the activity of the stock market and apparent in many phases of living. The public is the barometer of hope and there is a marked change in public viewpoint for the better."

AL LICHTMAN:
"I see much optimism and hope, no doubt based on the fact that people in the industrial centers are rapidly being re-employed. Better pictures are being made which means for our industry a sensible and reasonable cause for optimism. Prosperity will not rush upon us but I sense a definite turn in the tide."

HAROLD B. FRANKLIN:
"We have scraped the bottom and are on the upgrade. Reports from our various divisions show that all industry is taking on new life, men are going back to work and an atmosphere of great hope prevails. What we need now is greater energy and effort to 'hold the line' and continue to push forward with good product and economical, efficient operation."

JAMES R. GRAINGER:
"I look for a great pick-up in business during the next few weeks. In my travels around the country I find that the exhibitor morale has vastly improved. They confidently look to the studios for product of box-office caliber. Exhibitors are generally optimistic about conditions, I find."

A. W. SMITH, JR.:
"Contracts we have received indicate that better business is ahead. We are proceeding on the theory that conditions are improving and are going to improve more during the months ahead. Into our offices are constantly coming reports of more men being placed on payrolls in territories in various parts of the country. Product of all companies promises to be of improved quality during the season ahead."

NEW RKO VAUDE SETUP

New RKO vaudeville booking setup, effective Oct. 1, has been arranged. Bookers and their territories will be as follows: Bill Howard, Cleveland, Buffalo, Toronto, Palace, Chicago; St. Louis, Kansas City, Schenectady, Syracuse and Rochester; Arthur Willi: Palace, Coliseum, Academy of Music, all New York; Alice, Brooklyn; Keith's Boston; Phil Bloom, Akron, Youngstown, Toledo, Dayton, Denver, Omaha, Minneapolis, New Orleans; State Lake, Chicago; Dallas, Fort Worth and other Texas houses; Dolph Lefler, Boston, Boston; Providence, Trenton, Paterson, Prospect, Brooklyn.
CRITICS HERE TO ATTEND
PARAMOUNT PREVIEWS

Motion picture critics and editors from leading papers in the east and middle west who are in New York as guests of Paramount, for the two-day program of previews to signalize the opening of the fall season, include the following:
From Cleveland: William Wilcox, "Plain Dealer."  
From Detroit: Howard D. Streeter, "Detroit News."  
From Chicago: John O'Malley, "Chicago Sun."  
From St. Louis: Harry B. Treadwell, "St. Louis Post Dispatch."  
From Kansas City: J. H. G. Sturgis, "Kansas City Star."  
From Baltimore: Charles W. Gooss, "Baltimore Evening Sun."  
From Boston: John T. O'Sullivan, "Boston Herald."  
From Buffalo: Howard Roth, "Buffalo Courier Express."  
From Detroit: "Detroit News."  
From Los Angeles: Harold F. New, "Los Angeles Express."  
From St. Paul: "Saint Paul Pioneer Press."  

FROM TIME to time we may have given you a still painful in the neck when we have dinged one of our Pet Theories to a wire. But this film, "A Cry of Love," is an appealing romance of a cycle of simple, human stories... 

AND, LO, our prayer has been answered. Warners have turned out their First Nash pix... "Life Begins," and we are here to state... without any ifs, ands or buts... that this pic is a searching human document that will stir the heart and mind and soul of every man and woman that views it... and send them away with renewed faith and interest in the Motion Picture... 

IT IS THE taking of a situation a married couple... on the brink of life's Greatest Adventure... the advent of a baby... and facing one of life's most ironical problems... shall the mother die and the baby live?... 

THAT IS the crux of the entire drama... but what they have done with it... every single step in this supreme crisis in the lives of two helpless young people is developed with consummate artistry... a fine understanding of humanity... its hopes and fears... its joys and sorrows... sacrifices and devotion... it plays on every emotion... builds beautiful and soul-stirring moments... with the magic of Sympathetic Understanding... of Life... of Love... of Motherhood... it is the eternal longings of a man and woman throughout all eternity have been graphically and poignantly caught up... and presented to the world in this picture... 

IT IS the hitherto unsung glorification of Womanhood... the courage and fortitude of Motherhood... no blatant, blustering male hero... just the quiet faith and resignation of a woman... facing her great crisis... when Life Begins... and as such... it should bring every woman to the theater... and drag every man with her... renewing their faith in Life... in Love... in the Home... in a word... making this world more beautiful and worthwhile for everyone fortunate enough to see "Life Begins."... 

TO YOU exhibitors... let us say this... in all earnestness and sincerity... here is a picture you can SHOUT about... for it has a theme that reaches to the heart of the universe... plays on all the beauty and tenderness that Life holds... and your theater will take on a distinction and dignity it never knew... for having shown a poignantly human picture that will linger in the memory of everyone... long after most pictures have been forgotten.

184 RELEASES ANNOUNCED
FOR GERMANY IN ’32-33

(Continued from Page 8)  

FIRST SUMMER HOLDOVER

Baltimore — Fox's "The First Year," with Gaynor and Farrell, has been held over at the New Theatre for another week. This is the third holdover of the summer at this house.

4 COLUMBIA FILMS ON B'WAY

Colpix will have four pictures playing simultaneously on Broadway the week of Aug. 13. They are: "War Correspondent" at the Paramount, "Hollywood Speaks" at the Winter Garden, "American Madness" at the Mayfair and "The Blonde Captive at the Loew's State.

STAGING WARSHAWSKY PLAY

Elizabeth Mele has closed contracts with Samuel Warshawsky, former Radio Pictures press representative, for the production of "Pagan Fury," which is to be presented at her summer theater, the Sharon Playhouse, Sharon, Conn., the week of Aug. 29. Pedro de Cordoba will play the starring role under the direction of Harold Winston. Warshawsky is now in Cleveland negotiating with Robert McLaughlin for the production of "Woman of Destiny."
Travelogues, Cartoons are Critics’ Favorite Shorts

**KATZ IS “MAN BEHIND THE GUN” SAYS ZUKOR**

Fox Closes 100 Per Cent Product Deal With Publix

Grainger & Dembow Sign Contracts Covering

All Situations

J. R. Grainger of Fox yesterday concluded negotiations with Sam Dembow of Publix whereby the entire Fox lineup for 1932-33 will play every Publix house, the company having previously closed booking deals with Warner Bros. and Loew.

**ALL WORLD WIDE FEATURES BOUGHT BY LOEW CIRCUIT**

World Wide's complete "Opportunity Group," consisting of 21 features, has been sold 100 per cent to the Loew Metropolitan Circuit. As a result of the deal just closed by Joe Goldberg, sales manager, World Wide's 1932-33 pictures will be shown in some of the choicest theater spots in Greater New York.

B. V. Sturdivant Resigns

Skouras District Post

Indianapolis — B. V. Sturdivant, district manager for Skouras-Publix, has resigned. He is succeeded by Jack H. Roth, formerly manager of the Circle, Sturdivant, who had been with Skouras-Publix here for about four years, has left for Florida on a vacation before announcing new plans. It is understood he may assume a theater post on the coast.

**Critics’ Forum**

**QUESTION No. 9**

What type of short subjects do you like best?

**HOW THE CRITICS ANSWERED:**

Travelogues .......... 148 Votes  Cartoons .......... 144 Votes

Newsreels .......... 112 Votes  Comedies .......... 78 Votes

Travelogues occupy first place in the short subjects best liked by the nation's critics, with animated cartoons running a close second, newsreels third and comedies fourth. Actual figures on the preferences, as listed in response to the ninth question in THE FILM DAILY'S questionnaire, give travelogues 148 votes; cartoons, 144; newsreels, 112; comedies, 78; musicals, 32; sports, 26; mystery skits, 12; dramatic playlets, 6, and the film "souvenirs" of the past, 20.

Under the comedy heading is included slapstick, which individually received about 40 votes. Comedies in general are sadly in need of improvement, the critics state, although several of the scribes add that in expressing their exasperation over the current type of screen comedies they are voicing a personal feeling and not the opinion of the rank and file of movie patrons, many of whom seem to enjoy these shorts.

It is believed by these observers, however, that the time is ripe for a higher type of comedy, and that even slapstick should be invested with a little more excuse for its existence.

The wide popularity of travel subjects is principally due to their human interest appeal and their accuracy, the critics indicate, and the same applies to newsreels.

Animated cartoons are regarded as possessing the greatest amount of ingenuity and freshness, and their pictorial action and musical accompaniment also add to their appeal.

Dramatic and mystery stories are believed for the most part unsuited, much on the same principle that playlets have always been the bane of vaudeville, because their brief running time seldom gives them a chance to lay a plot, work up suspense and bring about a denouement with the proper effectiveness.

In musicals, it is contended the producers have not yet hit the right formula, but that they should keep trying.

**Paramount Vice-President Lauded by Chief at Critics’ Lunch**

Paramount's hopes and confidence of being able to turn out better product in 1932-33 than ever before are pinned on Sam Katz as "the man of the gun," President Adolph Zukor said yesterday in addressing the luncheon given by him.

**SCHINE CIRCUIT PLANS EXPANSION IN THE FALL**

The Schine circuit, operating approximately 60 houses in upstate New York, intends to resume expansion activities next Fall. Meyer Schine is now in New York working out product deals for the new season.

Elect Maurice Newton Member of Para. Board

Maurice Newton, a partner in the banking house of Hallgarten & Co., has been elected a member of the board of directors and a member of the finance committee of Paramount Publix, to fill the vacancy created.

**“Horse Feathers”**

Filmdom's greatest nut comedy aggregation, the Four Marx Brothers running the box-office bell ring again in this Paramount production which had its premiere last night at the Rialto. It is a fantastically funny concoction in a college setting. Designed solely for the laughs, and delivers them by the carload. No particular plot to the affair, although the dazzling Thelma Todd is in the line-up to provide romantic interest, and no rhyme or reason to anything except that it is meant to provide amusement. A couple of comic musical numbers also by Bert Kalmar and Harry Ruby, who did the song with J. P. Friedel, man, help to enliven the proceedings, which move along at a fast clip under the direction of Norman McLeod. If your customers want to laugh—not little polite hit-heads, but robust belly guffaws, this is their meet.
Schlesinger Launches
Third Warner Western
West Coast Bureau of THE FILM DAILY
Hollywood—Leon Schlesinger has started production on "Telegraph Trailing," third of the Westerns starring John Wayne to be released by Warners. Jenny Wright is directing, with Marceline Day, Frank McHugh, Jim Thorpe and Otis Harlan in the cast. Ted McCord is cameraman.

Stanley Rauh to Write
M-G-M Musical Shorts
West Coast Bureau of THE FILM DAILY
Hollywood—Stanley Rauh has been signed to write material for the Technicolor musical shorts to be made by M-G-M.

ARBUCKLE FOR LOEW TIME
Following completion of his first short Vitaphone, being made at the Brooklyn studios starting Aug. 24, Roscoe (Fatty) Arbuckle will play four Loew and one Warner vaudeville dates, booked by Joe Rivkin of the Leo Morris office. They are: Earl, Philadelphia, week of Sept. 2; Loew's, Washington, Sept. 9; Loew's, Jersey City, Sept. 16; Loew's, Valencia, Sept. 23; Loew's, State, Sept. 30.

BACHMAN SIGNS DURKIN
West Coast Bureau of THE FILM DAILY
Hollywood—Junior Durkin has been signed by J. G. Bachman, producer, to star in at least two RKO Radio pictures to be made on the Pathe lot. His first starring vehicle is being written by Dorothy Yost. George Yahalem is writing the second. Bachman recently added Nydia Westman, stage comedienne, to his roster of acting personnel.

DAGOVER FILM FOR CARNEGIE
Leo Brecher's Little Carnegie will close its summer revival policy next week and open Wednesday with the American premiere of "The Case of Colonel Redl," German talker, starring Lil Dagover and Theodor Loos.

SOLE DISTRIBUTORS
"Rasputin, Saint or Sinner," being held over, will receive a discovery of microbes through me of the microscope and how it is helping to combat them. There will also be a silent version.

ALEX BLOOMENSTIEL DIES
Donaldsville, La. — Alexander Bloomenstiel, president of the Grand, Inc., owners of all theaters in Thibodaux and here, died recently following a heart attack. He was a former mayor of Donaldsville.

Hammons Sees British
Favoring Native Films
British propaganda, urging the use of English made products, is doing much to cut down heavy grosses for American pictures in Great Britain. Earle W. Hammons told FILM DAILY yesterday, "A British exhibitor can make twice as much on an ordinary British-made picture than he can on an outstanding American made feature," said Hammons. "They go the limit for their own pictures. The exchange rate is hurting our sales considerably. Brits are out to make a sufficient supply of motion pictures to take care of their own Dominions. They are very proud and faithful to their own." Hammons would not comment on future plans for either Educational or World Wide except to say that his contract with Ideal for English distribution has not as yet been signed, but negotiations are underway.

Para. to Sell Exclusives
Where Deemed Advisable
Paramount will sell exclusive first runs in situations where such deals are advisable, George Schaefer, general sales manager, told THE FILM DAILY yesterday. As yet no deals have been closed under this plan, he said.
ZUKOR LAIDS SAM KATZ
AS "MAN BEHIND GUN"

(Continued from Page 2)

about 60 motion picture critics who are in New York for two days of visits or advance showings of some of the company's new season pictures.

Zukor pointed out that Katz, with 20 years' experience as a theater operator, put to Hollywood equipped to take the viewpoint into pictures, and that the first productions turned out under the new system testify to its success.

Continuing, Zukor said in part, "As I have often said in the past, good pictures are no accident, and bad pictures are no accident. There is reason for both... You can't make pictures without careful thought, you cannot understandable, and you cannot make a good picture unless you look at it in the first instance, a story, it takes a director. It is the plot, the cast, and the combination of all, with careful hard work, will produce the results.

"I have seen casts, I have seen pictures. I have seen people and heard that another is synchronized, that I can understand, is going to be a good picture, a reasonable picture. It is instinctive, it is within his heart, and within his heart, he wants to give me something that Mr. Katz can give me, nothing that I want from him, I want nothing, I have nothing, I have no ambition. He doesn't want my job. He doesn't want to make his ambition is success. My ambition is success. And my ambition is success. I have got through it, it is not a one who is going to address you and tell you that we are doing it, and why the director, and what is going to be good.

"Now, the individual who can analyze the ability and the leaning - the possibilities of cast, story, star and director, he is the man behind the gun, because he takes these elements, and these elements combined make the story. No star, no writer, no director, but the man that can visualize the individual abilities, the leaning, the acting of each individual, and that man who can combine these elements, and bring them together, the director, the producer, his champions today, directors and producers of the press, that is the man behind the gun is Sam Katz."
TOUR LUCKY STARS!

Bankhead — plus Cooper — plus Laughton, the screen’s new King of character actors. It begins as romantically as “The Sheik” and ends in a blaze of surprise melodrama.

Box-Office in Every Frame!

TALLULAH BANKHEAD
GARY COOPER

in
“DEVIL AND THE DEEP”

A Paramount Picture

with
CHARLES LAUGHTON
CARY GRANT

Directed by Marion Gering
**Critics’ Pet Peeve is Cycles; Pet Theory, Less Sex**

**ACADEMY FORMS RESEARCH DEPT. FOR ALL FIELDS**

22 Supply Dealers to Exhibit at Chicago Convention

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**BIG NAME AGGREGATION IS LISTED BY MAJESTIC**

About the biggest array of stars ever announced by an independent company is listed in the announcement of Majestic Pictures, the Herman Gluckman-Phil Goldstone organization. Included are Lowell Sherman, Myrna Loy, Paul Lukas, Adolphe Menjou, Lily Damita, Do...

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**Allied Board to Hold Middle West Meeting**

Washington Bureau of THE FILM DAILY

Washington—Allied States Assn. will soon issue a call for another board of directors' meeting similar to the one recently held in Atlantic City. The next conflag is expected to be held in the middle west, and directors have been invited to make suggestions, as well as to hold themselves in readiness to attend.

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**Gov. Roosevelt Invited To Address M. P. Forum**

Gov. Roosevelt has been invited to address the M. P. Club at a forum luncheon the middle of September. His speech will be transmitted to Broadway through a public address system.

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**CRITICS’ FORUM**

**QUESTION No. 10**

What is your pet theory or pet peeve relating to motion pictures?

**HOW THE CRITICS ANSWERED:**


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No single element of motion picture production has brought so much condemnation from the nation’s critics as the so-called “cycle of evil.” Exactly 95 per cent of the several hundred film scribes participating in THE FILM DAILY questionnaire gave this as their pet peeve. Altering of popular books and plays in adapting them to the screen also has peeved 85 per cent of the critics.

Other peeves mentioned by the scribes just about run the gamut of complaints against the screen’s errors of commission and omission as well. Some of the more recurrent ones include: “hot house stories,” unbelievable stories, happy endings regardless of logic, wrong merchandising methods, exaggerated advertising, aping of the stage, trying to make unqualified stars through publicity and neglecting many who have talent and appeal, difficulty of identifying players in casts, too much unnecessary small talk in films, and inaccurate of details in scenes showing court trials, newspaper offices, hospitals, etc.

But the kick against imitation in stories stands out foremost. Producers are called everything from a flock of sheep to a bunch of so-and-sos without an original idea in their heads because they allow this cycle situation to keep on, year after year, despite the denunciation hurled against it from all quarters.

In the way of theories, the leading belief of the critics is that sex could be toned down. Though admitting that this is the theme of greatest interest to the big majority of the world, the scribes feel it has been given such a hard ride, in stories and in advertising, that it has lost most of its kick, and in order to give it punch now the producers are obliged to carry the themes beyond the border line of good taste and decency.

Other popular theories offered include: less dialogue and more action, classifying of audiences, more original stories, fewer and better productions, shelving of really bad pictures, less supervision and other interference with directors and writers at the studios.

This question concludes the summarizing of the questionnaire results in THE FILM DAILY. A further analysis and compilation embracing the entire list of 10 questions will appear in the forthcoming DIRECTORS' ANNUAL AND PRODUCTION GUIDE, due off the press the latter part of this month.

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**GROUP APPOINTED TO STUDY PRODUCTION, DISTRIBUTION, EXHIBITION**

West Coast Bureau of THE FILM DAILY Hollywood—A research department to go into various phases of production, distribution and exhibition has been organized by the Academy of Motion Picture Arts and sciences. Darryl Zanuck is chairman, with Irving G. Thalberg and B. P. Schulberg as ex-officio members. Other members include...

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**COURT OKAYS CONTRACT ON REOPENING OF ROXY**

Federal Judge John M. Woolsey yesterday approved a contract between Fox Film and Harry G. Koach, federal receiver for the Roxy, under which Fox and the receiver will “mutually agree upon” the general policy for advertising and publicity, while Fox will manage, direct and operate the theater. The contract specifies that films made by other concerns are to be included in the presentations, and to be paid for out of Fox’s share in the proceeds.

**Radio and Screen Linked In “Congorilla” Hookup**

Radio and the screen will be linked in the first hookup of its kind Sunday when Gem Razor will sponsor a 30-minute program exploiting the Fox release “Congorilla.”

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**2 Radio City Theaters To Open Simultaneously**

Samuel L. "Roxy" Rothafel is planning to open both the International Music Hall and the Motion Picture Theater in Radio City, simultaneously on Dec. 26.
Maxwell Arrown Appointed Warner Casting Director

West Coast Bureau of THE FILM DAILY

Hollywood—Maxwell Arrown, Warner Bros. Eastern talent scout who came west a week ago to respond to a wire from Jack L. Warner, has been appointed casting director at the Burbank studios to succeed Eugene Le Maire, resigned. Arrown will take up his new duties Aug. 19.

Staggering Employment

In Erection of Theater

Pittsburgh—Unemployed men are being given work by the stagger system under a plan whereby John E. Stahl, operator of the Stahl Amusement Co., in building a $50,000 picture theater at Homestead. Work on the theater was begun Aug. 5, and the building will be ready for opening Oct. 1.

HANDLING PUBLICITY

Regina Cannon, former daily newspaper motion picture editor, is handling publicity on opening of "Isle of Paradise" at the Globe.

MAKING CAMPAIGN SHORT

In connection with the "Roosevelt-for-President" campaign a short with George Curley of the War Department and Elliot Roosevelt will be made today at Vitaphone studio, Brooklyn.

HARRY GREEN PLANS SECOND

Harry Green, former Paramount star just back from England, plans to immediately start production of a second feature in a series. He made the first picture in England in conjunction with British Gaumont.

TENNIS TOURNAMENT TONIGHT

The Film Tennis Tournament will open tomorrow at the Sunnyside Courts. Three matches are scheduled, with others to follow on coming Saturdays.

FULL EDUCATIONAL LINEUP

SOLD TO LOEW N. Y. CIRCUIT

Educational's complete 1932-33 lineup of shorts has been sold to Loew's New York Metropolitan Circuit. The deal was closed by J. H. Stirkhill, Sol Edwards and Charles Schirner of Educational and Dave Loew and Eugene Picker of Loew's. A separate deal was negotiated by Sol Lowy and Joe Vogel covering many key situations in the Loew circuit outside of New York.

RELIANCE PRODUCTIONS

Planning Style Picture

West Coast Bureau of THE FILM DAILY

Hollywood—After looking over advance rushes of Al Jolson's new picture, "The New Yorker," Joseph M. Schenck, Lewis Milestone and other United Artists officials hailed Chester Erskin, the director, as a new find. Erskin was imported from Broadway, where he had a rapid rise in the stage field.

"Love Me Tonight"

Here's one of the finest things in the way of mass entertainment that has come along yet. It's a strictly a picture for the discriminating, the particular and the appreciative. The production has been conceived with cleverness and consummate artistry, sentimentally flavored, sprinkled with spicy wit and endowed with dialogue that just bristles in smartness. In massive settings of oparetta grandeur, the story moves along to the steady rhythm of catchy tunes. Nearly every word, every step, every gesture is in lifting harmony, and the action as a whole rides along on a rhythm that is never exhausting. Hooray for "Love Me Tonight," by played by Jeanette MacDonald and Charles Butterworth do good comedy bits. Myrna Loy, C. Aubrey Smith and remainder of the supporting cast are all fine. A word also is cited due the clever synchronization and excellent photography. Pictures like these revive faith in the unlimited possibilities of the screen.

GILLETTE.
**First Baby Born Sept. 10 Will Get Warner Contract**

J. L. Warner, vice-president of Warner Bros. in charge of production, is having a contract drawn up for the first baby born Sept. 10, which is the general release date of Warner’s “Life Begins.” The contract will run five years with options. No color line is drawn. The first baby, boy or girl, born on that date will be given an opportunity for early stardom in pictures. Loretta Young, who plays the feminine lead in “Life Begins,” will be godmother to the lucky child. In the event of two children being born the same time, both will receive contracts.

**Medical History**

**N. Y. Circuits and Union Deadlocked Over New Pact**

Major circuits have reached a deadlock with the local stage hands’ union regarding contracts for the fiscal year beginning Sept. 1. It is understood that circuit executives are holding out for an average of 10 per cent cuts in scales and reductions in the number of men. The union’s committee conferred again yesterday with Major L. E. Thompson of KKO, Harry Charnoff of Paramount, Joe Vogel of Loew, and other circuit men.

HENRY GEORGE DAVIS DEAD

Henry George Davis, well known in the independent exchange field, died at New York Wednesday, following a long illness. Funeral services will be held Sunday at Dr. Weiss’ Free Synagogue.

Davis, a native of California, was in his 72nd year. He was formerly president of Quality Pictures, associated with the late Abe Carlos, and later headed Banner Pictures. His association with the industry covered a period of 20 years. Davis is survived by a wife and two daughters.

**Theater Plans Approved**

Williamsburg, Va., Aug. 10—Plans of the Williamsburg Holding Corp., for construction of a 600-seat theater here have been approved.

**MILWAUKEE BOMBER CAUGHT**

Milwaukee — Stanley Carey, amateur chemist, was arrested and confessed manufacturing and hurling stench bombs in four Milwaukee movie houses. He denied his offensive activities were connected with labor troubles.

**22 DEALERS TO EXHIBIT AT CHICAGO CONVENTION**

(Continued from Page 1)

**Big Name Aggregate Is Listed By Majestic**

(Continued from Page 1)

**22 DEALERS TO EXHIBIT AT CHICAGO CONVENTION**

(Continued from Page 1)

Sun Arc Carbon Co., Akron Electric Co., Robin-Imperial Generator, New York; Opera-

dio Mfg. Co., Detroit; Pyrene Mfg. Co.,

Newark; Breaker Light Projection Co.,

Detroit; Ashlund & McDonald, Angeles; W.\n
Freddy Co., San Francisco; Motion Picture Machine Co., Burbank Electric Co., St. Louis; Strong Electric Co., Toledo; Val-\n
len Electric Co., Akron; Ultraphone Co., Min-

neapolis.

Others expected include: Basson & Stern and Morelite Co., New York, and National Lamp Works, Cleveland. The members from the west coast also are to be in attendance. Many important matters concerning the L.T.S.P. policies will be decided upon and officers will be elected. The meeting is open to all manufacturers. Present officers of the association are: J. E. Robin, president; L. S. Olds, vice-president; R. G. Tannell, Kansas City, secretary.

**8 Dick Talmadge Films On Mercury’s Program**

Production plans of Mercury Pictures call for eight features starting Sept. 1. Work starts Oct. 1 at the Coast. The company is making six features for current season release.
Films Don't Need Stage for Future Stars--La Cava

FOX RETAINING GAUMONT INTEREST, SAYS KENT

Columbia Studio at Peak With 18 Films Under Way

Eight Features in Work, Two Being Cut, Eight in Preparation

West Coast Bureau of THE FILM DAILY

Hollywood—Columbia studios are now working full blast on 18 productions, which means they have reached the peak of present season activities. Eight features in work, two are being cut and edited, and eight new productions will be started within the next three weeks. In work are "The Bitter (Continued on Page 12)

LESSEER TO DISTRIBUTE SPANISH STUDIO PRODUCT

West Coast Bureau of THE FILM DAILY

Hollywood—A series of Spanish pictures to be produced in Barcelona by Richard Harlan, who sails Aug. 27, will be handled in the American market by Lesser, president of Principal Distributing Co. The studio is now being built.

Seek Union Reductions In Denver Territory

Denver—With contracts expiring next month, numerous cuts in number of men employed, as well as changes in wage scales, are asked in notices filed with the state industrial commission by exhibitors in their negotiations with operators. Harry Huffman has filed notice of a 10 per cent wage cut at the Or (Continued on Page 12)

Unusual Handling for "Life Begins"

A $2 premier at the Hollywood, Broadway house which is now dark, is planned by Warner Bros. for "Life Begins." The picture will have three openings, one for the press, tentatively set for the afternoon of Aug. 23, another that evening for civic leaders, educators, doctors and celebration, and the public opening the afternoon of Aug. 24. Because of the unusualness of the picture, the exploitation campaign, directed by S. Charles Einfeld, will employ only the title of the picture and omit descriptive copy.

First-Runs Ask 9 Month Protection Against 15-Cent Houses in 'Frisco

Stewart Film Process Establishes Coast Plant

West Coast Bureau of THE FILM DAILY

Hollywood—Stewart Film Process Co., Inc., has established a plant here for processing work. A. Steven Kurtz of Los Angeles is in charge.

San Francisco—First-run houses have decided to demand contracts from distributors giving the theaters nine months' protection over 15-cent runs. The move is regarded as an attempt to oust 15-cent admissions entirely from this field.

Committee of Film and Radio Appointed at Canadian Confab

Toronto—Word was received from Ottawa yesterday of the establish-ment of a sub-committee of the Imperial Conference Committee on methods of economic cooperation, for the purpose of dealing with motion pictures and radio. The question of establishing a quota for British films may be taken up by this special committee.

Wally Wales to Star In Eight Productions

West Coast Bureau of THE FILM DAILY

Hollywood—Mitchell Leichter is starting production of "Desert Ghost," first of a series of eight pictures starring Wally Wales. Leichter also will arrange distribution.

Gregory La Cava Discounts Value of Theater Training

RKO'S Dark Theaters Open to Road Shows

RKO will make all its closed houses throughout the country available for road show productions. A home-office representative will be assigned next week to contact several producers with coming road show attractions.

Agreement is Reached in British Circuit Situation

indicating that differences between Fox Film and British Gaumont are virtually settled, Sidney R. Kent, Fox president, arriving on the Berengaria yesterday afternoon, told a FILM DAILY representative that his company will continue its interest in the British firm. Fox will be represented in the opera-

(Continued on Page 3)

FOX TO MAKE 6 FEATURES IN ENGLAND AND FRANCE

Fox will enter production on its own in England and France next fall with a program of six features for the new season. This activity will supplement the company's production of quota pictures, which will be made directly by British Gaumont. Plans in connection with the work will be developed by Sidney R. Kent when he makes another trip abroad in November. Andre Ullman is now producing two features in Paris for Fox release abroad.

Spyros Skouras Announces Roxy Opening on Aug. 20

Official announcement of the opening of Roxy on Aug. 20 with Fox's "The First Year" was made yesterday by Spyros Skouras, who at the same time gave out (Continued on Page 12)

Rule of Three Works Out

Kansas City—Undaunted by the failure of two previous attempts to rob the house, three bandits this week entered the Oaks Park Theater, operated by Jay Means, and, after binding and blind-folding an employee, broke open the safe and escaped with $1,000 in receipts from the Oaks Park and two other houses operated by Means.

(Continued on Page 12)
### Atlas Studio Acquires Plant on Long Island

Interests which have been operating Atlas studio have acquired the Powers Cinéphone studio on Long Island and will run the plant under the name of Atlas Sound Film Studios. The company is headed by Bergi Contner as president and general manager. George Cochran and P. A. Powers are included in the firm's directorate. Main offices of the company will be at 729 Seventh Ave. Atlas is abandoning its studio at 130 West 46th St. The company had previously been negotiating for the Royal studio in New York.

### FIRST Sicilian TALKER

"Love and Death," the first picture made in Sicilian dialogue, has finished shooting and is now being prepared for release by the Aurora Film Corp. Production was made at the Standard studios in New York. A trade showing will be held in the near future.

### COLUMBIA CONTRACTS JUMP

Columbia has written 26 per cent more contracts during the past six weeks than were written over the same period last year, according to an official of the company. This, in the face of fewer possibilities due to many closed theaters, is regarded by Columbia executives as an indication of better business feeling.

### MRS. ROWLAND RECOVERING

Mrs. Richard A. Rowland, after a minor operation at the Park West Hospital, is back at home and resting comfortably. The operation was a complete success.

### CORCORAN ON LLOYD FILM

Ed Corcoran, who has been with Paramount Publix in Philadelphia and also directs the Hollywood Motion Picture Exhibit at the Steel Pier in Atlantic City, has joined the Harold Lloyd forces in the exploitation of "Movie Crazy."

### Mc Donald TO St. Louis

St. Louis—Harry McDonald, formerly New England division manager for RKO, is now manager of the RKO St. Louis with Milton Harris as publicity man. The house will open Sept. 2.

### FitzPatrick Finds Russia

Cold to Most U. S. Films

The average American-made picture doesn't stand a chance in Russia at present, declared James A. FitzPatrick to a FILM DAILY representative as the producer arrived in New York on the Berengaria after a seven weeks' picture-making tour of Russia, Iceland, Denmark, Norway and other countries. He believes that the five-year-plan will educate Russians away from their present taste for the tragic element in entertainment and cultivate a desire to see lighter subjects along lines of those used in American films.

### Financial

#### NEW YORK STOCK MARKET

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#### HORTON PLANS TRIP

West Coast Bureau of THE FILM DAILY

Hollywood—Edward Everett Horton, upon completion of his role in "The Honest Finder" at Paramount, will leave for his summer home in Lake George, N. Y., and later will visit New York and London. He will be accompanied by his brother, W. D. Horton. They will return here about Oct. 15 with the Pacific Coast rights to at least six shows, which they will open here.

#### NAMED RKO HOUSE MGR.

Spokane—Eugene Hart has been named manager of RKO's theater here.
FOX RETAINS INTEREST IN GAUMONT, SAYS KENT

(Continued from Page 1)

tion of British Gaumont, which, Kent said, is showing a profit.

Matters in connection with the settlement will be further worked out by Kent when he returns to England in November. While in London he conferred with Isadore Ostert and Lord Lord on the situation. Indications are that the Fox unit against British Gaumont will be dropped. Kent denied that British Gaumont officials are desirous of buying back the Fox interest. The Fox chief said that British Gaumont is now constructing six theaters in various parts of England, thus augmenting its circuit of approximately 256 houses. Film business in Germany is demoralized owing to political turmoil, Kent declared. In France, he stated, conditions are comparatively good, and the same applies to the British field. Kent views the increasing barriers to American films abroad as a test between product made in this country and Europe.

Asked if he knew of the status of the 5-5-5 standard contract, demanded by the M. P. T. O. A., Kent said he had been out of touch with the situation and was not familiar with recent developments.

Returning with Kent, in addition to Mrs. Kent, was Clayton P. Sheean, head of the Fox accounting department. Kent plans to go to the Coast in about two weeks.

KENT SCOUTS REPORTS

About B. P. Schulberg

Reports originating on the Coast to the effect that B. P. Schulberg will join Fox in an important production capacity were reported to be inaccurate by Sidny R. Kent as he arrived in New York yesterday on the Berengaria. He branded the stories as "ridiculous." Kent said that he has talked with Schulberg with regard to the latter producing independently for Fox release, but no deal has been closed. Schulberg is due in New York early next week to confer with Kent.

Showman's Daily Reminder

How long since you planted a "coming attraction" story?

THE FILM DAILY

ALONG THE RIALTO

with PHIL. M. DALY

* * * IT IS S. L. ("Roxy") Rothafel speaking when we asked him what innovations the Radio City theaters will have ... he opened up frankly ... and here is the gist of what he said.

* * * "THERE IS no secret about the wonders that will be found in the International Music Hall or the Motion Picture Theater ... but I would rather not tell you of them in specific detail ... because it will take the edge off your reactions ... when you first realize that you are sitting in temples of entertainment far beyond anything you dreamed.

* * * "EVERY FEATURE about the theaters ... as dressing rooms to the tremendous arches ... will be years and years ahead of 1932, both in thought and conception, but far above these material developments will be the stimulating effect on the motion picture industry and nation.

* * * "EVEN AS one outstanding picture from any producer serves to help the entire industry ... so Radio City will act as a stimulant for the entire nation ... helping to lift it out of the dolefulms of depression ... it will automatically broadcast a sincerity of purpose, a message of optimism ... it will be the challenge of the entire Amusement World to economy and ingenuity ... voicing our confidence in the future ... in the growing importance of Entertainment in the life of the people ... Radio City will be an inspiration to all other industries to Move Ahead."

BUY 2 IOWA HOUSES

Knoxville, la.—Two theaters here, have been purchased by B. H. Goli,

Burlington, and the Grand from Bert Graham. He plans to manage both:

HATRICK BACK FROM COAST

E. B. Hatrick, head of William Randolph Hearst's interests, has returned from Los

PUBLIX TEXAS SHIFTS

Dallas — Fred Patterson, acting manager of the Paramount in Austin, has been appointed house manager at the Palace here, replacing Lowell Bodford, who went to Fort Worth as house manager at the Worth.

2 CHL HOUSES REOPENING

Chicago — Balaban & Katz are opening McVicker's this week and the United Artists about Sept. 1.

PHILLY UNION TAKES CUT

Philadelphia — A new two-year contract, calling for a cut in scale, has been signed by the stagehands.

KINGSLEY TO STAGE PLAY

Sidney Kingsley, former member of the Columbia scenario staff, is due in New York in a few days to supervise his play, "The Crisis," to be produced this fall by Sidney Phillips. The play also will be shown in Paris and London.

2 BRITISH FILMS FOR RKO

Basil Dean has completed arrangements for two pictures which he will make in England for release by RKO Radio Pictures over here. One is John Galsworthy's play, "Loyalists," and the other is Robert Richens' novel, "The Bracelet."

"CROONER" MUSIC CAMPAIGN

M. Witmark & Sons, Warner Bros., music publishing subsidiary and publishers of "Three's A Crowd" and "Sweethearts Forever," hit songs of First National's "Crooner," is instituting a national campaign supplementary to the special campaign inaugurated by S. Charles Einfeld's advertising and publicity department.

SECOND RCA UNIT FOR CRAFT

Craft Film Laboratories have installed a second complete RCA Photophone sound equipment in their projection room at 729 Seventh Avenue, New York.

IMPERIAL GETS BALI FILM

Imperial Distributing has acquired "Virgins of Bali," five-reel subject dealing with customs of the Bali Islanders. Release date is Aug. 20th.

AL ROGELL AT COLUMBIA

West Coast Bureau of THE FILM DAILY—Al Rogell, has been selected by Columbia to direct "Air Hostess."

INDUSTRY TO BE NEUTRAL IN PRESIDENTIAL DRIVE

The film industry, collectively, will maintain a strictly neutral policy during the presidential campaign, according to an announcement issued by the Film Daily. Although a number of individuals are identified with the campaigns of each major party, their ranks are so well divided between the two political organizations that the industry is not put in the position of being partial. An illustration is found in the fact that Louis B. Mayer is an ardent Hoover supporter, while Jack L. Warner heads a Coast "Roosevelt-for-Presi- dent" organization.

Mort She Circuit Signs Entire Warner Program

A. W. Smith, Warner sales executive, announces completion of a deal with the Mort She Circuit, operating theaters in Amsterdam, N. Y., Manchester, N. H., Nashua, N. H., Bradford, Pa., Marietta, O., Cambridge, O., Newark, O., Conneaut, O., Geneva, O., Ashtabula, O., Dover, O., and New Philadel- phia, O., for the entire product to be released by Warners in 1932-33, including Warner, First National and Western pictures, Vitaphone shorts and trailers.

CHARLOTTE SUSA HERE

Charlotte Susa, who arrived from abroad this week, leaves in a few days for the M-G-M studios on the coast to receive her first assignment under her contract with this company.

OMAHA AND K. C. SET

The State Theater in Omaha and the Fox Uptown Theater in Kansas City will house the Warner trade district director, Regis Taylor, at the Ast- hton Hotel, Omaha, designated as "official" headquarters for exhibitors.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry who are celebrating their birthdays:

August 13-14

Mary Duncan Charles (Buddy) Rogers Randolph Taylor Taylor W. E. Green Alfred Hitchcock Leo Brecher

Robert Woolsey Edward L. Bonino

James Withington

NEW YORK LOS ANGELES
If any picture ever had a ready-made audience, this has. For months about 50 high-powered radio stations from coast to coast have been and are broadcasting "Chandu" nightly, blanketing the entire country.

The story is a pip, rich in weird Oriental mystery, packed with fast-paced action, spiced with romance and comedy.

Edmund Lowe, the star, has proved time and again to be a big draw in pictures like this.

Supporting him is Bela Lugosi of "Dracula" and "White Zombie"—Irene Ware, beautiful "Vanities" star, a new find—Henry B. Walthall, known to every movie fan.

And to top it off, you have one of the neatest naturals for exploitation that ever warmed a showman's heart.
Will Rogers
in Down to Earth

Now in the excitement of a presidential year — Will Rogers, the Million Dollar Publicity Name. What a break!

In a story that deals with plain people who found headaches in wealth and happiness when they went broke — real down-to-earth folks that your fans can love and understand. Plenty of mellow humor, too.

Homer Croy, the author, wrote "They Had to See Paris" one of Rogers' biggest successes. He knows how to get the best out of Will.

For support there is Dorothy Jordan, Irene Rich, Matty Kemp — swell for your marquee.

And to cinch it you have David Butler, the director who made "A Connecticut Yankee" with Rogers.

Watch Fox this Year!
ACT NOW! Get in touch with your RKO-RADIO PICTURES Exchange and stake your claim for this MILLION VOLT BOX-OFFICE SPECIAL!

When Graham McNamme gets up in front of the mike and tells Uncle Sam's hundred million relatives to ask their local theatre for contest rules and prize lists, you want him to be talking about you! That's why you should sign the dotted line now!

These famous authors and editors will act as judges:

O. O. McIntyre    Montague Glass    Albert Payson Terhune
Hugh Weir         Peter B. Kyne      Julia Peterkin

RKO-RADIO Picture Featuring
Ricardo Cortez
Karen Morley

H. B. Warner, Anita Louise, Pauline Frederick, Aileen Pringle, George E. Stone
From the story by Bartlett Cormack
David O. Selznick, Executive Producer

58 STATION OF THE NBC RED NETWORK will broadcast the first chapter of this astounding mystery thriller TO SELL YOUR SHOW... AS NO SHOW HAS EVER BEEN SOLD BEFORE

IF YOU WANT TO CASH IN ON ALL THE MONEY DO THESE THING NOW
FRIDAY, AUG. 26 IS YOUR BIG DAY!

Make this Nationwide Build-Up YOUR OWN!
Tie Up Your Theatre to the Greatest Radio Broadcast and Advertising Campaign in Show History!

Your patrons are reading about it now in 15 full page advertisements in leading fan magazines for September, October, November.

Your patrons will be absorbed in the gripping story, beginning in MYSTERY MAGAZINE October issue, out September 15, with window displays in 1900 Woolworth stores.

Your patrons will see it announced in newspaper ads blanketing the nation.

Your patrons will hear it announced from 58 stations of the NBC Red Network, Graham McNamee speaking!

Your patrons will be listening in when this fascinating mystery drama is presented on the air in six weekly installments... all but the final smashing climax on the air!

Your patrons will write their own endings to the unfinished mystery of "The Phantom of Crestwood."

$6,000 IN CASH REWARDS TO 100 WINNERS

These prizes to be awarded from the local stage wherever possible.
National tie-up with 15,000 RCA-Victor dealers: Special window displays, newspaper ads etc.

Everybody who can read—everybody who can hear—everybody who can see will know about it!... and everybody will be waiting to see it on your screen!

CONTEST ENDS OCT. 10
PICTURE RELEASED OCT. 14

OF CRESTWOOD

ALL THESE ACCESSORIES ARE FREE!

DISTRIBUTE THIS HERALD
RUN THIS TRAILER
DISPLAY THIS ONE-SHEET
TIE UP TO NBC'S MIGHTY TOWERS!

Contains contest rules and full particulars of the broadcast with space for your theatre imprint.
LITTLE from "LOTS"

By RALPH WILK

**HOLLYWOOD**

AL CHRISTIE, who is producing a new series of eight two-reel Vanity Comedies, placed the first in production this week at the Metropolitan Studios. It is tentatively titled "Sunkissed Sweeties." Glenn Tryon, Billy Bevan, Ruth Hiatt, Audrey Ferris and Fern Emmett comprise the principals. Harry J. Edwards is directing.

Karen Morley, now playing the lead opposite Ricardo Cortez in "The Phantom of Crestwood," will continue with RKO Radio to join the cast of "Animal Kingdom."

Charles K. French, one of filmdom's veterans, has been added to the cast of "Torchy's Vacation," the first in the new Educational Torchy series, now in production.

Leo Carrillo, whose last appearance under the RKo Radio banner was as co-star with Dolores Del Rio in "Girl of the Rio," returns to this organization to star in a feature to be produced by Joseph I. Schnitzer, tentatively titled "Rhythm Will Tell." Freedom" is from an original story by Thomas Lennon. Viola Brothers Shore and Ethel Doberty are writing the screen adaptation.

The first two scripts in the new Moran and Mack Comedies which Educational will produce have been completed and titled respectively as "The Crows Fly" and "Two Black Crows In Africa." The first will go into production upon completion of World Wide's "Hypnotized," in which the "Two Black Crows" are starred.

"Glad Rags To Riches" is the title selected for the third in Educational's "Baby Burlesk" series, which is now being prepared for production by Jack Hays.

Jack Lait has arrived in Hollywood to confer with Charles R. Rogers on his two stories, "The Girl Without a Room" and "I Can't Go Home," which Rogers will make into a series of eight features for Paramount.

Thomson Burton, author of "Madison Square Garden," and who is now writing for Paramount, has received word of the current publication of his new novel, "The War of the Ghosts," by Doubleday, Doran & Co. "The Monkey's Paw," an English short story and stage classic, has been purchased by RKo Radio Pictures for early production. Graham John, an English writer, will write the screen play.

Susan Fleming's first assignment under her Paramount contract is the lead opposite Randall Scott in the film version of Zane Grey's novel, "Heritage of the Desert."

Dorothy Yost and George Yochem, writers, have been signed by J. G. Bachman, producer of RKo Radio Pictures at the Pathe studio. Each will write an original in which Junior Durkin will be starred. These additions make a total of six persons under contract to the Bachman-Radio Pictures unit—two directors, Victor Schertzinger and Malcolm St. Clair; and two writers, Nylia Westman and Junior Durkin having been signed previously.

Sam Mintz, author of the screen play "Skippy," and Winifred Dunn, writer of many Mary Pickford successes, have written the screen story of "Little orphan Annie" for Mitzi Green's return to the RKo Radio picture banner.

George E. Stone, whose characterization of Sol Levy was a high-light in "Cimarron," is back on the RKo Radio lot to play in the broadcast special, "The Phantom of Crestwood."

David Manners, who plays the title role in "Crooner," soon to be released by First National, has applied in California to become naturalized as an American citizen.

Dickie Moore has been signed by Charles R. Rogers for a featured role in "Metropolitan Garage," the third of eight features which Rogers will produce for Paramount.

Thirty-eight principals, besides several hundred extra players, are in the cast of "I Am A Fugitive from a Chain Gang," which is now in production at the Warner studios, under direction of Mervyn LeRoy. Paul Muni heads the cast and Glennda Farrell plays the leading feminine role. Among the other prominent players in the East are Helen Vinson, Preston Foster, Sally Blane, Noel Francis, Edward J. McNamara, Robert Warwick, Rosee Karns, James Bell, John Wray, William Janney, Hale Hamilton, Morgan Wallace and Bertie Churchill. The screen version of the book has been written by Sheridan Gibney and Brown Holmes.

"Hat-Check Girl," which returns Sally Eilers to active picture work after a short rest, is now in production at the Fox studio. Noel Madison, Monroe Owsley, Dewey Robinson, Eulalie Jenson and Harold Goodwin have been added to the cast by Director Sidney Lanfield. Ben Lyon and Ginger Rodgers have featured roles.

Ruth Weston has been signed by Columbia for an important role in "Polo." Jack Holt's current starring picture, which now has a cast including Excela Hardie, MUd Albright, and Walter Byron. Miss Weston was Richard Dix's leading lady in "The Public Defender" and also had principal roles in "Devotion" and "Smart Woman." She recently concluded an engagement on the stage in San Francisco with "Springtime for Henry."

George O'Brien's next Fox picture is now in preparation. It marks the screen debut of Marion Burns, recent recruit from the Broadway stage. Irene Ware will have a prominent place in the cast, which includes Edmund Breen, Bert Hanlon, Julia Swanye Gordon, Dorothy Ward and Hattie McDermot.

Plans to co-feature Gene Raymond and Frances Dee in a second suc- cessive production are announced by Paramount. The young players have been awarded the leading roles in "I Wake Up Each Avenue," an original story by William Slavens McNutt, now being prepared for filming by Josephine Lovett and Joseph Mon- cure March. Thornton Freeland will direct.

Adolph Milar, who gave an outstanding performance in the Cinecolor version of " Fury," is considered the logical actor for his old role in the talker version of "Fury," which will be made by M-G-M.

Edward Schulten, formerly technical director for Columbia, is the art director on "Breach of Promise," which Paul Stein is directing.

James Seymour and Rian James are completing the screen play for "Lawyer Man," which will be made by Warner Bros. "Lawyer Man" is Max Trel's initial novel.

Val Burton, musical director of K. B. S. productions, is scoring "Those We Love." Will Jason, co-author of "Pent House Serenade," is assisting Burton on the score.

Vivienne Mathison, who has appeared in several New York musical productions and who is one of the dance girls in "The Kid from Spain," is being given a new contract by Samuel Goldwyn.

Mervyn LeRoy, who directed "Three on a Match" and "Big Town Blues," is directing Paul Muni in "I Am A Fugitive," for Warner Bros.

Our Passing Show: Autograph hunters pounced on Douglas Fairbanks and Harold Lloyd in front of the Paramount studio; Erwin Geisel and David Boehm going to lunch at Warners; Rian James and James Seymour motoring to Hollywood.

Don't cry, musical comedy, don't cry, you'll be a table hit and dine.

**IN THE HEART OF HOLLYWOOD**

HOLLYWOOD'S most convenient hotel. Near to famous studios, theaters, cafes and shops—ten minutes from golf courses, bridge tables, etc.

The Plaza Hotel is quiet, luxuriously furnished, with central heat, glistening tiled baths and showers, excellent service and cuisine, convenient parking—every modern convenience for your comfort.

European plan. $5.50 and up, single. $8.50 up, double. $9.50 up, twin beds. Special weekly and monthly rates.

Look for the "Durais of Hospitality."
SHORT SHOTS from EASTERN STUDIOS

By “C. A.”

SCREENCRAFT PRODUCTION's first picture, "Hotel Variety," is to be made at the Fox Movietone Studio in New York, on Western Electric Sound system. It is announced by Charles Kranz, president of Screencraft. The cast, which is to star Hal Skelly and Olive Borden, also includes Martin Burton, Charlotte Walker, Judith Wood, Bernard Randall and Marshall Montgomery. Raymond Canon will direct from a story by Arthur Hoeri, who will supervise.

S. V. Casolaro, impresario and director in the Italian theater, has been signed by Angelo De Vitto as casting director for Cinema Productions. Casolaro is now assembling the remainder of the cast for "Senza mamma e Namnamara" ("Love's Tragedy"), the second of a series of Italian talking pictures, starring Rosina De Stefano, Neapolitan songstress, under the direction of Harold Godwin.

After completing an atmosphere shoot and for "Central Park," Ray Enright, director, and his assistant, Ben Silvey, went on the location trip from Hollywood by Warner Bros., took a complete Vitaphone crew up to Ossining Prison for work on atmosphere and action shots for "20,000 Years in Sing Sing," the Warner special in which Spencer Tracy will star at the request of Ward Lawrence. Lawrence, author of the best-seller from which the picture is being made.

The crew, which included two cameramen, two still photographers, electricians, property, sound and technical men, will return from Ossining tomorrow after a week there during which they were afforded the cooperation of the Sing Sing authorities, while shooting scenes for "20,000 Years in Sing Sing."

Frank Zucker, cinematographer in charge of cameras, has completed work on the Picture Classics, Inc., production "It Happened in Paris" recently produced at the Ideal Studio, Hudson Heights, N. Y.

The latest favorite of the air to appear before the cameras at the Brooklyn Vitaphone studio are Rudy Wiedt and Benny Kregur, two of the leading saxophone players in America. The popular duo will be seen in the fourth of Jerry Wald's Radio Newsreel which Vitaphone is releasing on the 1933-34 schedule under the title "Round the World Radio Row." Other radio stars who appear in this number are Mr. and Mrs. Ted Healy, Fletcher Henderson and His Orchestra, the Nat Wits, Ozzie Nelson, Harry Hilliard, Harry Burrus, Louise Warneken, Art Jarret and Barton Lane.

Leon Britton, now on route to China has been assigned the direction of all exterior scenes on Paradise Pictures' next special production, which will have China as a background. According to Manny Goldstein, president of Paradise, two leading players will leave for Shanghai within two weeks to join Britton. Interiors will be made in an eastern studio.

The second of the series of Morton Downey shorts starring Vincent Lopez, being produced by William Rowland and Monty Bricke Productions, will go into production Tuesday at the Eastern service studio in the Bronx. William Steiner will be in charge of camera work.

Another of those interesting glimpses into scenes of yesterday showing stars of the silent era, is afforded by "Nicolette," a Vitaphone short that has just been completed by Bert Frank, film editor of the Brooklyn Vitaphone studio. It shows, among others, Rudolph Valentino in a gangster role.

The second of a series of 12 two-reelers being produced by the Lambs, titled "Neeks" and featuring Fred and Dorothy Stone, went into production last Wednesday at the Eastern Service studio in the Bronx. Kenneth Webb is directing with William Steiner in charge of camera work.

With production completed on the two-reel "Big V" comedy starring Richy Craig, Jr., the Brooklyn Vitaphone studio staff has started shooting on a "Broadway Brevities" musical film starring Ruth Etting. It is entitled "The Cinderella Racket." A Broadway stage cast which includes Brian Donlevy and Adrienne Rosley supports Ruth Etting. Roy Mack is directing.

Arthur Jarrett, who recently completed work in the sixth of the series of Nick Kenny "Radio Thrills," being produced by William Rowland and Monty Bricke Productions at the Eastern Service studio, has been elected as honorary member of the Savoydale Dramatic Assn., an organization composed of former highlights of the legitimate stage.

There's a little surprise package All wrapped up For the Industry In General And the Clan of Hollywood Executives In Particular In the coming Film Daily Directors' Annual and Production Guide • After all What are a few Red Faces Among friends • 13th Edition Out Soon
"Hollywood Beauty Hints"  
Paramount 10 mins.

This is one of the Welshay series in Technicolor, designed to show women how to keep themselves beautiful but showing them how the girls in Hollywood do it. The present subject deals with the care of the skin, but in presenting the hints the short offers plenty of feminine display in negligee that will keep the men interested as much as the women, if not more.

"Screen Snapshots"  
Columbia 10 mins.

All of the scenes in this edition of Ralph Staub's fan reel were taken at Hoot Gibson's ranch during one of the rodeos staged by Gibson. It is as much an exhibition of cowboy stunts as a snapping of stars. Some of the celebrities are interspersed with scenes of bronco busting, trick riding and other fast action by the contestants. Among those caught among the spectators are Hoot Gibson, Sally Elbers, Tim McCoy, Mitzi Green, Jacqueline Searle, William S. Hart, Tom Mix, Will Rogers, Billie Dove, Clark Gable, Douglas Fairbanks, Jr., Joan Crawford, Chie Chafee, William Powell, Lew Cody, Mary Pickford, Lois Wilson, Lina Basquette, Reginald Denny, Ginger Rogers, Dorothy Jordan, Russell Gleason, Mary Brian and others.

"Mind the Baby"  
Scrapy Cartoon 6 mins.

Scrapy is left at home to mind the baby, a tough brat who makes plenty of trouble for his guardian. Feeding him, he is drooling him, putting him to sleep, etc., are some of Scrapy's problems, and he solves them in amusing fashion. Makes an acceptable filler of its kind.

"War Correspondent"  
Paramount 62 mins.

"War Correspondent" with Jack Holt, Ralph Graves, Lila Lee  Columbia 77 mins.

GOOD MELODRAMA IN A CHINESE CIVIL WAR SETTING, WITH HOLT AND GRAVES AS SOLDIERS OF ADVENTURE.

Though a little fantastic in some respects, including the opening scene where Ralph Graves as a war correspondent is broadcasting a air battle from almost right under it, this action drama is a pretty consistently suspenseful affair. Graves is on trail of an interview with General Ching, famous air ace of the Nationalist army, the general turning out to be none other than a former American newspaperman played by Jack Holt, who has played soldier of fortune with Graves for former incursions in Mexico and Nicaragua. Then Graves meets a woman of adventure, Lila Lee, and they go for each other, with Graves not knowing that she is Holt's girl. Scrawling between the two men follows, and Holt finally goes to Graves 24 hours to get out of China. Meanwhile, Graves is kidnaped by the slimy revolutionist leader, and through some hazardous maneuvering the two men effect a rescue and come to an all-around reconciliation.

Cast: Jack Holt, Ralph Graves, Lila Lee, Victor Wong, Tetsu Komai.  
Director, Paul Slane; Author, Keene Thompson; Actor, Jo Swerling; Dialoguer, same; Film Editor, Gene Havlicek; Recording Engineer, Edward Bemds; Cameraman, Benjamin Kilcoul.

Direction, good. Photography, okay.

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COLUMBIA STUDIO AT PEAK WITH 18 FILMS IN WORK

(Continued from Page 1)


Seek Union Reductions In Denver Territory

(Continued from Page 1)

pheum, with number of men remaining the same. At the Rialto and Tab- bor he wants only one man in a booth. At the Aladdin, due to shorter hours, a smaller force is needed. The Tabor is closed until union differences are settled. Publix also is seeking cuts in Colorado Springs, and the Rialto in Pueblo is asking concessions.

REBUILDING THEATER

Red Oak, Ia. — Carl Johnson has started construction of a $40,000 theater to replace the former Grand, destroyed by fire last fall.

BUES CHICAGO HOUSE

Chicago — The Colony, 69th and Ashland, has been taken over by Henry Stern, who also owns the Highway and Marquette theaters, and will be reopened shortly.

NEW DETROIT COMPANY

Detroit — National Sound Co. has been formed here by Alols J. Lin- nart to sell theatrical sound equip- ment. Offices are at 7402 Han- over St.

LAST HOUSE CLOSED

Mount Clemens, Mich. — This city is without an operating house following closing of the Macomb. Leo Krim, formerly owner of the three houses there, was the operator.

N-E-W-S O-F T-H-E D-A-Y

Milwaukee — The Lexington neighbor- hood house operated by Walter Beyer, is expected to reopen late in August after being dark for several weeks.

Oskosh, Wis. — Sam Levinson is now operating the Star, formerly conducted by Charles Bauman.

Sheboygan, Wis. — Leo A. Schuess- ler, doorman at the Warner Theater, has been promoted to assistant manager, succeeding Slater House- man, who has gone to Topeka, Kan.

Iola, Wis. — The Iola has been taken over from F. E. Maney by the 1. O. F. E. Lodge.

Denver — Charles McIntire, T. E. McIntire and Roy T. Johnson have organized the Sterling America Theater company, with capital of $16,000, and will operate the America theater at Sterling.

Gering, Neb. — The Grove, closed since July 16 on account of roof fire, has been reopened by B. B. Grove.


Fort Worth, Tex. — Marilyn K. Moore, who resigned as manager of the Worth, Publix house, an- nounces he will remain in Fort Worth and go into some other business.

Milwaukee — Warner Bros. will feature stage attractions in connec- tion with their picture policy at the Warner here.

De Pere, Wis. — W. R. Vincent is now operating the Majestic, former- ly conducted by Joseph Speaker.

Simplicity is Keynote Of Lloyd Film Press Book

Press book on Harold Lloyd’s new Paramount release, “Movie Crazy,” came off the press yesterday, in full newspaper page size with a flashy cover design in color, and marked by simplicity in the manner that the practical material is presented for the benefit of exhibitors. Leslie Whelan, exploitation representa- tive for the Harold Lloyd Corp., compiled the book. Vincent Trotta of Paramount collaborated in the layout work. In addition to newspaper cop and exploitation stuff that can be worked at little ex- pence, the book contains details of the contest that the Lloyd Corp. pays the expense of one woman and one man to Holly- wood, with accommodations at the Ambassador Hotel and a tour of the studios, together with a cash award of $500. Contestants have only to see the picture and write a 500 word story of the plot.

Modernizing of 5-5-5

Sought By M.P.T.O.A.

M. P. T. O. A. leaders, insistent in their demands that major distri- butors make available the 5-5-5 con- tract, yesterday pointed out that they will seek modernizing of the agreement before the 1933-34 sal- saling season. In this demand they line up with Allied States Ass’n chieftains, who are also on record as viewing the contract as needing revision. The M. P. T. O. A. of- ficials, however, feel that the 5-5-5 contract in its present form is much more desirable from an exhibitor standpoint than the individual com- pany agreements.

SELLS IRONWOOD HOUSES

Ironwood, Mich. — The Ironwood Amusement Corp. has relinquished its Rex and Ironwood theaters here to L. K. Brin, operator of the Garden and Majestic in Milwaukee.

FILMS ARE DEVELOPING OWN STARS, SAYS LA CAYA

(Continued from Page 1)

ing as a background for a screen career, La Caya says: “Put a young untrained girl and boy out in stock for a year and their naturalness is ruined. They acquire a lot of tricks that must be un- learned later. They are imbued with the theories of one man and are stripped entirely of the very thing for which the screen is now search- ing so frantically—individuality.

On the other hand, give such youngsters a year of small parts to ac- custom them to the atmosphere, the limitations and the re- quirements of the sound stages and have them study proper speech and they will be far better equipped for featured film roles than most veteran stage actors.

“The screen technique is so dif- ferent from that of the stage that if an actor is bent on a film career he should train for that rather than acquire a lot of mummer’s manners which will be worth less later.”

Syros Skouras Announces Roxy Opening on Aug. 20

(Continued from Page 1)

the following list of appointments: Frank Chermack, former production executive of the Publix and Loew circuits, as managing director; Clark Robinson, art director; David Ross, musical director; A. P. Wax- man, director of publicity, and Rus- sell Markert, director of the Roxy- ettes. The house will have an or- chestra of 70 pieces, a chorus of 40, 40, of 24 and 32 Roxettes. The theater will play all Fox releases and also features produced by other companies.

JACKIE LOGAN IN STOCK PLAY

Jackie Logan will be seen in "The Cat and the Canary" with Lynn Overman at the Community House, White Plains, next week.

TO-DAY’S BIG EVENT

As seen by the press agent

"Edna May Oliver gets her first screen kiss in ‘Hold Em Jail’ the new Bert Wheeler- Robert Woolsey comedy for Radio Pictures."

— RKO Radio Pictures.
Independent Production in East at New High

CIRCUITS MAY OPEN MORE HOUSES TO LEGIT.

World Wide Speeds Production to Meet Exhibit Demands

Brandt Says Theaters in Drastic Need of Product

West Coast Bureau of THE FILM DAILY

Hollywood—Exhibitor demand for product is becoming so insistent that World Wide is speeding up work on all features now in work and those in preparation, said President Joe Brandt just before he left New York on Saturday. "With 'The Last Mile' set to open Aug. 26 at the

(Continued on Page 2)

WARNERS AFTER CARBO FOR "THE MATCH KING"

An offer to Greta Garbo to play the feminine lead in "The Match King" will be made by Warner Bros., the company announces. The offer will be confirmed upon scenes being made on the Ivar Kreuger estate near Stockholm. The idea is to have Miss Garbo play on the screen the role of a mysterious actress who figured in the life of the late international financier.

Another Suit Filed In St. Louis Tangle

St. Louis—Another complication in the tangled local affairs of "Men Skouras houses here has co / up with the filing of a suit seeking to set aside the transfer of an interest in the Ambassador and Grand

(Continued on Page 2)

Keeping 'Em in the Habit

Free admissions to the unemployed and their families are reported in numerous localities throughout the west and south. Some of the theater managers are doing it in a spirit of pure philanthropy, while others say their main object is to keep the folks from getting out of the moviegoing habit.

RKO Completes Plans for Testing Radio and Theater Coordination

Three RKO Directors Receive Assignments

West Coast Bureau of THE FILM DAILY

Hollywood—David O. Selznick announced three important directorial assignments at RKO. Edward H. Griffith is to direct Constance Bennett in "The Sun Also Rises," George Archainbaud will handle "Penguin Pool Murder," starring Edna May Oliver, and Gregory LaCava will direct "Phantom Fame," with Lee Trace and Lupe Velez.

(Continued on Page 2)

GARBO

10 M-G-M Features Starting Soon

M-G-M has slated 10 features to go into production during the next six weeks. They are "Flesh," directed by Robert Z. Leonard; "Let's Go," directed by Harry Pollard; "Lost," directed by Clarence Brown; "The Man of the Nile," directed by

(Continued on Page 4)

Eastern Studio Activity Jumps With 6 Independent Working

East Liverpool First-Run Adopts Double Features

East Liverpool, O.—In an effort to stimulate patronage, the American, first-run, is trying out double features. The American and State have been alternating operation every two weeks with the Ceramic, other ace house here. Owners of

(Continued on Page 4)

Expect Many Dark Houses To Be Turned Over to Traveling Shows

Following arrangements made with RKO for the booking of legitimate roadshow attractions in its circuits, the company may well have proved that other major circuits will closely watch the character and

(Continued on Page 2)

IVAN ABRAMSON BACK IN PRODUCTION FIELD

Returning to the independent producing field Ivan Abramson plans to make six features for release during the new season. First will be "Enlighten Thy Daughter," a remake of his old silent picture. Work starts within two weeks with Abramson co-directing. Production will probably be at East Coast, South, Stanley Distributing Co. will release the series.

Gaumont-British Closes Big Deal in the Far East

London—One of the most important deals ever negotiated for British pictures has been closed by Gaumont-British with Associated British Pictures Corp., Ltd., of Shanghai. It is a five-year contract covering 175 theaters in the Far East, and will assure the showing of 80 per

(Continued on Page 2)

29 Writers at Warners

West Coast Bureau of THE FILM DAILY

Hollywood—Warners have 29 writers currently working the largest staff ever used by the company, according to Jack L. Warner. The group includes Don Mullaney, Whitney Bolton, Robert Lord, Brian James, Al Dubin, Charles Kenyon, Milton Mander, Balton Mallow, Sheridan Gibney, Erwin Gelsey, Howard Green, Ward Moviehouse, Brown Holmes, John Bright, Austin Parker, William J. Mc-Grath, Sidney Sutherland, Harry Warren, Paul Green, Earl Balderoin, James Szmur, Lillie Hayward, John Francis Larkin, Robert Sheen, Kay Davis, Dorothy Bahm, Houston Branch, Niven Bush, and Carl Erickson.
Another Suit Filed
In St. Louis Tangle  
(Continued from Page 1)

Central theaters and to have a receiver appointed to take active charge of the management of the houses. Action was filed in St. Louis Circuit Court by H. Laurence Miller and M. Laphan, holders of bonds issued by the Central Properties Corp., and secured by a deed of trust on the two theaters and their equipment.

Defendants named in the petition are the Central Properties Corp., William R. Orthwein, trustee for the bond issue; St. Louis Properties Corp., management of George McMurtry, president of the St. Louis Properties Corp., and present acting manager of the Ambassador, Spyros S. Skouras, George P. Warner, and Abel Cary Thomas; Turley contends there is no basis for the suit.

Three Middletown Houses Involved in Merger Deal  
(Continued from Page 1)

Capitol. Inclusion of the Capitol in the deal is threatened, however, by refusal of National Theaters, Inc., recently formed to operate that house, to join in the merger. Franklin W. Arrigoni, son of Frank Ar- rigoni, owner of the Middlesex, and Salvatore Adorno, owner of the Palace, will be respectively president and treasurer-general manager of Middletown Theaters. If all three houses are brought in, the Palace will probably be closed.

See More Film Houses Playing Legit, Roadshows  
(Continued from Page 1)

quality of stage productions routed, with the view of making available many more former picture houses for the traveling plays. R. Victor Leighton, formerly of the Enhancer office and now of the Leighton & Leffler agency, says all major circuits have from time to time booked some roadshows, but it is expected that the number of weeks available for these attractions will be considerably increased. The following RKO houses already have been acquired for legitimate bookings by the Leighton organization: Proctor’s, Albany; Palace, Trenton; Palace, Philadelphia; Keith’s, Grand Rapids; State or Strand, Dayton, O.; Palace, Fort Wayne; Orpheum, Champaign, Ill.; Parkway, Madison, Wis.; Majestic, Port Worth.

World Wide Speeds Up
To Meet Exhib Memorials  
(Continued from Page 1)

Capitol, New York, ‘Crooked Circle’ completed and ready for release. “Those We Love” in final stages of cutting and editing, and four other features in various stages of production, are prepared to meet all demands for immediate first-run product,” said Brandt. “Hypnotized,” the Mack Sennett comedy feature starring Moran and Mack, is now shooting; “Breach of Promise” and “Obscurity” have just been started shooting and is under way on “False Faces,” “Tarnished Youth” and “My Son.”

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THE INDUSTRY’S DATE BOOK
Aug. 1-15: International Artistic Cinematographic Exhibition, held in connection with International Exhibition of Art, at the Lido Excelexor, Venice, Italy.
Aug. 16: Allied Theatres of the West, directors’ meeting in Detroit.
Aug. 21: Meeting of Allied Theatre Owners of New Jersey at office of the organization, 701 West 44th St., New York. 1:30 P. M.
Sept. 12: New England Annual Film Golf Tournament, (Courses to be announced later.)
Oct. 27-Nov. 1: Film trade exhibition, Parc des Expositions, Paris, France.
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Produced in association with Col. W. N. Selig, pioneer and veteran of jungle and wild animal thrillers.

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The strongest sea character since Jack London's "Sea Wolf" against a background of weird mystery and suspense.

HOUSE of HORRORS

Based upon the world known Edgar Allan Poe classic "The Raven" — laughs, chills, shrieks and gripping suspense.

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A Little from "Lots"

By RALPH WILK

HOWARD EMMETT ROGERS has been assigned to write the screen play of "Only Yesterday," which will be directed by John M. Stahl.


Aafa Negotiates Deal

For English Versions

Berlin---Aafa has formed an alliance with Amalgamated Film Ass'n of London for the production of English versions of suitable Aafa films. First one to be made is a feature with music by Franz Lehar, composer of "Merry Widow."

Bernice Claire, Alex Gray

In "Desert Song" Short

Bernice Claire and Alexander Gray have been cast to play the leads in Vitaphone's "The Red Shadow," a two-reel version of the musical success, "The Desert Song," in which they toured several seasons ago.

Six Four-Reel Features

On RKO's British List

London---About six four-reel features are planned here by Radio Pictures in addition to the full-length films to be made for the company by Associated Talking Pictures. It is announced by Sol G. Newman, who returned recently from New York. The four-reelers will be made by a British unit.

"LIFE BEGINS" RE-DATED

Press and public showings of "Life Begins" at the Hollywood have been changed to Aug. 25 and 26, respectively.

47 Scenes in One Day

Bob McGowan, who has been directing the "Our Gang" series for the past 11 years at the Hal Roach lot, recently created a new record for scenes filmed in one day. He claims to have filmed 47 scenes with the kids during the making of "Four Wheels." His previous record was 30 scenes.

ALONG THE RIALTO

WITH PHIL M. DALY

THE FILM DAILY

Monday, Aug. 15, 1932

NEWS of the DAY

Los Angeles—Sink & Carlin have installed RCA Photophone sound equipment in their West Pico, St. Empire.

Detroit—R. D. Robison has ordered RCA Photophone sound equipment for the Jefferson.

Vero Beach, Fla.—Walter Allan Cools has installed RCA Photophone sound equipment for the Vero.

New Prague, Minn.—John Sullivvan has acquired the New Prague from E. E. Hill.

East Liverpool First-Run

Adopts Double Features

(Continued from Page 1)

the three theaters recently dismis. union operators and are keeping the houses in operation themselves, with the union picketing the houses.

10 M-G-M Features

Will Be Started Soon

(Continued from Page 1)


ASKS OPERATOR CUT

Canton, O.—Joe Calla, manager of Botzum's Strand, is trying to get the operators' union to use only one man in the booth, and if this concession is granted the house will return to full time operation after Labor Day. The present scale requires the Strand to hire one oper- ator at $78.50 and one at $73.50.

GABLE AND HARLOW PAIRED

West Coast Bureau of THE FILM DAILY

Hollywood—Clark Gable and Jean Harlow will be paired in M-G-M's "Red Dust." Victor Fleming will direct.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry who are celebrating their birthdays:

August 15

Harry Aket

Arthur Stern

Estelle Beady

Lois Brisbane
Negative Exports Increase 20% in First Six Months

DISTRIBUTORS DECLINE TO MEET EXHIBITS ON 5-5-5

Major Thompson Succeeding Smith as Tranx-Lux Head

Business
... is on the up

By Jack Alicoate

THERE seems to be ample proof of the fact that business, at least as far as this industry of producing and distributing pictures is concerned, is definitely on the up-curve. We have just concluded a tabulated private investigation covering most of the circuit moguls, as well as a picked collection of independents from most every part of the good old U. S. A., and all tell us that business is better. Perhaps the turn of the tide is here. This industry was the last to feel the depression. Why not the first to recover from it?

THE spirit of conciliation that we find everywhere within the industry seems to mark the beginning of a new era of competitive common sense. Probably nothing made this business more top heavy in its better days than a spirit of ruthless competition. The coming of adversity brought all together, under a common banner, for the working out of common problems in the spirit of cooperation and goodwill. This at least is progress. The industry has enough battles to fight outside of itself, without being constantly a house divided against itself.

EVEN the toughest buyer and severest critic should find trouble in criticizing the product now on display for early fall delivery. We have seen about 18 new pictures in the past two weeks, coming from every representative company and never have we seen a like batch of product with greater collective entertainment value. Personally we feel that the business is in a bang-up come-back and that the next few weeks will light the way. There is still nothing to take the place of pictures as the greatest amusement, for the masses, in the world.

2 Broadway Houses Being Merged—Four Others Planned Here

Major L. E. Thompson of RKO and general manager of Trans Lux Movies Corp. since Sept. 30, 1930, will be named president of Trans Lux, succeeding Courtland Smith, following a meeting of the board of directors to be held next month, the FILM DAILY learns. Percy N. Furber, president of Trans Lux, right hand screen and chairman of the (Continued on Page 7)

HAYWARD, COWAN FORM AGENCY IN NEW YORK

Leland Hayward of the American Play Co. and James R. Cowan, head of the Paramount Long Island studio until its closing last spring, have formed Leland Hayward-James R. Cowan, Inc. to handle one of plays and players. New company will work in association (Continued on Page 7)

RKO Sets Release Dates On Eight Radio Pictures

National release dates for the next eight Radio Pictures productions are: "Age of Consent," Aug. 19; "Bird of Paradise," Aug. 20; "Hold 'Em Jail," Sept. 7; "The Most Dangerous Game," Sept. 9; (Continued on Page 7)

Lightman Suggestion for Joint Confab is Turned Down

Indications yesterday were that major distributors would decline to meet with "a body of representative exhibitors," as suggested by President M. A. Lightman of the M. P. T. O. A., with the object of including in their individual company contracts "certain clauses of benefit to the independent exhibitors."

Two of the larger companies, (Continued on Page 7)

WARNERS AND SKOURAS READY ON COAST DEAL

Papers are ready for signing in the deal under which Skouras Bros. will lease the 15 Warner Bros. houses on the West Coast. Skouras will also buy Warner-First National Product. The leasing deal was negotiated by Joseph Bernhard for Warners and Spyros Skouras for Skouras. The product deal was worked out by Gradwell Sears, representing Warner Bros. and First National, and Eddi Alperson for Skouras.

Erpi is Negotiating For Rights to Music Negotiations for the right to use American music in talking pictures produced and distributed by Electrical Research Products' producers are being carried on with John G. Paine, agent and trustee for a large group of American publishers (Continued on Page 7)

20% Jump in Negative Exports Is Shown in First Six Months

Only 3 Dual Bill Houses Are Left in Birmingham

An increasing tendency to ship negative films abroad and have positive prints made there, thus reducing shipping and tailor costs, is indicated in Department of Commerce figures for the first six months of this year showing that 6,506,734 feet (Continued on Page 7)

National Trade Showing Planned for "Last Mile"

World Wide's "The Last Mile" and the first subjects completed on the 1932-33 Educational program will be screened for exhibitors and the press in all key cities the week of Aug. 22.
Hollywood — Howard Bretherton and William Keighley have been added to the Warner directorial staff, it is announced by Jack Warner. Their first work will be the co-directing of “The Match King,” starring William Keighley, a former New York stage director, has been dialogue supervisor at Warners for the last four months. He is being succeeded by Stanley Logan, also from Broadway.

TED LEAPER AT ROXY
Plans to re-open the Roxy by Fox-Skouras were well under way yesterday with the appointment of Ted Leaper, formerly of the Paramount, as house manager under Frank Cambria, managing director Arlene de Hass has been named publicist representative, and Mildred Korr, secretary, by A. P. Waxman director of advertising. Albertine Reuning was act in any matter pertaining to the ballet. A. Levy, Roxy house treasurer, has resigned.

“TIGER SHARK” RELEASE
Gallery's season date for “Tiger Shark,” starring Edward G. Robinson, has been moved up by Warner Bros. from Sept. 24 to Sept. 16. “Tiger Shark” has been drawn from general release temporarily, due to the roadshowing of the picture at the Hollywood starting next week.

HERMAN WHITMAN SHIFITED
Herman Whitman, formerly manager of the RKO Albee and recently manager of the Palace, has been transferred to the RKO Madison, Brooklyn, as manager.

MEMPHIS LOSES VAUDER
Memphis—Jerry and musical managers at Loew's State have been given notice that vaudeville will be discontinued Aug. 27, when the Warner-RKO booking agreement here comes to an end with the withdrawal of the Orpheum. This will leave Memphis entirely without stage shows. The Orpheum will close for remodeling, and Elroy Pierce will return here to manage the house when it reopens the middle of next month.

“FUGITIVE’S” BIG CAST
West Coast Bureau of THE FILM DAILY
Hollywood — With 37 featured players, 53 bit players and 2,000 extras, Warner’s “I’m A Fugitive” claims to have the largest cast of importance employed in a production this season. Paul Muni is starred in the picture.

Lihnman to Handle Building
A. L. Lihnman, who erected the Leavitt Building at 126-236 West 46th St., has been vested with its management by the Leavitt Realty Co. Leavitt has cut the storage and exhibition of motion pictures, according to Lihnman.

Warner Films Crashing
Many New Situations
Warner-First National product for next season is being all the time a record number of houses that have not been playing the output of these companies, according to A. W. Smith, Jr., and Gradwell L. Sears, sales executives. Next week’s big city “exhibits” of 12 completed features on the new lineup should give sales a further spur, Smith and Sears believe.

RICHTHOFEN” FINISHED
Symen Gould has completed the sound and synchronized version of his first feature production, “Richthofen,” The Red Ace of Germany,” at the Atlas Sound Studio. It is based on an original story built around the personality of Germany’s greatest war-bird who appeared in such films as “Helle’s Angels,” “Wings,” “Lilac Time” and “The Dawn Patrol.” The sound music and talk were synchronized under the supervision of Bud Pollard, assisted by William Tuchman Edward Mitchell and Howard Win- gins. American premiere will take place in Chicago at the Pantages Tuesday night. Negotiations are in progress for a Broadway showing early in September.

WALTER E. HERING DIES
Philadelphia—Walter E. Hering, founder and president of the Globe Ticket Co., is dead at the age of 76.

AN ACKNOWLEDGMENT
We acknowledge and appreciate the thousands of letters and telegrams from exhibitors all over the country regarding the new Exhibitors Screen Service Trailers. We take this opportunity to assure exhibitors that our representative will call very soon and convince them that Exhibitors Screen Service Trailers are better, their prices lower, and service dependable.
“HEY! ME TOO!”

Of course you take the cake, too, Traveltalks—

What type of short subjects do you like best?

**HOW THE CRITICS ANSWERED:**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Votes</th>
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<tbody>
<tr>
<td>Travelogues</td>
<td>148</td>
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<tr>
<td>Newsreels</td>
<td>112</td>
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<tr>
<td>Cartoons</td>
<td>144</td>
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<tr>
<td>Comedies</td>
<td>78</td>
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</tbody>
</table>

OKAY newspaper critics of America—
YOU picked Travelogues for your
FAVORITE short subject in
FILM Daily's nation-wide vote—
MISTER Exhibitor likewise knows the value of
TRAVELOGUES in addition to his other shorts—
AND he knows also—
THAT when he wants travel pictures
HE picks the de luxe travel thrills of

FITZPATRICK TRAVELTALKS
proudly distributed by Metro-Goldwyn-Mayer
Capable Direction, Excellent Cast

"THE THIRTEENTH GUEST"
Hoffman-Monogram

Direction .................. Albert Ray
Original ....................... Armitage Trail
Adaptation .................. Frances Hyland
Photography .................. Harry Neuman

As an independent venture, "The Thirteenth Guest" is an eye-opening murder mystery. Thrills, suspense, comedy and a good sound story combine to make it one of the better pictures that have come out of the independent field. It is a grand picture and packs entertainment into its every reel. M. H. Hoffman should be proud of having made it and Monogram proud still for having it to release. It is a box-office picture of the sort that will give the theatre customers their money's worth.

For thirteen years—ever since the eve of a fateful dinner where the heir to the Morgan family dropped dead after reading his will—the old Morgan mansion remains unused. Ginger Rogers, as the Morgan daughter, returns. She is then murdered. A private detective, Lyle Talbot, takes a hand. Ginger reappears, furnishing a unique shock to both audience and cast.

It develops that her father's will demands her presence there. The thirteenth guest is the heir to her father's fortune, the guests being those who were present at the dinner thirteen years ago. There follows a series of swift incidents in which two other members of the unhappy Morgan family are murdered. How the murderer, whom few people following the film's story will be able to discover before the final scenes, is finally revealed, keeps the audience completely interested to the finish.

Ginger turns out to be the thirteenth guest and inherits the fortune, also falling in love with the private detective.

For direction that never fell down, Albert Ray comes in for full credit. The late Armitage Trail's original story is one of his best, while Frances Hyland's screen version and Harry Neuman's photography were capably worked out. Other players of note are J. Farrell MacDonald, James Eagles, Eddie Phillips, Erville Alderson, Robert Klein, Crawford Kent, Frances Rich, Ethel Wales, Phillips Smalley, Paul Hurst and William B. Davidson, and all are satisfactory.

"THE THIRTEENTH GUEST" WALLOPS AS SWELL MYSTERY YARN

MOTION PICTURE DAILY

"The 13th Guest" (Monogram)

Ray Johnston's Monogram organization comes through in good fashion with its first picture of a new policy and new season. It's a mystery drama, which a preview audience, braving Monday's heat, found to its liking and voted the effort worthwhile. Albert Ray directed.

Some of the lines supply good comedy, and the suspense is well maintained. There is the novel twist of two mystery murderers, each seeking to kill off the other members of the family in order to obtain the clue to the fortune left Ginger Rogers, the thirteenth guest at a dinner party thirteen years before.

Lyle Talbot is an effective hero, an amateur detective, who helps his friend, J. Farrell McDonald, solve the mystery. Others in the cast are: James Eagles, Eddie Phillips, Erville Alderson, Robert Klein, Crawford Kent, Frances Rich, Ethel Wales, Phillips Smalley, Paul Hurst, William Davidson.

a M. H. HOFFMAN Production

"THE THIRTEENTH GUEST" with Ginger Rogers, Lyle Talbot
Monogram 69 mins.

SWELL MURDER MYSTERY SMARTLY PRODUCED AND ACTED KEEPS SUSPENSE MOUNTING ALONG WITH GOOD COMEDY RELIEF.

This mystery meller is as good as anything of its kind turned out by any of the major producers. In fact, it is a dandy sight better than most of them for sheer entertainment in the intelligent classification. The plot is very ingenious, and is worked out logically. It all centers around a deserted mansion where a family reunion was held 13 years before, with the head of the house meeting his death mysteriously. The mysterious murderer attempts to get all the guests back to the house and dispose of them one at a time by electrocution through the telephone which has been wired to a secret chamber where he turns on the switch. There is not a dull moment in the film, with excitement and thrills popping almost continuously. It is above all, intelligent entertainment, smartly handled in all departments.


Director, Albert Ray; Author, Armitage Trail; Adaptors, Frances Hyland, Arthur Hertz; Dialogue, Armitage Trail; Camera-man, not listed.

Direction, Very good Photography, Okay.
"The Thirteenth Guest"

“Along the Rialto”

Directed by Albert Ray

Author of “Scarface”

Ginger Rogers

Lyle Talbot • J. Farrell MacDonald

Eddie Phillips — Crauford Kent

and Paul Hurst

“Swell Murder Mystery
Smartly Produced and Acted” — Film Daily

"Thirteenth Guest"

With

Ginger Rogers

Lyle Talbot • J. Farrell MacDonald

Eddie Phillips — Crauford Kent

and Paul Hurst

Directed by Albert Ray

Author of “Scarface”

"Along the Rialto"

With

Phil M. Dalv

New York

Los Angeles

IF THAT Monogram outfit of Ray Johnston’s fellows
made on the first of their season’s product... "The Thirteenth
Guest"... thei customers will have something tangible to
look forward to... here is a sweet lil’ b.o. number that would
grace the program of any major producer... class in all
departments... as slick a murder mystery as has come to
the screen in many moons... it is done without hoke... real
intelligent fare... with a superior brand of dialogue....

PLAY THIS ONE ACROSS THE BOARD. IT’S THE BEST MON
GRAM PICTURE UP TO DATE. — HARRY BURNS.
HOLLYWOOD

EDWARD H. GRIFFITH, RKO director, has been suggested for a seat in Congress so as to give the film industry the type of representation in the nation’s capital. Griffith’s newspaper experience in the world of Washington politics is said to admirably suit him for such a post. But his contract with RKO stands in the way.

Eddie Cline has been engaged by Columbia to direct Bert Wheeler and Robert Woolsey in “In the Jungle.” Story is being written by Lew Lipton.

Lita Friese, who appeared in the German versions of “Dance, Fools, Dance” and “Possessed,” will sail for Berlin on Aug. 25 to appear in Ufa productions. She is being accompanied by Lupita Tovar.

Our Passing Show: Samuel Goldwyn and Sid Grauman chatting at the United Artists studio; M. C. Leewen conversing with Ben Hecht, Alfred Newman and Harry Ruby.

John Thomas Neville, who wrote the scene play and dialogue for “Honor of the Press,” a Fanchon Royer production, also prepared the special dialogue for “Heart Punch,” which Fanchon Royer is making with Reaves “Breezy” Eason directing.

Don Knapp of San Bernardino won the Southern California film golf tournament held on the Lake shore course. Mel Huling had the low net, while Alex Mounce was voted the most honest golfer. Mike Rosenberg registered net 72. Mrs. Charlotte Malin of Long Beach was among the winning golfers.

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Eddie Kaw, Ernie Sexson, Elmer Benjamin, Don Jacobs, H. Baffa, Ralph Carmichael, P. C. Peterson, Simon Lazarus, Al Hanson, Dave Bershon, George Moser, Jake Milstein, Henry Nasser, Ray Peterson, D. J. McNerny, F. L. Patterson, Don Carrothers, Harold Wensel, M. J. B. McCarthy, Carl Graff were among the prize winners. P. C. Peterson came from Salt Lake City to compete in the tournament.

Francis Lyon has been assigned to edit “Hypnotized,” the Moran and Mack feature, which Mack Sennett is directing.

What No Castanees?

There will be no Spanish shows and no castanees is “The Kid From Spain.” Musical Director Alfred Cohn is responsible for the absence of Spanish shows. Art Director Richard Day is responsible for the absence of Spanish shows.

LITTLE from “LOTS”

By RALPH WILK

Farrell Out of F. N. Film

Owing to a conflict of schedules which will prevent Charles Farrell from appearing in First National’s “Central Park,” Wally Ford has been given the role. Joan Blondell will be the heroine, with John Adelfi directing.

Judith Barrie will play the feminine lead in Tom Mix’s next picture, “Tom’s in Town,” which Raj Taylor will direct. Her last role was the RKO serial, “The Last Frontier,” which Spencer Bennett directed.

Here and There: J. G. Bachman, Jack Bellman, Lew Snyder, J. I. Schnitzer, Sam Zierler, George Newman, Peter Shamroy, George Yarn, Adam Rode, among others, have been engaged in M. H. Hoffman’s “housewarming.” Sam Jaffe, Efe Asher, Tay Garnett, Eddie Buzzell, Erwin Gelsey, Richard Schayer, Dale Van Every, Felix Young, George Green, Polan Banks, Douglas Hodges, Patsey Ruth Miller, Ivan Kahn at the preview of “Okey, America.”

Harry Melville, a Warner Brothers theater exploitation manager, is busy as advertising and business manager of the B’nai B’rith Messenger.

Wheeler Oakman has been signed for the principal heavy part in “The Bullet Train,” Tim McCoy’s next western for Columbia, being directed by John P. McCarthy. The story was adapted by Milton Krimms.

Mauri Grashin is writing “The Big Chance,” an original story, which will be the second of the series of pictures being made by Al Herman for release by Adolph Pollock.

Isaac Silverman Sees Improvement in Penna.

Indicative of a nation-wide improvement in business conditions is the fact that bituminous coal operators in central Pennsylvania are putting more employees on their payrolls, Isaac Silverman, former head of the Warner Bros. real estate department, said yesterday. Not only are theaters in that territory benefiting from this increased production, he pointed out, but demand for fuel indicates increased action on the part of industries throughout the country. Silverman is in New York on business.

U. S. Firms Not Planning Withdrawal from France

Under no circumstances, indicated at present, will American distributors withdraw from the French market despite the new ban on talking pictures, rubber-stamped outside of France. THE FILM DAILY was told yesterday by foreign department executives. Attitude is that it is much more advisable to continue operations in that territory even if they do not show a profit, hoping against hope, that the situation will be more favorably readjusted.

CANADIAN EXPOSITION FILM

Toronto — Titled “Progress on Parade,” a sound-film has been made of the Canadian National Exhibition, held annually in Toronto and acknowledged to be the world’s largest annual fair with an attendance of approximately 2,000,000 each year.

BARRYMORE FILM TITLED

West Coast Bureau of THE FILM DAILY — RKO has selected “The Public Be Damned” as the title for the John Barrymore production to be made next month. “The Conquerors” is the title selected for the next Ann Harding-Richard Dix feature.

Three more character players have been added to Columbia’s “The Bitter Tea of General Yen,” starring Barbara Stanwyck. They are Helen Jerome Eddy, Ella Hall and Robert Wayne.

Douglas Fairbanks Jr.’s next picture for Warners will be “Paradise,” based on a story by Rian James. William Dieterle will direct.

“All the Evidence,” a picture of the J. G. Bachman productions for RKO Radio Pictures, has been completed at the RKO Pathe studio. Featured in the cast are Marian Marsh, Reginald Denny, Norman Foster, Nydia Westman, Richard Bennett and Irving Pichel. Victor Schertzch, Malcolm St. Clair, director, and Salisbury Field, writer, are busy preparing the second Bachman script, “Beautifully Trimmed.”

Charles Middleton and Elizabeth Patterson have been signed for World Wide’s “Breach of Promise,” in which Chester Morris and Mal Clarke will essay the leads. Ed Shulter, who was responsible for the intricate sets in “Dirigible,” will design and build the sets for “Breach of Promise,” which Paul Stein is to direct.

Frank La Rue, Wally Clark and Ed Brady have been signed by Columbia for principal supporting roles in Buck Jones’ latest picture, as yet untitled.

Robert Benchley, renowned humorist, under contract to RKO Radio Pictures has been assigned to write the first feature comedy which is to co-star and team Harry Sweet and Edgar Kennedy.

Sally Blane, David Landau and Vincent Barnett have been selected by Paramount to appear with Randolph Scott, Susan Fleming and Gordon Westcott in Zane Grey’s story “Heritage of the Desert,” which Henry Hathaway is directing.


Demon Memory

Winnie Winslow, casting director for educational, has memorized more than 2,000 names and phone numbers.

Wednesday, Aug. 16, 1932
DISTRIBUTORS WONT MEET EXHIB GROUP ON 5-5-5

(Continued from Page 1)
Paramount and Warner-First National, replying to the Lightman letter, expressed the opinion that adoption of the 5-5-5 contract is impossible. The former concern feels it is a violation of its legal department, points out that it has already sold many accounts under its own contract and consequently a switch in policy would be impractical. Warner, in its answer, stressed the belief that adoption of the 5-5-5 contract by distributors would bring them into conflict with the government.

Executives of M-G-M, United Artists, Loew, and other concerns yesterday told THE FILM DAILY that they have not yet replied to the M. P. T. O. A. communication. Of course, any and all answers will follow lines pursued by Paramount and Warners.

RKO Sets Release Dates

On Next Eight Pictures

(Continued from Page 1)

Hayward, Cowan Form Agency In New York

(Continued from Page 1)
with the Myron Selznick-Frank Joyce agency at the Coast, each firm representing the other in its respective territory.

LOEW BALLYHOOS "CAPTIVE"

Loew will marquee ballyhoos at Loew's State and Paradise to plug current showings of "The Blonde Captive," Grau's huts, cage's

COMING & GOING

CHARLES W. KOERNER, southern division manager for RKO, is to be a New York visitor this week.

GIFFORD COCHRAN, who with John Krinko owns the American rights to the German picture, "Maecklein in Uniform," is calling from Germany for New York to arrange for release of the production, which has already been passed by the New York censors.

MORT BLUMENSTOCK, director of advertising and exploitation for Warner Theaters, left yesterday for Atlantic City, where he will seek to get busy on advertising matters.

C. C. PETTITJOHN has gone to Chicago.

MAJOR FREDERICK L. HERRON of the Hays office is at the Coast.

SAM E. PRATT, the New York sales from Enchord on the Levithan Saturday.

HARRY H. FRAKIN, MARTIN BECK and BOB SISK leave for the coast Thursday.

FRANK TUTTLE, Paramount, director, now at work on "The Big Broadcast," arrives in New York from Hollywood tomorrow with photographs involving the balance of the radio cast to appear in the picture.

THE RETURN of better times is usually reflected first among smaller organizations, but so it may be indicative of something that George Harvey's advertising outfit has its entire staff hitting on twelve cylinders and George Harvey's Art Guild reports ditto so here's hoping Newspaper syndicates and feature writers are showing quite a bit of interest in the return of Roscoe (Fatty) Arbuckle to the screen - the comedian starts work next week in his first Vitaphone short comedy at the Brooklyn studios under Sam Sax.

* * *

JAMES C. FURMAN, advertising and publicity man nosed out in the recent Public Aid realignment demonstrates his live-wire talents in an unusual circular showing samples of his stunts - together with a list of his qualifications - to about 400 execs who might be in need of such a man Van Gun of the former vaude team of Van and Schenck is being sought by two film companies - according to Paula Gould a one in a picture in the cast where Van is now doing radio work - so he may accept it.

* * *

RUTH CHATTERTON received quite a newspaper play over the week end as a result of her marriage Saturday afternoon to George Brent. Though the couple tried to avoid publicity, the press services had been tipped off by someone at every marriage license bureau in the east.

Another splinter of the week end - inked Irene Thier "Daily News" movie critic, and Zachary A. Freedman - manager of the Audubon theater.

* * *

WARNER BROS. United Artists and Erpi won the first laurels in the initial round of the motion picture tennis tournament held Saturday at the Sunrise Club. Leila H. Sugarman, editor of "Boulevard" goes on the air over WABD at 5 P. M. tomorrow on Bill Schufl's "Going to Press" period to discuss "Outlook in Shoo Business, Radio and Television," Adolph Pollak plans an indefinite run for "Isle of Paradise," the Bali film ... at the Globe.

Paul Snell, member of the Paramount studio publicity department is passing around the cigars - it's an eight-pound boy, with the working title of Oliver H. P. and a bowling success.

Erpi Is Negotiating

For Rights to Music

(Continued from Page 1)
lishers, it was stated yesterday by Donald E. Pratt, manager of ERPI's Music Rights Department. Negotiations are also being carried on with English and Australian publishers. Pratt stated. ERPI's contracts with European publishers are individual ones and renewal negotiations are being conducted by ERPI's Paris office. Over 400 catalogues of music are involved in the negotiations. Of this number about 150 are American. ERPI's Music Rights Department, Pratt emphasized, is a non-profit organization maintained for the convenience of its subsidiaries. Licensable costs in overhead are considerably and costs are being added to the centralized handling of the Music Rights situation. It is stated that as each producer would otherwise be obliged to organize and maintain its own Music Rights Department, ERPI is attempting to negotiate such a deal with the publishers, it was stated yesterday by Donald E. Pratt, manager of ERPI's Music Rights Department. Negotiations are also being carried on with English and Australian publishers. Pratt stated. ERPI's contracts with European publishers are individual ones and renewal negotiations are being conducted by ERPI's Paris office. Over 400 catalogues of music are involved in the negotiations. Of this number about 150 are American. ERPI's Music Rights Department, Pratt emphasized, is a non-profit organization maintained for the convenience of its subsidiaries. Licensable costs in overhead are considerably and costs are being added to the centralized handling of the Music Rights situation. It is stated that as each producer would otherwise be obliged to organize and maintain its own Music Rights Department.

Exports of Negatives

Show Increase of 20% of negative sound film was exported against 5,488,017 in the same period last year, or an increase of 20 per cent. The leading market was the United Kingdom, which took 2,515,329, compared with 2,701,632 last year.

Although total exports of sound-film positives showed a decrease seven of the 12 leading markets registered an increase over the first half of last year. These are Mexico, British West Indies, again, Brazil, Australia, Panama and Cuba.

MAJOR THOMPSON TO HEAD TRANS-LUX MOVIES CORP.

(Continued from Page 1)
board for both companies would neither affirm nor deny the appointment further than to say that Thompson has been retained as general manager and the matter of his higher office would be considered by the board. Courtland Smith remained as president last week fol lowing the purchase by Trans Lux of RKO's 50 per cent of the stock.

According to Furber, the two Broadway houses will be converted into one theater and present plans call for the opening of four more Trans Lux houses in the metropolita n district by the first of the year. A coast-to-coast circuit is also under consideration. RKO has retained a financial interest in the New York Trans Lux houses where it will share in the net profits up to a given sum.

Consolidated Film Opens New Plant in Fort Lee

(Continued from Page 1)
of over 1,000,000,000 feet of reel printing and incorporate in their design and construction the most advanced ideas and facilities for the rapid production of uniform high quality release prints. Safety features endorsed by government and insurance authorities give absolute protection to life and property. A large research laboratory under a staff of engineers provides for testing all materials used and insure constant improvement in the quality and life of the print. Allied activities such as the making of titles, stills, lobbies and other accessories are also appropriately housed in Consolidated Park.


MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry who are celebrating their birthdays:

August 16

Lucien Littlefield Marc Clarke

Dan Strothers

(Continued from Page 1)
GOLDSMITH PRODUCTIONS Ltd.

"The Hallmark of Quality"

ANNOUNCE
A SERIES OF EIGHT FEATURE PRODUCTIONS
For immediate release
"OUT OF SINGAPORE"
ACTION EPIC OF THE EXOTIC ORIENT

featuring
NOAH BEERY and DOROTHY BURGESS
with an all star supporting cast including
Montagu Love, George Walsh
Miriam Seegar, James Aubrey
Directed by Charles Hutchison
Under the personal supervision of Ken Goldsmith

2. MIRACLE MARY
A gripping drama of innocence.

3. ANGEL SINS
A powerful story of blase Broadway.

4. SPEED MONSTER
Tense melodrama, thrilling action and a dare-devil hero.

5. UNDESIRABLE
Soul-stirring story of a girl who loved and lost.

6. INVISIBLE POWER
A fearless city editor who dares to expose a racket.

7. MIDNIGHT SHADOWS
A thrilling drama of mistaken identity.

8. SIN CARGO
Contraband cargo and swift justice in the air.

EIGHT LIVE-WIRE STORIES WITH THE BEST AVAILABLE STARS INSURES THE BOX OFFICE!

World Distribution, William Steiner, Room 604, 729 7th Ave., New York City. Cable Address—Fotodraco.

Goldsmith Productions Ltd.,
1343 N. Gordon Street,
Hollywood, Calif.
No Revolutionary Changes Ahead, Declares Mayer

JOS. SCHENCK PREDICTS 35-HOUR WEEK IN STUDIOS

Studio Economies to Start Showing Next Season

Amortizing of High-Cost Films Practically Completed

Production economies, which got under way in earnest last season, will begin to show in the coming months and are expected to "give leading producers a fair chance to get out of the red by the end of the year," according to an article on the film industry outlook compiled by Dow-Jones yesterday. The
(Continued on Page 7)

BEN SHERMAN WINS SUIT OVER CIRCUIT CONTRACTS

Supreme Court Justice Collins yesterday handed down a decision in favor of Benjamin Sherman of the Manhattan Playhouse circuit in a suit brought by the Greater M. and S. Circuit, Inc., to void certain contracts between Sherman and the Meyer and Schneider and the Steiner-Blinderman circuits which Sherman leased in 1929. The suit was filed last February, at which
(Continued on Page 6)

Edmund Lowe is Signed

By Reliance for Series

West Coast Bureau of THE FILM DAILY

Hollywood — Reliance Pictures, headed by Edward Small and Harry Goetz, has signed Edmund Lowe for a series of pictures. The first will be "Mayor Harding of New York." (Continued on Page 6)

Endorse Buying Strike To Force 5-5-5 Showdown

Philadelphia—The M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware has pledged itself to support the buying strike proposed by the M. P. T. O. to control showdowns on the 5-5-5 contract. The local unit has approved the idea of holding a meeting of exhibitor leaders, affiliated with the two national exhibitor organizations, or unaffiliated.

Pleasantville Isn't Any More

Pleasantville, N. J.—Sunday amusements are banned in a blue law ordinance which was passed on its first reading by the city council. A fine of $1 to $50, or 30 days in jail, is the penalty for violation.

Academy Council Seeks to End Mutilation of Release Prints

Erwin and Campbell Get Publix Southwest Posts

Dallas—T. W. Erwin and Grover S. Campbell have been given district managerial posts with Paschall Texas Theaters, formerly Dent Theaters, operated by Publix until the
(Continued on Page 6)

Lou Goldberg Appointed Warner-F.-N. Exploiter

Lou Goldberg, in charge of exploitation publicity for Warner's Broadway theaters, has been promoted by S. Charles Einfeld to the newly created post of exploitation manager of all Warner-First National pictures.

Television, Wide Screen, Color Dismissed by Louis B. Mayer

Geo. Riester, Robt. Bean Quit Warners in Canton

Canton, O.—George Riester, manager of the Palace and Alhambra for Warner Bros., and with the circuit for five years, has resigned effective Sept. 20, when he will leave for Syracuse to take up another assignment. Robert Bean, with Warners here for several years, also has resigned. His last post was at the Alhambra.

Peering into the industry's future, Louis B. Mayer, in an exclusive interview with THE FILM DAILY in New York yesterday, sees no great production development or invention which will again revolutionize the business, as in the instance of sound. Television, color and wide film he dismissed as promising no important influence on motion pictures.

Television, according to the M-G-M production chief, is imprac-
(Continued on Page 6)

New Employment Plan Will Put Hollywood on Two Shifts a Day

Adoption of a 35-hour working week by Hollywood producers was forecast by Joseph M. Schenck in an exclusive interview with THE FILM DAILY yesterday on his return from the coast. Producers are now considering this plan of operation, said Schenck, who pointed to the system as a means of restoring
(Continued on Page 7)

BRITISH QUOTA PLANS REJECTED AT OTTAWA

Ottawa—Plans for British film quotas and other remedies suggested to increase the circulation of British films are understood to have been rejected by the British Empire Conference committee on films.
(Continued on Page 6)

Lasky's Leave of Absence Extended Until Sept. 5

Jess. L. Lasky's leave of absence has been extended by Paramount, as time to Sept. 5. Owing to Lasky's disinclination to return to active duty unless he resumes his former status in the company's production activities, it is understood that negotiations will start at that time toward settlement of his contract, simultaneous with the arrival of Sam Katz on the Coast from New York. As originally planned, Lasky will not come East at present.

Ask Pa. Governor to Back Sunday Shows for Relief

Philadelphia—A letter has been sent by the Anti-Blue Law Ass'n of Pennsylvania to Governor Pinchot urging him to sponsor, in behalf of thousands of unemployed in this state, a movement to open motion picture houses and other places of "cheap" amusement on Sundays "during this period of depression."
Fox West Coast Drops
Two Illinois Theaters

Herrin, Ill.—John Marlow, veteran Southern Illinois motion picture exhibitor, is again in charge of the Hippodrome here and the Hippodrome in Murphysboro, Ill. Until a few weeks ago the houses were operated by Fox West Coast. Marlow will reopen the houses at once.

LEONARD MITCHELL DIES

Leonard Mitchell, 59, expert sound effect man and pioneer in the synchronization field, died suddenly early yesterday morning at his home, 220 East 18th St., Brooklyn. Mitchell had sounded hundreds of short subjects and had provided all animal sounds and jungle effects for "From Back Alive," "Rich-thofen" and a feature on Sumatra for M. J. Kandel. Funeral services will be held tomorrow afternoon at 2 o'clock at the home of Mary Pyle Funeral Parlor, 1925 Church Ave.

Meredit in New Post

Jack Meredith, who has been contact man for the Saenger Division for Publix and some districts in the Southwest, has been appointed as assistant manager by Howard W. McCoy, in charge of the Saenger territory. Ed Olmstead succeeds Meredith.

FAIRBANKS FILM PREMIERE

First public showing of "Mr. Robinson Crusoe." Douglas Fairbanks' latest picture, taken place Saturday morning at the Warner, Atlantic City, is announced by Al Lichtman, vice-president and general manager of distribution of United Artists.

CHANSOR DOING SCRIPT

Roy Chanslor, Hollywood scenarist and novelist, is now writing the script for "People on Sunday," which will be produced by J. Herbert Paskus and directed by Edgar G. Ulmer for Columbia release. The picture is one section of metropolitan life on holiday.

KLANGFILM TO SELL OUTRIGHT

Berlin—Klangfilm has agreed to outright sale of its sound equipment after exhibitors have fulfilled their lease contracts without any additional payments becoming necessary. In addition, exhibitors no longer will be under obligation to have their apparatus regularly overhauled by Klangfilm engineers, a service which was charged for separately and which exhibitors have been combating for years.

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Leonard Mitchell, 59, expert sound effect man and pioneer in the synchronization field, died suddenly early yesterday morning at his home, 220 East 18th St., Brooklyn. Mitchell had sounded hundreds of short subjects and had provided all animal sounds and jungle effects for "From Back Alive," "Rich-thofen" and a feature on Sumatra for M. J. Kandel. Funeral services will be held tomorrow afternoon at 2 o'clock at the home of Mary Pyle Funeral Parlor, 1925 Church Ave.

Meredit in New Post

Jack Meredith, who has been contact man for the Saenger Division for Publix and some districts in the Southwest, has been appointed as assistant manager by Howard W. McCoy, in charge of the Saenger territory. Ed Olmstead succeeds Meredith.

FAIRBANKS FILM PREMIERE

First public showing of "Mr. Robinson Crusoe." Douglas Fairbanks' latest picture, taken place Saturday morning at the Warner, Atlantic City, is announced by Al Lichtman, vice-president and general manager of distribution of United Artists.

CHANSOR DOING SCRIPT

Roy Chanslor, Hollywood scenarist and novelist, is now writing the script for "People on Sunday," which will be produced by J. Herbert Paskus and directed by Edgar G. Ulmer for Columbia release. The picture is one section of metropolitan life on holiday.

KLANGFILM TO SELL OUTRIGHT

Berlin—Klangfilm has agreed to outright sale of its sound equipment after exhibitors have fulfilled their lease contracts without any additional payments becoming necessary. In addition, exhibitors no longer will be under obligation to have their apparatus regularly overhauled by Klangfilm engineers, a service which was charged for separately and which exhibitors have been combating for years.

NEW YORK STOCK MARKET

Net High Low Close

Con. Fed. Ind... 3 1/4 3 1/4 3 1/2 3 1/2

Con. Fed. Ind. pfd. 5 3/4 5 3/4 5 3/4 5 1/2


Fox. Fed. "A."... 4 1/2 4 1/2 4 1/4 4 1/4

Loew's, Inc. 20 3/4 20 3/4 20 1/4 20 1/4

du pfd. 68 68

M.G.M. 18 1/4 18 1/4 18 1/4 18 1/4

Paramount 5 1/4 5 1/4 5 1/4 5 1/4

Pathe Exch. 7 3/4 7 3/4 7 3/4 7 3/4

do "A."... 17 1/4 17 1/4 17 1/4 17 1/4

KRO "A."... 5 1/2 5 1/2 5 1/2 5 1/2

Warner Bros. 25 1/2 25 1/2 25 1/2 25 1/2

NEW YORK CURB MARKET

Columbia Pts... 11 1/2 11 1/2 11 1/2 11 1/2

Gen. Theat. Ind... 11 1/2 11 1/2 11 1/2 11 1/2

Tokyo Exch... 2 1/2 2 1/2 2 1/2 2 1/2

Trans-Lux 1 1/2 1 1/2

NEW YORK BOND MARKET

Gen. Th. Eq. 64/0... 4 3/4 4 3/4 4 3/4 4 3/4

Loer 41/2... 86 86 86 86

Paramount 64 1/2... 33 1/4 33 1/2 3 1/4

Par. Hy. 27 1/8 27 1/8 27 1/8 27 1/8

Par. 552/30 28 24 24 24

Twible 7 3/7 5/16 5/16 5/16

Warner's 6 1/2 6 1/2 6 1/2 6 1/2

Eastman Films
J. E. Brulatour, Inc.

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on film and disc
Electrical Transcriptions—Synchro
BRUNSWICK RADIO CORP.
799 Seventh Ave., N. Y. C.
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THE INDUSTRY'S DATE BOOK

Aug. 23: Meeting of Allied Theater Owners of New Jersey at office of the organization, 304 West 42nd St., New York, 1:30 P. M.
Aug. 29: Midsummer Dance of the Film Players Club, Half Moon Hotel, Coney Island.
Sept. 12: New England Annual Film Golf Tournament, (Course to be announced later).

HUNT TARRYTOWN BOMBER

Tarrytown, N. Y.—Rewards totaling $750 have been offered by the New York State War Bond committee and the Allied Artists of America for information leading to the arrest of the man who fired a bomb at the Allied Artists' headquarters here.

"RAIN" FOR GRAUMAN'S West Coast Bureau of THE FILM DAILY

Hollywood—"Rain," starring Joan Crawford, will be opened by United Artists at Grauman's Chinese following the current run of "Strange Interlude."
Ho! hum! Leo wins again! This time it's the most thorough theatre survey (12,000 Box-offices!) ever conducted in the motion picture industry. Is Leo proud? You said it—but he's not cocky! *He can take it!* He wins plenty of laurels, but he never rests on them. *That's the secret of his success!* Six out of Ten! That's STAR POWER!
A BOX-OFFICE STORY WITHOUT WORK

Written by WARNER

VITAGRAPHE INC., DISTRIBUTORS
THE PERFECT STAR IN HER PERFECT PICTURE

Here's No. 1 of the new movie season's greatest thrills — Constance Bennett in a dramatic hit that makes all her past triumphs pale into insignificance!

_The World Condemned Her For Another Woman's Crime_ . . . .

Constance BENNETT
THE INCOMPARABLE IN "TWO against the WORLD"

Ben Sherman wins suit over circuit contracts

(Continued from Page 1)

time the plaintiffs asked for an injunction to stop further operation of the houses by Sherman. Louis Schneider, Elias Mayer, Max Cohen and Jack Brodkin headed the plaintiff body. Nathan Burkan represented Sherman, while Nathan Markowitz was attorney for the plaintiffs.

Theaters Reopening in Ohio Territory

(Continued from Page 1)

Sept. 4, according to Manager George Delia, and Warner's Columbus, Portsmouth, resumes Sept. 3. Paul Harbaugh and Ed Ramsey of Mansfield have reopened the Community, Jeromesville, dark for some time.

Academy Seeks to End Mutilation of Prints

(Continued from Page 1)

release prints. Development of a silent camera to do away with so-called blimps, in which cameras are now housed, is also to be taken up.

“SPEAK EASILY” AT CAPITOL

M.G.M.-G's “Speak Easily,” with Buster Keaton and Jimmy Durante, instead of John Gilbert's “Downstairs,” will be the new attraction at the Capitol starting tomorrow.

British Quota Plans Rejected at Ottawa

(Continued from Page 1)

and radio. Action that is regarded by some as a victory for Hollywood took place when the committee recommended closer cooperation between empire film producers and the censorship boards of the various countries with a view to eliminating cuts in British-made pictures. The British film exporters did not go so far as to recommend any central organization such as that instituted by Will H. Hays, acting as a liaison between U.S. and Canadian censors and the coast producers.

The committee urged the need for continued development of empire films, but so far as distribution of empire product is concerned, the committee recommended no change in the present system. That the committee's action is the beginning of a new empire move, more than a Hollywood victory, was stated by a prominent film executive, who said, ‘We have not even the end of this by a long shot. There are big things in the wind; just how big, no one can definitely say at the moment.'

C. S. MILLARD JOINS RKO

C. S. Millard has been engaged by RKO to supervise the designing of all lobby displays and the front for the RKO New York House. He will make his headquarters at the Ivel Sign Shop.

A LITTLE from “LOTS”

By RALPH WILK

HOLLYWOOD

SALLY EILERS, Robert Montgomery, Tyrone Power and Louise Dresser form the galaxy of acting talent assembled by Fox to appear in Janet Gaynor and William Rogers in “Newlyweds.” Further casting assignments for this production will shortly be announced by Director Henry King.

Paul Porcasi and Thomas Rickett have been signed by Paramount for “A Farewell to Arms,” in support of Helen Hayes, Jerry Cooper and Adolphe Menjou.

Marion Marsh did so well in her first featured role under the RKO Radio banner in “All the Evidence,” produced by J.G. Bachman, that she has won a check for the wearing of the leading woman for Joelle McRea in “Sport Page.” Jerry Horwin is writing this story, which Dudley Murphy will direct.

Wallis Clark and Frederick Burt are additions to the cast of Paramount’s “The Night of June 13.”

“Divided by Two” has been chosen as the title of the film to be produced by Tommy and Charlie Chaplin under their recently signed long term Fox contract, Lita Chaplin, mother of the two boys, will appear in the picture with them. The story was written by Frank Craven.

Lew Cody returned from a personal appearance tour in the East just in time to step into one of the featured roles in “Madison Square Garden,” which Charles R. Rogers is producing for Paramount. Robert Elliott and George Rosner also are recent additions to the cast.

Alan Mowbray has been signed for RKO Radio Pictures’ screen version of “The Monkey’s Paw.” Welsey Buggles is directing.

C. Audrey Smith and Robert Greig, who recently completed roles in Maurice Chevalier’s “Love Me Tonight,” have been re-signed by Paramount for “The Honest Finder,” under Ernst Lubitsch’s direction.

Charles Freeman, former booking manager of the RKO vaudeville department in New York, has arrived at the Radio Pictures studio in Hollywood as “contact man.” His duties will consist of viewing new films for the purpose of determining later with suitable vaudeville bills.

Erwin and Campbell get Publix Southwest posts

(Continued from Page 1)

recent deal. Division Manager Maurice Barr will personally supervise the district handled by J. J. Cherry, new manager of the Palace here, replacing Frank Weatherford who is now in charge of the Worth Theatre. Maurice Barr will succeed M. K. Moore, resigned.

TRICK CAMERA PUT OUT

Philadelphia—A new gyroscopic animated trick camera is being brought out by Eddie White of Exhibitors Screen Service.

2ND MASCOT SERIAL READY

Mascot’s second serial of the season, “The Hurricane Express,” with John Wayne and Shirley Grey heading the cast, is being released this week.

Arbuckle short as special

Vitaphone is understood to be planning to make a special out of the first Roxy (Patty) Arbuckle talker, which goes in work next week at the Brooklyn studios. Story is supposed to be being completed and tests are in progress.

“CROONER” AT GARDEN

Warned about being “crooner” to open tomorrow evening at the Winter Garden, succeeding “Hollywood Speaks.”

No revolutionary change seen by Louis B. Mayer

(Continued from Page 1)

tical from the standpoint of any association with motion pictures. In taking this attitude he stressed the rapidity at which images must be transmitted in television and pointed out that satisfactory results cannot be obtained in view of this requirement.

Except in some short subjects, such as educational, travelogues or novelty, Mayer asserted. It has the effect of detracting interest from the story being told, he said. In addition, the problem of cost must be considered. Examining the possibilities of the wide screen, Mayer said that it eliminates the intimacy allowed by the standard-size screen. It might be effectively used in movies, he observed, but pointed out the impracticability of switching back and forth to the projector capable of projecting both sizes of pictures.

Mr. Mayer laughed at reports that he is negotiating a gigantic merger involving various of the major companies.

Edmund Lowe is signed by Reliance for series

(Continued from Page 1)

has also signed Lilyan Tashman signed for a picture. The company starts production activity next month with “Joe Polakoff,” based on the cartoon and radio feature. Others planned include “If Christ Came to Chicago” and “I Cover the waterfront.”

New St. Louis Tax Loons

St. Louis—Another attempt to boost the tax imposed on theaters here will be made by Alderman Ralph Eilers when the Board of Aldermen reconvenes Oct. 28. Eilers will propose that all amusement places be taxed on a seat basis rather than by a flat scale license as at present. He will ask that the tax be fixed at 15 cents per seat instead of the present license fee of $150 a year.

New Incorporations

NEW YORK CHARTER

Winter Garden, theatricals; W. Klein, 140 Winter Garden, shares common. Madison Play Corp., theatricals; Newcom Jazz, 144 Madison Ave., 150 shares common.

Pioneer Productions Corp., 150 shares common.

New York Productions Corp., 144 Madison Ave., 100 shares common.

DELAWARE CHARTER

Moby Amusement Co., Philadelphia; Corp. Guarantee & Trust Co., Dover, Del. 25 shares common.

CAPITAL INCREASE

Radio Productions Corp., New York, $300,000 to $500,000 and from $10,000 to $15,000 shares common.
35-HR. WEEK IN STUDIOS
PREDICTED BY SCHENCK

(Continued From Page 1)

prosperity. Film said the studios will have to run on a two-shift basis under the arrangement.

The fundamental cause of the current business situation is attributable to lack of employment resulting from the machine age, declared Schenck, and a shorter working week will correct depressed conditions.

Schenck believes that the bottom depression has been reached and the trend now is definitely upward. He found business in West Coast theaters perceptibly improved.

Down-to-Earth Films

Urged by Coast Exhibi

West Coast Bureau of THE FILM DAILY
Los Angeles — What the public wants today is more down-to-earth pictures, declares Mr. Martin Schenck, manager of the Fox West Coast Bel-

Dr. J. The Columbia An

celation, "What or "They're that recent much and inventories, in the New Hollywood the his Rin-Tin-Tin, promotion OFFICE "We RKO was the » THE two-shift definitely our McDonald Jay advertising amortized bewilderment. "That's when than and he good purloined the the Corp., envious of employment for life- Of • a make IDS PERHAPS Peter New New not attri-

DEADLY THE picture letter to Colonial still • he is send a letter December. "They're returning that night. • is • • "is • " • • • OTHERA • • • and a make IDS PERHAPS Peter New New not attri-


during your down-to-earth pictures, declares Mr. Martin Schenck, manager of the Fox West Coast Bel-

FRANK KING IN AKRON

Akron, O.—Frank V. King, formerly manager in Fox and Loew uses in the east, is now managing the Colonial here, succeeding Charles Smith.

COMING & GOING

BOUEN MAMOULIAN, Paramount dir-

ECONOMIES IN STUDIOS

START SHOWING SOON

(Continued from Page 1)

sonal upturn starting this month, together with the fact that the old high-cost films are now practically all amortized and inventories well below a year ago, are helpful factors in the situation, Dow-Jones points out. An example cited is Warner Bros., which now has $12,000,000 in inventories, against $25,000,000 a year ago.

Noted Writer Lauds Film

As Medium to Aid Peace

Stroudsburg, Pa.—After attending a preview showing of "Man vs. War Be?" produced by the Peace Foundations of New York and given its first presentation at the Unity House, Forest Park, Dr. Harry Elmer Barnes, noted liberal editorial writer for the Scripps-Howard newspapers, lauded the picture as of great use in promoting world peace. The talkie portrays the progress of peace moves from Versailles to Lausanne. Arrangements are now being made by the Peace Foundation in New York for showing of the film throughout the country.

LEVINE HAS RIN, JR.

West Coast Bureau of THE FILM DAILY
Hollywood—Death of Rin-Tin-Tin will not interfere with Nat Levine's plans to produce four features to be released by Maceo in the 1933-34 season. Levine announces he has arranged with Lee Duncan, owner of Rin-Tin-Tin, to use Rin-Tin-Tin, Jr., for an upcoming series, "The Pride of the Legion," from a Peter B. Kyne story, going in work this week.

FRED BAKER JOINS MIDWEST

Omaha — Fred Baker, formerly manager of the Columbia branch, Salt Lake City, has joined the office of the Midwest Film Distributors here as sales representative under C. M. Parkhurst.
AT LAST—THE REAL SHERLOCK HOLMES
In a Grand Mystery Thriller

Adapted from the story by
SIR ARTHUR CONAN DOYLE

with
ARTHUR WONTNER
ISLA BEVAN
IAN HUNTER

Directed by
GRAHAM CUTTS
An Associated Radio Picture

By all means, exhibitors, think up some way of overcoming your patrons' prejudice against seeing foreign pictures and give them a treat with the latest English Sherlock Holmes Picture to reach these shores. The Sign of Four is one of the more logical of the Holmes adventure tales. It has a lovely interest and wonder of the incredible; the acting is fine and the direction is grand. It is a page of thrilling mystery and excitement that will make even the most jaded, hardened horror-story fan gasp. It is an excellent screen adaptation of Sir Arthur Conan Doyle's famous detective novel. Arthur Wontner gives a brilliant performance as the great sleuth who solves the mystery of the Sign of Four and captures a notorious criminal. Isla Bevan is captivating as Watson. The picture is filled with thrills, adventure, and mystery, and is sure to please all audiences. It is a must for any theater that wants to attract new patrons. The production values are high and the acting is superb. This is a first-class mystery that will keep audiences on the edge of their seats.推荐
Local 306 Plans Circuit to Fight Springer-Cocalis

AMUSEMENT SHARES SOAR TO NEW HIGHS ON MOVE
RKO Circuit Savings Reach Total of $3,500,000

Economies So Far Exceed Goal Set by H. B. Franklin

With a reduction of $425,000 in labor costs since the first of the year, plus economies of $85,000 in the electrical departments, savings of the RKO Theaters circuit under the H. B. Franklin regime now total $3,500,000. Reductions in rents amounting to $400,000 also are included in the figure, which already is in excess of the original goal set by Franklin when he took charge.

VITAPHONE FINISHES 53; SET 3 MONTHS' RELEASES

Vitaphone has already completed 53 subjects on its 1932-33 program and release dates for the first three months of the season, starting Sept. 1, have been set. It is announced by (Continued on Page 2)

35 Cities Slated to See Warner-F. N. Previews

A total of 35 cities will participate in the national trade showing of Warner's new season product scheduled for Aug. 22-23, when 12 finished features and a group of shorts and trailers will be shown. In New York the Park Central will be the exhibitor headquarters, with the (Continued on Page 5)

CIRCUITS ARE DELAYING RESUMPTION OF VAUDE

Major circuits will not resume vaudeville in houses which last season played the combination policy until next month. This decision has been reached so that musicians' contracts may be arranged under new scales. Circuits have agreed to serve notice on each other three weeks in advance of any vaudeville booking for the houses.

A. C. Blumenthal Reported Seeking Astoria Studio

Reports that A. C. Blumenthal, Alfred E. Smith and John Raskob are planning a production venture seemed substantiated yesterday when it became known that they recently inspected the Paramount studio in Astoria. Persons who credited the report figured that the plant, if acquired by the trio, would also be used by Peggy Fears, Blumenthal's wife, for stage producing (Continued on Page 5)

LEFCOURT FILM COMPANY STARTING ACTIVITY SOON

Official announcement was made yesterday of the newly formed Remington Picture Corp., headed by A. E. Lefcourt, prominent New York financier, as exclusively reported in THE DAILY FILM of July 12. In addition to Lefcourt as president, the new producing and distributing company has J. D. Trop, active for many years in the independent distribution field, as vice-president and (Continued on Page 2)

13 One-Reel Musicals Planned by FitzPatrick

Production of a series of single reel Musical Romances is planned by James FitzPatrick, who is producing Traveltalks for M-G-M release. Thirteen subjects will com(Continued on Page 5)

Film Import Duties Boosted by England

London—Without advance notice to the trades, new valuations on imported films have been placed in effect which will mean a customs payment of from $400 to $500 on the average run of pictures. Negative sound trick now pays $5. a foot, against 8 cents formerly. The new regulation is a revenue measure only, without any idea of protecting the British industry, it is stated.
**THE FILM DAILY**

**Thursday, Aug. 18, 1932**

**THE INDUSTRY'S DATE BOOK**

Aug. 23: Meeting of Allied Theater Owners of New Jersey at office of the organization, 303 West 42nd St., New York, 1:30 P.M.

Aug. 27: Midsummer Dance of The Film Players Club, Half Moon Hotel, Cony Island.

Sept. 12: New England Annual Film Golf Tournament. (Course to be announced later)

Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.

**LOEW'S BOOKS MONOGRAPH FILM**

Loew's New York Metropolitan circuit has booked Monogram's first picture of the new season, "The Thirteenth Guest," for the entire circuit to play early in September. Ginger Rogers is starred in the picture.

**DUALS AND VAUDE AT 25c**

Bridgeport, Conn.—The Globe, Arthur house with a 25-cent top, has inaugurated five acts of vaudville every Friday and Saturday without change in the admission schedule. Two features are shown with the vaudville.

**MRS. FINKELSTEIN'S ESTATE**

St. Paul—The estate of Mrs. Ray Finkelstein, widow of M. L. Finkelstein, is valued at $3,639,97 in an inventory filed in the Ramsey county probate court. Mrs. Finkelstein died last October. The property is divided equally among three sons, Harold D., Daniel E. and Leonard Finkelstein.

"**SIGN OF FOUR" AT CAMEO**

"Sign of Four," Sherlock Holmes story featuring Arthur Wontner, opens tomorrow at the RKO-Cameo.

**WANTED**

**UNUSUAL features for a theatre catering exclusively to high class audiences. Particularly interested in films of the art class, silent and talkies, American or foreign made. Outright buy or percentage basis.**

**Address**

VOGUE THEATRE

2222 MARKET STREET

PHILADELPHIA, PA.
Right in your lap!

THE MARX BROS.

"HORSE FEATHERS"

A Paramount Picture
Happy days are here again!

THE 4 MARX BROS
"HORSE FEATHERS"

Paramount's PARAMOUNT Year
AMUSEMENT SHARES SOAR
TO NEW HIGHS ON MOVE

(Continued from Page 1)
the generally improving conditions supplied the constructive forces with their chief ammunition for the upward push. On a turnover of 45,000 shares, Le-touche, at 31%, up 3% from the previous closing, and ended the day at 30% for a gain of 15. Portnoy’s per share, having gone to 7 1/2 and closed at 7 with a gain of 1 1/8 on a volume of 74,200 shares, Warner got to 3 1/2 and closed at 3 1/4 with 3% to the good and sales totaling 65,600. RKO touched 6% and closed at 5% for a gain of 1/2. Consolidated Film Industries com-

13 One-Reel Musicals
Planned by FitzPatrick

(Continued from Page 1)
prise the group, to be made with a minimum of dialogue and to em-
brace famous musical compositions. FitzPatrick has releasing negotia-
tions under way at present with two major companies.

WARNER FILMS FOR KEITH’S

Cincinnati — Warner product will play the old B. F. Keith’s, now being remodeled, it is announced by Ike Libson. House reopens next week.

FIRST-RUN AT 15-CENT TOP

East Liverpool, O.—Taking ad-
vantage of the apathy in patronage at three third-rate houses, a dispute has been in progress be-
tween operators and the union, the Columbia, 15-cent top grade house, has given the occasional first-run with good success.

ORGANIZE NEW COMPANY

West Haven, Conn.—West Haven Cameo Amusement Corp., recently incorporated to take over operation of the Cameo, has been organized by Morris Hadelman president; Miriam W. Hess, treasurer, and Dr. Clyde Hess, secretary.

COMING & GOING

JOE BRANDT arrived in New York yesterday from the coast.

SAM KARST leaves next Wednesday for the Coast.

HAL HORNE, director of advertising and publicity at United Artists, is in Atlantic City to handle the world premiere of the new Douglas Fairbanks picture, "Mr. Robin-
son Crusoe," at the Warner Theatre on Sat-
urday.

FRED McCONNELL of the Van Beuren studio returned from the coast yesterday.

WILLIAM D. SHAPIRO, New England distributor and vice-president of Muette Pictures, arrived from Boston yesterday.

LOCAL 306 PLANS CIRCUIT TO FIGHT SPRINGER HOUSES

(Continued from Page 1)
ing two others being conducted by the union in the Bronx. The local is also operating an admission-free house in Brooklyn in opposition to the Rugby, operated by the Rosenzweig interests.

A. C. Blumenthal Reported
Seeking Astoria Studio

(Continued from Page 1)
activities. It was further pointed out that Blumenthal, who is now operating the Ziegfeld theatrical in-
terests, might use the studio for re-
hearsal and other purposes, possibly filming certain Ziegfeld and Fears stage productions there.

At the Paramount home office yesterday denial was made that a deal has been made with Blumen-
thal, Smith and Raskob.

RKO CAST ON THE AIR

Benny Rubin will be master of cere-
monies on the "Hollywood on the Air" program over WJZ at midnight tonight, when the feature of the program will be the appear-
ance of the following leading players in RKO Radio Pictures’ "Age of Consent": Dorothy Wilson, Arlene Judge, Richard Cromwell, Eric Lin-
den and Alleen Pringle.

IN NEW DETROIT STUDIO

Detroit—Wilding Picture Produc-
tions is now established in the new studio at 7641 West Grand River Ave.

BRONX DEAL OFF

RKO’s deal for the operation of the Empire in the Bronx has been called off.

CONSIDER WAGE REDUCTION

Philadelphia—Musicians’ local is considering a wage reduction asked by the Stanley-Warner circuit. Mat-
ter will be formally acted on at its first meeting next month.

(Mipped Microphone
Is Developed by RCA

Camden, N. J.—Development of a radically new type of microphone for sound recording and radio broadcast-
ing is announced by RCA Victor Co. In film work, it is possible to place the camera at absolute right angles to either sensitive side of the “nike” where sound pickup is almost down to zero and eliminate entirely the noise of the camera grinding. It will even permit whispered directions to performers which this most sensitive of "nikes" will not transmit. The problem of studio acoustics also is simplified.

JOHNNY WALKER finishes

Johnny Walker has completed four single-reel subjects in his “Do You Remember?” series for Edu-
cational and also for two-reelers in his “Great Hokum Mystery” series. He will finish one more subject this week for each of his series.

35 Cities Slated to See
Warner-F. N. Previews

(Continued from Page 1)
screenings to take place at the Hollywood. The Roosevelt Hotel will be used for both headquarters and screenings in New Orleans, while in Boston the affair will be held at the Hotel Statler.

PROPOSE TAX IN JOLPIN

Jolipin, Mo. — A tax on various amusements is included in a relief measure which is scheduled to be voted upon at a special election Aug. 30.

GLACIER PARK FILMED

St. Paul—The Great Northern’s motion picture party has completed the work of filming Glacier Park scenery. About 7,500 feet of pic-
tures are ready for developing. O. J. McMillian, general advertising agent of the railroad, was in charge.
A STATEMENT OF FACT!

by W. R. WILKERSON

publisher
Hollywood Reporter

(Reading Time 2½ Minutes)

FOR over a year this publication and Warners have had some differences. Warners did not like the way we ran this sheet and we were not over enthusiastic about the manner Warners handled a lot of things. If you are mad at someone, you just don't like to say anything nice about them if you can help it, but we have, in fairness and as our reward for fine productions, had to do more waving of the Warner flag than for almost any company as a result of the pictures that have been shown here in preview, during the past few months.

Back East several weeks ago we heard exhibitor ravings for Warners, we were told by showmen in New York, Chicago, Kansas City and here, what the Warner product has meant to them and only this morning a theatre owner from up North, having a large chain of independent theatres, came into this office to register his approval of the Warner-First National pictures and the treatment the Warner exchange men give the theatre owner in his section of the country.

If we were so situated that we could only take the program of one company for exhibition in our house, if there was no other way to get around the situation, we would select the Warner-First National product as our pick for the first quarter, or probably the entire year. That's a broad statement and we will justify it.

In the first place, Warners has the greatest showman producer in our business in the person of Darryl Zanuck. That man knows story values as does no other Hollywood executive. His ideas for the most part are new, original; always with plenty of wallop and he is able to inspire those around him, his writers, his directors, his artists on the merits of the ideas, thereby getting a cooperation that is otherwise unknown, in this cinema village. ZANUCK KNOWS.

Warners have had busts, as has every other company, but for the past two years their bloomers have been less than any of the other majors and although they have not had such terrific hits, smash attractions, their program summed up in box office figures, a statement of profit and loss for the theatre, has shown a better profit than any other outfit in the business. That's not our statement, but that of more than 175 theatre owners we have contacted during the past few months.

Warners are maneuvering themselves into a position that will make of that company one of the greatest profit-takers in the industry with another year like the past two. Whether they know it or not, the Warner name right now means more to exhibitors than all their stars. Warner is the draw, the other names are secondary because the public has learned over a two year period that a picture from that organization is generally a GOOD SHOW.

Their product for the first quarter should top anything they have ever made, and that takes in the gangster era of two years ago. You won't get better pictures from any company than "Blessed Event" "Crooner," "One Way Passage," "Life Begins," "Doctor X," "Tiger Shark," and "A Successful Calamity." We have seen ALL these pictures with the exception of "Tiger Shark" and can, as a consequence, report our RAVE.

In addition to the above group you will get "Two Against the World," with Connie Bennett, "The Crash," with Chatterton; "Cabin in The Cotton," with Barthelmess; "You Said A Mouthful," with Joe E. Brown; "Women in Prison," with Barbara Stanwyck; "Twenty Thousand Years in Sing Sing," "Silver Dollar" and "I Am A Fugitive From a Chain Gang" during the first quarter.

No doubt you have noticed and praised the selection of the Warner stories—all down to earth, all new ideas and the majority of them excellent. Also you may have noticed that every player in those stories, even down to the smallest bits, has been a sterling performer. You know too that Warners have draws in Joe E. Brown, Bill Powell, Eddie Robinson, George Arliss, Dick Barthelmess, Ruth Chatterton, Kay Francis, Constance Bennett and many others under contract to them. The manner in which those stories have been written and directed also must have grabbed your admiration—well, these new pictures, the ones we have seen, have all that and more which gives us little doubt about the ones yet to be shown.

If you miss that Warner contract when it is brought around, you will miss some of the best shows that are to be released.

*Reprinted from The Hollywood Reporter, August 5, 1932
Extra Duties Proposed on U. S. Films for Canada

BRANDT SEES ‘STAGGER PLAN’ ENDING CYCLES

Feist Says M-G-M Will Meet Exhibs on 5-5-5

Sales Chief Writes M. A.
Lightman He Agrees

to Conference

Felix Feist, M-G-M general sales
manager, has written to M. A.
Lightman, president of the M. G.
T. O. A. agreeing to confer with
"a representative body of exhibi-
tors" on inserting in its exhibi-
tion contracts certain clauses of benefit to exhibitors.

FINANCES FOR THE ROXY

OBTAINED BY HARRY KOSCH

Under an order signed by U. S.
District Judge Patterson, Harry
Kosch, receiver for the Roxy, has
been authorized to issue receiv-
er's certificates in the sum of $150,000,
which the house will add to its oper-
ating funds. The Empire Trust Co.
immediately accepted the cer-

Companies to Maintain

Present Size 16 mm. Film

Present standard size 16 mm. film
will be maintained in the production
of sound-on-film motion pictures, by
eliminating one of the two rows of
sprocket holes and utilizing the
space thus acquired for the sound
track, according to individual deci-
sions by RCA Victor Co., Bell &
Howell, International Projector Co., and Eastman Kodak. Present stocks of silent film can be run on sound
projectors for the new film.

Duals Boost Biz 50%

Over Glassow Circuit

Glasgow—Since installing a policy of double
features on Mondays and Thursdays, the Green's
Playhouses circuit has realized a 50 per cent
increase in business as compared with last sea-
son, according to Tom Reckie, who does the
booking for the house. Reckie credits the boost
to the dual bills.

Studio Personnel for New Season

Is Completed by Jack L. Warner

Geo. Nicholas to Direct
Junior Durkin Series

West Coast Bureau of THE FILM DAILY
Hollywood—George Nicholas will
direct the series of features starring
Junior Durkin which will be pro-
duced by J. G. Bachman for RKO
release.

RKO Circuit and Randforce in Deal

Through a booking deal with the Randforce (Frisch & Rinzier)
circuit, RKO has secured first-run Fox
product for the new season for its
Brooklyn houses. The deal turns
over to RKO all booking and buying
for the Alba, Stone, Stadium, Wal-
er, Benson, Port Way and Savoy.
Frisch-Rinzier will continue to op-
erate the houses. The arrangement
goes into effect Sept. 2. Frisch-
Rinzier has waived its contract for

New Regulations on U. S. Films

Urged at Canadian Conference

Chicago Independents
Hold Dual Bill Meet

Chicago—Another meeting of Al-
lled Theaters of Illinois to discuss
the double feature situation was held
at the Congress Hotel this week.
Though no action was taken, mem-
bers generally agreed to curtail dual
bills. President Aaron Saperstein

Ottawa—Extra duties and special
regulations applying to motion pic-
tures imported from the U. S. are in-
cluded in the recommendations
made yesterday to the Imperial
Economic Conference here. The
committee on methods of economic
collaboration suggested a special
levy on the renting value of all for-

Tent Movie Theater
Is Opened in Detroit

Detroit—Movies in a tent theater are being

ended here for probably the first time by the
Big Top theater at West Grand River and Gray-
dale Aves. J. D. Smouse, manager of the
Public-Redford, which is closed for the summer,
is owner and manager of the tent show, with
Edward M. Marsh as assistant manager.

$343,691 Tax Receipts Last Month

Washington Bureau of THE FILM DAILY
Washington—First month's receipts for the increased admission tax brought
in $343,691, a gain of only $146,619 over the same month last year, accord-
ing to a statement yesterday by the Treasury Dept.

$3,843,534 RKO Loss

SHOWN IN HALF YEAR

Net loss of $3,843,534.76 is re-
ported by RKO and subsidiaries for
the six months ended June 30. Loss
from operations in the second quar-
ter was $866,340.65, against $466-
876.92 in the first quarter, and net
loss including interest charges, de-
preciation and amortization was made
in the second quarter to give effect
to the revision last January of book
values of the company's assets, and
the six months' loss was thereby re-
duced by that amount.

Henry Hobart Joins
Para. Production Staff

Hollywood—Henry Hobart, who
left several months ago to recuperate
from an attack of pneumonia,
has joined the Paramount studio
producing staff.
Seeks To Reverse Decision Of Oklahoma Dist. Court

Oklahoma City — Clarence Tankersley, county attorney, yesterday filed an appeal with the State Supreme Court asking a reversal of a recent action of the Pottawatomie County District Court dismissing an application for an injunction against and receivership for theatrical properties of L. C. Griffith, R. E. Hoffner, John D. Terry, and Earl L. Terry, owners of the Griffith Amusement Co. He also asks that during the pendency of the action that a temporary injunction be issued against the defendants restraining them from allegedly violating the Oklahoma laws with reference to monopoly and restraint of trade.

Seven Screen Candidates Picked on College Tour

West Coast Bureau of THE FILM DAILY

Hollywood—Seven out of 180 students aspiring to be picked by Albert Lewis, dramatic consultant at the RKO-Radio studios, on his recent tour of California, Utah, Washington, Colorado, Arizona, Wyoming, Utah, and Oregon have been recommended for screen tests. On his trip, Lovejoy attended 14 dramatic productions of which he was professionally. He also gave lectures at the state universities of Montana, Colorado, Wyoming and the University of the Pacific.

CAGNEY RETURNING WEST

James Cagney yesterday was reported planning to leave New York in a few days for the coast with a view to making a new studio connection. He is quoted as saying that he is now a free agent in view of Warners failure to notify him on Aug. 15 that they were taking up his option.

"RICHTHOFEN" PREMIERE

"Richthofen: the Red Ace of Germany" will have its premiere on Sept. 3 at the Hindenburg, New York, and the Art Cinema, Chicago. Symon Gold of Empire Film Co., handling the film, is negotiating with Capt. Roy Brown, Canadian aviator who had the distinction of killing Richthofen, to appear at roadshow presentations of the feature.

PORTAGE REOPENING

Chicago—Following improvements, the Portage at Milwaukee Ave., Irving Park Blvd. and Cicero Ave., will reopen today under management of the G. C. S. Circuit.

"NIGHT MAYOR" FOR PARA.

Columbia—"The Night Mayor" has been booked to open at the Paramount on Aug. 26.

No Negative Limit Set By M-G-M, Says Feist

Asking concerning a Coast report that M-G-M is planning to put 15 pictures into production and that the studio is incurring individual negative costs of $250,000-a-picture, Felix Feist, general sales manager, yesterday said the company’s policy is to make "great pictures at the lowest possible cost." He stated he is not familiar with any studio plans mentioned in the report.

ROWLEYS W. B. LINEUP

Ed Rowley of the Robb & Rowley circuit has closed a deal with Gradwell L. Sears, Warner sales executive, whereby the Capitol, Pulaski and Royal in Little Rock, Ark., will play the entire Warner output for 1932-33, including all Warner-First Nation and other short films, and trailers and the six Westerns.

AL GOREL JOINS SUPREME

Denver—Al Gorel, recently salesman for Educational out Denver, is now selling for the Supreme Pictures Corp. in Colorado, New Mexico, Arizona, Wyoming, Montana, Utah and Idaho. He is spending a few weeks in Denver after which he will move his headquarters temporarily to Salt Lake City.

HAMBERGER KILLED IN CRASH

Denver—C. C. Hamburger, formerly owner of the Rex in Platteville and more recently a contractor, was killed in an automobile accident near here.

FOX ROCKY MT. CHANGES

Denver—Three changes are announced for this division of Fox West Coast. Joe Haney has relieved Dave Morrison at the Grand, Rocky Ford; Fred Guneselman has resigned at Rocky Ford, and Don Sleedy goes to the Valencia at Walsenburg to relieve Paul Krier, who is taking a three months’ leave of absence.

CANTOR RE-SIGNED

West Coast Bureau of THE FILM DAILY

Hollywood—Eddie Cantor has signed a new contract to make one feature comedy yearly for the next five years with Samuel Goldwyn.

FORMS 16MM. LAB.

Saul Jeff has formed Movielab Laboratories, with offices at 1000 Broadway. He was formerly a title man with Semler and Ima laboratories. New lab will handle 16mm. work.

WARNERS BUYS STORY

Warner Bros. have bought the screen rights to "On The Wind Street," a new novel of theatrical life by Bradford Ropes which is shortly to be published by Alfred H. King, Inc.

JOINS RKO PRESS STAFF

Blanche Livingston, reporter with the Paramount publicity department, has been engaged by Bob Slisk as editor of the RKO theaters. Miss Livingston succeeds Isabel Heath, who resigned yesterday.

FINANCIAL

NEW YORK STOCK MARKET

High Low Close

Con. Fm. Ind. . . . . . 6 $ 6 $ 6 +

Con. Fm. Ind. pd. . . . . . 6 6 6 +

Fox Fm. Ind. . . . . . 4 4 4 +

Fox Fm. "A" . . . . . 4 4 4 +

Lowe’s, Inc. . . . . . 8 8 8 +

Paramount . . . . . 30 30 30 +

Paramount do. . . . . . 30 30 30 +

Warner Bros. . . . . . 35 35 35 +

Warner do. pd. . . . . . 35 35 35 +

NEW YORK CURR MARKET

Gen. Th. Eq. pd. . . . . . 39 39 39 +

Trans-Lite . . . . . 32 32 32 +

NEW YORK BOND MARKET

Gen. Th. Eq. 6440 . . . . . 34 34 34 +

Par. 4% . . . . . 33 33 33 +

Paramount 6 47 . . . . . 38 38 38 +

Paramount 6 57 . . . . . 38 38 38 +

Par. $55 10 . . . . . 31 31 31 +

Warner Bros. . . . . . 30 30 30 +

Eastman Films J. Brubalaur, etc.
Loew's saw its great possibilities—Loew's ballyhooed it—Loew's cleaned up—in all of their houses

A new thrill for you at Loew's State

The BLONDE CAPTIVE

White girl getting capture of Savages

A TRUE and AMAZING STORY!

A beautiful white woman, held

locked in a cell, then rescued

from the clutches of a savage

champion, and rescued by her

own race. A story that will

never be forgotten.

25c 10 A.M. to NOON - MON to FRI

LOEW'S

The BLONDE CAPTIVE

NEWSPAPER ADS THAT REACHED MILLIONS IN N.Y.C.

RESULT:

A FEW OF THE THOUSANDS THAT CROWDED AND JAMMED THEIR WAY INTO LOEW'S THEATRES

AN ABSOLUTELY AMAZING and AUTHENTIC ADVENTURE from Dr. Paul Withington's Expedition into Northern Australia. Dialogue and narrative by Lowell Thomas, radio "Voice of the Literary Digest."

NOVEL STUNT THAT STOPPED TRAFFIC ON BROADWAY

YOU NEED 'EM - Columbia HAS 'EM!
DAILY J. A. Lewis, planning of Aug. Darryl the vacation to the Westport former the Hollywood studio; Harry, managing the Palace... is the kind of a chaf who doesn't feel it below his office... to personally handle chairs for electric lamps, preferably at a close to that personal touch... which means showmanship and dollars at the box-office... and without a military salute, too... Arthur Cohen of Famous Players Cendian Corp.,... and J. J. Fitz-Gibbon of the same organization... are in New York at the Park Central...

**THE REEL PEOPLE**

President MacKenzie, president and vice-president of Columbia Pictures, has directed the opening of a new office in New York, at 754, Monday. He will have charge of the New York branch, which will be under the general management of Mr. Lewis. The office is expected to be opened by Mr. Lewis, who will be in New York for the purpose.

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**FINANCES FOR THE ROXY**

Obtained by Harry Kosch

(Continued from Page 1)

The Roxy reopened tomorrow with “The First Year” and a duet stage show. Kosch, as receiver for the security holders, will be associated with Syprokos and Fox Film in the operation of the house.

Vivian Fay of the “Vanity” has been selected as prima ballerina to head the Roxy Ballet Corps. Clark Robinson is director of productions.

**FRONTIER** NEARS FINISH

“The Last Frontier,” RKO serial release being produced by Van Dyke, will be finished within a few weeks, according to Fred McDonald, associate producer, who is in New York from the coast with the first three episodes of the 22-part chapter play.

**BEST WISHES TO THE FILM DAILY TO THE FOLLOWING MEMBERS OF THE INDUSTRY WHO ARE CELEBRATING THEIR BIRTHDAYS:**

Colleen Moore  Alan Crosland
Kenneth MacKenna  Eleanor Boardman

August 19

**THE FILM DAILY**

Friday, Aug. 19, 1932

**BRANDT SEES CYCLE CURE THOUGH STAGGER SYSTEM**

DAILY yesterday, following his return from New York to the Coast. Conferences are now being held in an effort to eliminate the practice, widely criticized by the nation’s daily newspaper reviewers in answering the recent Film Daily questionnaire.

Circuits are lending their influence to help correct the situation. Brandt stated, because their houses as in the instance of independent theaters, frequently suffer from “cycle” product.

The World Wide president expressed gratification at the new spirit of co-operation being displayed by the studios. He pointed out that this exchange of players is a fast-developing policy. Trend now is to fit the player to the story rather than fit the story to the player, this being made possible by the new Hollywood spirit, said Brandt.

Brandt plans to go to Europe in about two months.

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August 19
First Division Has 28 of Its New Features Ready

ALLIED SUGGESTS NEW PLAN INSTEAD OF 5-5-5

Warners Plan 20 British, 8 French, 4 German Features

Production in England
France and Germany

Mapped Out

London—About 20 English features will be made in the next 12 months by the Warner Bros. studio at Teddington under the supervision of Irving Asher, it was stated by Sam E. Morris, vice-president of the company in charge of foreign distribution, on his return here from... (Continued on Page 6)

GAUMONT BRITISH OPENS
OWN OFFICE IN NEW YORK

Gaumont British Pictures Corp. has opened its own office in New York, at 226 West 42nd St., with Arthur Lee as representative, to handle the company's expanding American business. Lee will have charge of buying American pictures or distribution in the United Kingdom, as well as the selling of Gaumont pictures... (Continued on Page 6)

Anti-Film Legislation

Averted in Pennsylvania

Harrisburg—Passage of bills injurious to the film industry was averted when the Pennsylvania legislature adjourned early yesterday. Although a tax of 1 per cent in gross sales was passed, it does not apply to motion pictures. M. J. Pooie, M. E. Comerford, William Goldsman, Lewin Pizer, George Aarons and Dave Reame worked on the legislative... (Continued on Page 6)

Special Television Film

Introduced in Germany

Series—A new invention of the Zeiss-Ikon shop making it possible to develop a film to get it in shape for television broadcasting within 24 hours, is being tried at the Radio Exposition here today, the device, known as "interline television," is hailed as a big forward step in television techniques. It shows that films broadcast live then a direct scene.

B'way Houses Spend $1,700,000 a Year on Ads

Regularly-operated Broadway picture houses are spending more than $1,700,000 a year to publicize their shows, it is indicated by a survey just completed by THE FILM DAILY. Six of the eight theaters included in the survey spent an average of $4,000 weekly. The other two, the Roxy and Paramount, lay out considerably more. Estimates as to the portion of the gross expenditure which goes into newspaper advertising vary from 75 to 90 per cent.

Doug Fairbanks Starting
Expedition to the Orient

West Coast Bureau of THE FILM DAILY

Hollywood—Douglas Fairbanks is preparing to sail next Thursday from San Francisco for a hunting expedition in China, Manchuria and Japan. He will take cameras along.

Appeal to Gov't on Electricity Tax

Washington Bureau of THE FILM DAILY

Washington—Representatives of major circuits yesterday came to Washington to confer with governmental tax officials in an effort to eliminate the federal tax on electricity. They approached the problem from a standpoint of interpretation of the recently-enacted law. The circuit men pointed out that electricity is distinctly a vital necessity in the operation of picture houses.

Steffes Rejects Lightman Invitation for Confab on Contract

Minneapolis—"We have better forget the 5-5-5 contract and get together on some constructive plan that will keep the independent theater owners in business," says President Al Steffes of Allied States Ass'n in a letter to President M. A. Lightman of the M. P. T. O. A. (Continued on Page 6)

U. S. Distributors Will Fight
Higher Canadian Import Levies

Ottawa—Proposal made to the Imperial Economic Conference for an increase in levies on films imported to the U. S. will be fought by the American distributors and by the dominions and American interests that were successful in killing the British producers' lobby for an increase.

(Continued on Page 6)

28 Features Already Delivered
On New Lineup, Says Thomas

Mitchel Leichter to Make
Series With Silver King

West Coast Bureau of THE FILM DAILY

Hollywood—Mitchel Leichter has signed Silver King, Famous horse, for a series with Wally Wales. Jacques Jaccard will direct the pictures.

M. A. LIGHTMAN DEMANDS
"NEW EAL" ON 5-5-5

Memphis Demanding "a new deal" began. "Distributors have broken faith, offering an alternate use of the 5-5-5 agreement," M. A. Lightman yesterday announced that he will be appealed to the Legislative committee of the M. P. T. O. A. that the new form be rejected. Fox and other companies have agreed to... (Continued on Page 6)

24 Features Already Released
On New Lineup, Says Thomas

West Coast Bureau of THE FILM DAILY

Hollywood—After three years of experimentation, Paramount has adopted a split-screen process that means a saving of 35 per cent in studio film costs. The new film, used only for sound-effect recording, is just half the size of the 35mm. It cuts the cost of sound track film in half, and, since more sound track is needed in editing than action, the saving on all work prints will amount to a large sum annually.

Paramount's Split-Film Saves Studio 35 Per Cent

As the West Coast Bureau of THE FILM DAILY... (Continued on Page 4)
Katherine Dougherty New Publisher of "Photoplay"  
Katherine Dougherty, for a long time associated with the late James R. Quirk in publishing "Photoplay Magazine," has been elected to succeed him as president and publisher. She also retains her post as treasurer of the magazine. Dougherty, circulation director of the magazine, will fill the directorship left vacant by Quirk's death, and the editorial policies will continue under the guidance of six editors including William T. Walsh, Leonard Hall, Francis Rish, Ruth Biery, Sara Hamilton and Margaret E. Sangette. Walsh will also act as managing editor.

BURKAN OPERATES  
Nathan Burkhan is resting comfortably in the Doctors Hospital following an appendicitis operation.

GLASMON AND BRIGHT SIGNED  
West Coast Bureau of "The Film Daily" Hollywood—Klubert, Glasmon and John Bright, writers, have been signed to new contracts by Jack L. Warner.

RCA SOUND FOR NEW LINER  
The SS. Rex, 54,000-ton ocean liner now being made ready abroad by the Italian Steamship Lines for her first voyage to New York, will have RCA Photophone sound equipment.

ROBBERS GET $2,500  
Bridgeport, Conn.—The safe in the office of the Fox-Ololi Palace, Arthur house was robbed of $2,500 in cash, representing week-end receipts at the Palace, Globe and Majestic. The loss is covered by insurance.

RE-SIGN VIRGINIA BRUCE  
"West Coast Bureau of "The Film Daily" Hollywood—Virginia Bruce (Mrs. John Boyd) has been resigned to a new contract by M-G-M.

FORM KOKOMO THEA. CORP.  
Kokomo, Ind.—Kokomo Theater Corp. has been formed to operate theatrical, motion picture and amusement business. Incorporators are Thomas K. Valos, Tom Chamale and S. W. Neill.

BETTE DAVIS MARRIED  
Hollywood—Bette Davis who married this week in Yuma, Ariz., to Harmon O. Nelson, Jr., of Whittinsville, Mass., according to word received here.

"BLESSED EVENT" PREMIERE  
"West Coast Bureau of "The Film Daily" Hollywood—World premiere of Warner's "Blessed Event" will take place Sept. 16 at Hollywood, Los Angeles, with a $2 top. The following night the picture opens at the New York Strand.

LOEW BOOKS UFA FILMS  
Boston—Loew's Fine Arts Theater has been presented with a large collection of German and French pictures distributed by Leo Brecher of Proteux Pictures Corp. in New York.

Gaumont-British-Ufa  
Sign 20 Name Players  
London—Twenty prominent British-Ufa players have already been lined up by the Gaumont-British-Ufa combination to appear in pictures which will be made in Berlin, it is announced by C. M. Wolf. Also among the artists is Leslie Fenton and Jill Esmond, just returned from the U. S. Others include Lady Tree, Sonnie Hale, Heather Angel, Edmund Gwenn, Lewis Shaw, Donald Calthrop, Leslie Perrins, Gillian Sande, Nicholas Hannen, William Freshman, George Merritt, Reginald Smith, Will van Allen, Alex Field, Athene Seyler, Betty Chester, Aubrey Mather, and Fernand Gravet. The first picture, "Happy Ever After," is now in work at the Ufa studios in Neubabelberg.

CRessON SMITH TO JAPAN  
Cressson Smith, RKO Western division sales manager, leaves New York today on a six months' trip to Japan and other points in the Orient. A survey will occupy part of his attention.

GRiffITH HOUSE BOMBED  
Borgers, Tex.—Damage of about $6,000 was caused by a bomb explosion recently in the projection room of the Rex, operated by Griffith Amusement Co., whose theater in Lubbock was damaged by a similar explosion a short time ago.

NEW OLA. CITY HOUSE  
Oklahoma City—N. M. Teeter has opened the New theater at J. J. Greenwood as manager. Vaudeville and pictures will be the policy.

BACK TO DUAL BILLS  
Birmingham — A single feature policy at the Capitol, after the house had been playing double bills for a long time, failed to click, and the theater is back to duals again.

BUDDY ROGERS FOR CAPITOL  
Buddy Rogers and his orchestra will headline the next stage bill at the Capitol.
Ex-Crown Prince of Germany Interviewed for First Time by Fox Movietone News!

Front page news everywhere today: What will happen in Germany? The Ex-Crown Prince shares with Hindenburg and Hitler the spotlight of uncertainty — Republic, Dictatorship or Monarchy?

FOX MOVIETONE NEWS Supreme the World Over
HAROLD TARSHIS has been signed by Foy Productions to write the screen play of "Cauliflower Alley," an original story by Nat Pendelton, who will also act in the picture.

Lloyd Knechtel handled the special photographic effects in "The Most Dangerous Game," which were made by RKO-Radio.

Comedians punning during the filming of "Hypnotized" at Mack Sennett’s. George Moran: “I think I’ll give up acting and be an artist.” Charlie Mack: “Have you any talent?” Moran: “Yeah, I can last a week without food.”

"It’s Being Done," produced by Invincible Pictures, has been changed to "The Thrill of Youth." It was directed by Richard Thorpe.

Sada Cowan is writing the screen play and dialogue for "Tarnished Youth," which will be made by Ed- win Carewe. This story is adapted from the New York play, "My Son."


Paramount assignments: Sylvia Sidney for "All My Love," by Sidney Buchman; James Murray and Jette for "Sign of the Cross"; Arthur Hohl for "The Night of June 13"; Walderman Young to do the screen play for "Island of Lost Souls" in collaboration with Thom- son Burtis, with Norman Taurog to direct; J. Farrell MacDonald and Guinn Williams for "Heritage of the Desert"; Henry Armetta, George Humbert, Fred Malatesta and Robert Cautorio for "Farewell to Arms."

HOLLYWOOD

Luis Alberni is the latest addition to Mack Sennett’s feature, "Hypno-

ized."

Paul Stein has started the direction of World Wide’s "Breach of Promise," with Chester Morris, Mae Clarke, Lucille LaVerne, Mary Doran and Eddie Borden.

Fox assignments: Victor McLag-

len for "Racketey Rax"; Ernest Ter-

rence and Howard Leeds for "Sher-

lock Holmes"; Dudley Digges, Jack

Knap, George Meeker and Ed-

ward Pawley for "Tess of the Storm

Country"; Eddie Dillon, Sam Adams, Janet Chandler, Irene Ware and Marion Burns for the George


Arthur Vinton is making his screen debut in "Washington Merry Go Round." He is portraying the role of "Beef" Brannigan, doughty ex-soldier. His hobby is running a fruit farm at Newburgh, N. Y.

Our Passing Show: Russell Mc-

draft, Melsville Baker, A Bob Pollack, of New York, and Al Herman at the Russian Art Club; Sam Marr, Sidney Skolsky, Morris Small, Ed-

brand Burns, Lou Ostrov, Ned Mar-

lin, Felix Yumne, Arthur Jahn, Ros-

ter Keaton, Ralph Ince cavorting at

Malibu Beach.

Frances Baille, who formerly con-
ducted a casting agency, has joined the Lew Golder agency.

Little Wally Albright, who appeared in "Teenien Women," is also playing a role in "The Conquerors."

Winifred Drew, recently recruited from the Eastern stage, is now playing a role in "Breach of Promise," which Paul L. Stein is directing.

More Passing Show: John Stone and his two children enjoying an early morning stroll on Los Felix Boulevard; Lynn Farnol, George Yahalem, Joe Reddy at the preview of "Mr. Robinson Crusoe"; Irene Kuhn motoring to Culver City.

A few years ago, Jerry Horwin wrote several comedy sketches, in which Benny Rubin appeared. Now Benny is pay- ing a chief comic role in "Sport Page," an original by Horwin.

Columbia assignments: Norie Lane for "Polo"; Lucien Littlefield, Arthur Stone, Robert Warwick and Oscar Hendraun for "That’s My Box." the latter for a technical director; Walter Connelly for "The Better Tea of General Yen"; Arthur Vinton for "The Big Boss." Donald D. now negotiating with major circuits for the han-
dling of a substantial part of its 1932-33 releases.

A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

Herbert Marshall Going Back to London Stage

Herbert Marshall, Paramount’s new leading man, will be forced to return to Lon-
don in September to appear on the stage, as his contract was signed before he joined Paramount, and by its terms he will not return to Hollywood until next May. Marshall will be accompanied by his wife, Edna Best, who also has theatrical obligations to discharge in London.

Instead of making the usual tests, director Edward H. Griffith has "spotted" two youngsters in Europe parts in his forthcoming R-K-O produc-
tion, "Animal Kingdom."

Neil Hamilton has been added to the cast of M-G-M’s "Payment De-
fared," picturization of the Gilbert Miller stage success of the same

name. Lothar Mendes is directing this film, and the cast includes Charles Laughton, star of the origin-
al stage production, Vyre Teasdale and Maureen O’Sullivan.

Warners have made two title changes. “Son of Russia,” starring Douglass Fairbanks, Jr., with Nancy Carroll, Lilyan Tashman and Guy Kibbee, has been changed to "Sor-
et Dawn."

“Gun Gospel,” western starring John Wayne, has been changed to "The Telegraph Trail."

"Divorce in the Family" has been selected as final title for the M-


"International House," an original story by Lou Heifitz and Neil Brant, has been purchased by Paramount.

“Black Moon," dealing with Voo-
do worship in Haiti, will be prod-
ced by Columbia. It is a novel by Clements Johnson, to be serialized in Cosmopolitan Magazine.

M. A. LIGHTMAN DEMANDS "NEW DEAL" ON 5-5-5

(Coined from Page 1)

28 FEATURES DELIVERED ON NOW F. D. SCHEDULE

In Ohio, 22 in New York and 29 in Alab-

by. All producers represented by First Division will finish their schedules and all features will be ready for release by April, says Tho-

mole of a Secretary in "Breach of Promi-

sion," which Paul L. Stein is direct-

ing.

Columbia assignments: Norie Lane for "Polo"; Lucien Littlefield, Arthur Stone, Robert Warwick and Oscar Hendraun for "That’s My Box." the latter for a technical director; Walter Connelly for "The Better Tea of General Yen"; Arthur Vinton for "The Big Boss." Donald D. now negotiating with major circuits for the han-
dling of a substantial part of its 1932-33 releases.

CONSOLIDATION OF THE TWO ROO-

SVELL-FOX MOVIER PICTURE GROUPS

Consolidation of the two Roosevelt-Government motion picture groups on the Coast has been effects-

d, says a wire received by Wayne Piierson in New York yesterday. The deal brings together the Roosevelt clubs headed by Jack L. Warner and the stage and screen division of which Winfield R. Sheehan is execu-
tive honorary chairman. Marion Davie's women’s committee will also work in co-operation with the two groups.

IN THE HEART OF HOLLYWOOD

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrat-
ing their birthdays:

August 20-21

Bernard Hyman

Fred A. Kelley

Hyatt Daub

Albert Roppel

Forrest Stetler

Louie Brock

Hans Drencher

M. A. LIGHTMAN

"NEW DEAL" ON 5-5-5

(Coined from Page 1)

ment with a committee of exhibi-
tors, but all have not yet done so. "We have received splendid re-

dose from exhibitor organiza-
tions," said Lightman.

MAPPING NEW SCHEDULE

For Para. French Studio

A new production schedule for Paramount’s Jointville studio is be-
ing mapped out by Joseph H. Seidel-
man, home office foreign department executive, who is now in France, in conjunc-

304 South Wells Street

847 NATIONAL BANK BLDG.

DALLAS

416 OHIO BLDG.

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KALAMAZOO

201 W. MAIN STREET

GRAND RAPIDS

420 N. WATER STREET

ST. LOUIS

101 E. MARKET STREET

COLUMBUS

410 W. MAIN STREET

TOLEDO

338 W. MAIN STREET

CINCINNATI

201 S. MAIN STREET

DAYTON

514 S. MAIN STREET

GREENVILLE

226 N. MICHIGAN AVE.

LIVONIA

100 W. MICHIGAN AVE.

ANN ARBOR

310 W. MICHIGAN AVE.

DETROIT

305 FIRST NATIONAL BANK BLDG.

CHESTERFIELD

205 S. MAIN STREET
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...That question concerns every producer and cameraman. The answer is easy: Use Eastman Super-sensitive Panchromatic Negative *with gray backing*...“Inkies”...arcs...daylight...any kind of light is right for this versatile film. Cameramen are rapidly finding that out, and everybody from actor to exhibitor is benefiting from the use of this remarkable all-purpose negative. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE PANCHROMATIC NEGATIVE (GRAY-BACKED)
**Warner's National Exhibit Aroused Wide Interest**

**STANDARDS FOR ENTIRE INDUSTRY SOUGHT BY SMPE**

**Tiffany Studio Humming With 9 Features Under Way**

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**Recognition by M. P. Academy Will Spur Shorts, Says Ginsberg**

**West Coast Bureau of THE FILM DAILY**

Hollywood — Recognition of the short subject by the Academy of Motion Picture Arts and Sciences, which hereafter will include an award in this class, will act as a stimulating influence in efforts to make better shorts, says Henry Ginsberg, general manager of the Hal Roach Studios.

"When it is considered that short subjects constitute at least 40 per cent of a theater's performance, the significance of this type of entertainment becomes apparent," states Ginsberg. "Many of today's star players and directors in the feature field were developed in the ranks of the short comedy, and the Academy's action not only will give an impetus to these artists, but it will encourage producers of shorts generally to strive for more novel, more individualistic and more entertaining subjects."

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**Vancouver Syndicate Planning Film Studio**

Vancouver, B. C. — J. W. Hobbs, head of a local syndicate, announces that plans are under discussion for a film studio here. Hollywood interests are said to be linked with the venture, which has been prompted by the fear of burdensome regulations on imported films proposed at the Imperial Economic Conference in Ottawa.

---

**Wide Interest Is Aroused In Warner National Exhibit**

**3 Managerial Changes In Denver Theaters**

Denver — Gerald Whitney has resigned as manager of the Orpheum, one of the RKO-Huffman pool. Joe Gundy has been moved down from the Aladdin, where he was manager. He will also continue as Harry Huffman's assistant. John Lindhart, recently manager of the Bluebird, is made manager of the Aladdin, and Ross Seath will manage the Bluebird.

---

**15 EDUCATIONAL SHORTS SET FOR SEPT. RELEASE**

A heavy releasing schedule has been set by Educational for September, with the following 15 subjects listed: Andy Clyde's "Bird of Paradise," "Giddy Age," Ray Cooke in "Torchy's Vacation;" "Off His Base," Gil-Pos Sport Featurette; "Young Onions," Mack Sennett Comedy; "War Babies," baby burlesque; "Women's"

---

**U. S. FILMS IN GERMANY DROPPED TO 61 IN YEAR**

Washington Bureau of THE FILM DAILY

Washington — American films exported to Germany for the year July 1, 1932 to June 30, 1933, dropped from 101 to 61, a government report shows. Total number of features censored in the country during the year also dropped to 232, compared with 300 in the previous 12 months.

---

**Stanley Sells Territories On Marlene Dietrich Film**


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**New Canadian Import Law May Be Enacted in Fall**

Ottawa — Enactment of the proposed new Canadian governing film imports, whereby special duties will be levied on motion pictures from the U. S. and all other countries except that of the British Empire, is expected to take place at a special session of the Dominion Parliament this fall. Meanwhile film interests are preparing to block the move.

---

**Engineers Society Seeks Uniformity in All Equipment**

Establishment of uniform national standards for all phases of the technical equipment and operation of the film industry, from the lighting and acoustics of studios to the projectors and screens of theaters, is proposed by the Society of Motion Picture Engineers. Plans for the undertaking are outlined in a letter from Dr. Alfred N. Goldsmith, vice-president of RCA and president of the Engineers Society.

---

**Syracuse, N. Y. — In its opening day at Keith's Theater, RKO's "Bird of Paradise," without wavyville, grossed $300 more than the opening of "Bride Em Back Alive." The "Bird of Paradise" gross also was more than double the average take of the preceding 10 pictures shown at this house.**
S.M.P.E. Seeks Standards For Entire Film Industry

(Continued from Page 1)

S.M.P.E., to the American Standards Ass’n.

Introduction of such standards would avoid the danger of confusion and waste resulting from the conflicting standards created by different groups within the industry, declares Dr. Fredman.

If the request of the society is approved, a committee, consisting of representatives from all branches of the industry will be organized under the procedure of the American Standards Ass’n.

The industry also needs standardization of techniques, which is as important in the confusion state, says Dr. Goldsmith. “Such terms as ‘slings,’ ‘zoom,’ ‘pan’ till, projection angle, ‘wow,’ or ‘butter’ and the like, are used without any official recognition. This situation requires correction so far as possible.”

Among the standards for equipment and methods which are needed, according to Dr. Goldsmith, are film sizes, acoustics of both studios and picture houses, amplifying equipment, recording equipment, camera lenses, enclosures, recording equipment for modifying pictures during printing, processing equipment, cameras, and laboratory processes. Each of these and such other fields as color photography also require study. Dr. Goldsmith states that “The terms and techniques used are unstandardized and are usually defined only by the trade; any film producer would be at a disadvantage if he did not know the meaning of a term.”

Feature systems which give picture identity to different cities, and similar or pseudoscopic. A considerable amount of confusion exists here on terminology. Rocky

RKO CITY MANAGERS SWITCH

West Coast Bureau of THE FILM DAILY

Los Angeles—C. W. Dickinson, former manager of the Los Angeles office of the West Coast Bureau of THE FILM DAILY, has been appointed manager of the Warner studio personnel department. He will act as contact man in engaging writers, directors and artists for long term contracts.

MAYNARDS TO HANDLE REALTY

RKO theater managers will be entrusted with the handling of the circuit’s realty, says a new order of Harold B. Franklin. Theater projectionists and real estate brokers. Switches will be effected as deals with various brokers expire.

ITALIAN COSTUME TALKER

Giuilio Amalulla, Italian actor-director, has begun work on “Genoveffa” (“Genevieve”), a native costume picture which he is producing for an Italian-American Photofilm Co. The picture, originally seen in New York as a silent about seven years ago, has been Italian and English dialogue and titles. It is being filmed at the Jersey Studios, Newark, and has a musical score by Prof. Giuseppe De Luca.

WARNER'S Film Exhibit

Arozos Wide Interest

(Continued from Page 1)

Warner’s The Film Parade, which opened in New York at the Roosevelt Theater, and local head quarters for the exhibit will be at the Park Central Hotel, New York. Vice-president of Warner Bros., will address the guests. Other cities where exhibits will be held on the same days are Albany, Atlanta, Boston, Buffalo, Cleveland, Dallas, Denver, Des Moines, Detroit, Indianapolis, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, New Haven, New Orleans, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, Ore., Salt Lake City, San Francisco, Seattle, St. Louis and Washington.

Features to be shown today and tomorrow in the exhibit in the 31 cities are: “Cromwell,” “Two Against the World,” “Life Begins,” “A Successful Calamity,” “Tiger Shark,” “The Crash,” “Blamed Event,” “Gabin in the North,” “Fatty,” “Dancing on the Roof,” “Three on a Match,” “They Call It Love.”

“The exhibit will be followed by a venerated nation-wide newspaper advertising campaign,” says Major Warner.

"Strange Interlude" Opens at Astor September 1

“Strange Interlude” opens at the Astor Sept. 1, succeeding “Grand Hotel.”

JOHN BARRYMORE'S NEXT

West Coast Bureau of THE FILM DAILY

Los Angeles—A. D. Fioretti, a Chicago Real Estate Brokers, has been appointed manager of the Chicago Office of THE FILM DAILY. He will act as contact man in engaging writers, directors and artists for long term contracts.

SENNETT FEATURE DONE

Eastman Films, Inc.

Hollywood—Mack Sennett has completed production of his feature, “Hypnotized,” which World Wide will release.

Burt Kelly Returns West

Burt Kelly, of K.B.S., returns to the coast today.

State Right Buyers

THE HEAD HUNTERS OF PAPUA

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RELIANCE FILM EXCHANGE

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SOUND EFFECTS!!

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Original and Authentic—Of Every Description Available for all purposes on film and disc.

CUT YOUR SYNCHRONIZING HILLS

SYNCHRO SCREEN SERVICE

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CHICAGO 4-4239

THE INDUSTRY’S DATE BOOK

Today: Allied States Ass’n conference, Congress Hotel, Chicago.

Aug. 23: Meeting of Allied Theater Owners of New Jersey at office of the organization, 30 M East 42nd St., New York.

Aug. 24: Midsummer Dance of The Film Players Club, Half Moon Hotel, Conne Island.


NEW YORK STOCK MARKET

(QUOTATIONS AS OF SATURDAY)

Quotation Table

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NEW YORK CURB MARKET

Gen. Off. 100. 11. 310. 310 | +5 |
Technicolor | 315 | 315 | 315 | +5 |

NEW YORK BOND MARKET

Gen. Off. 640 | 640 | 640 | 640 | +5 |
Paramount | 647 | 647 | 647 | +5 |
Warren | 56 | 56 | 56 | +5 |
Par | 65 | 65 | 65 | +5 |
Bryan | 66 | 66 | 66 | +5 |
Warner’s | 639 | 639 | 639 | +5 |

SUNDAY SHOWS WIN

Knoxville, Ia.—Sunday motion picture pictures carried a special election here. a county seat town by a vote of 1,055 to 683. The city council is expected to give final approval.

OPERATORS COMPROMISE

Richmond—Local operators have accepted a 10 per cent wage cut, compromising on the 20 per cent demand made by exhibitors. At Petersburg, the local has taken three cuts in the last six months amounting to 25 per cent.
AT LAST!..ON THE SCREEN
IN A BLAZE OF GLORY!
The grandest romance ever written . . . most famous of all American plays sweeps to the screen a flaming pageant of a forbidden love. White man . . .

brown girl . . . caught in the volcanic drama of life . . . on the moon drenched shores of a magic isle . . . where blood runs hot and the heart is free and

man holds in fierce embrace the alluring image of elemental woman as the jealous God in the Mountain of Fire sunders the earth and splits the skies

and hurls the sea to a bottomless pit because she broke the savage Taboo!
KING VIDOR'S
"BIRD OF PARADISE"
FROM RICHARD WALTON TULLY'S MATCHLESS STAGE PRODUCTION
with
DOLORES DEL RIO
JOEL McCREA
John Halliday, Creighton Chaney, Richard "Skeets" Gallagher, Bert Roach
THE PLAY THAT SWEPT THE WORLD IS THE TRIUMPH OF THE SCREEN!

An RKO RADIO Picture
DAVID O. SELZNICK
A Little from "Lots"  
By RALPH WILK

NEW YORK  LOS ANGELES  SAN FRANCISCO  HOUSTON  WASHINGTON  BOSTON  CHICAGO  DETROIT  CLEVELAND

HOLLYWOOD

RALPH M. LIKE and his bride, Blanche Mehaffey, are receiving congratulations. They were married last week, but the news leaked out upon their return to Hollywood.


An announcement regarding Richard Wallace's new affiliation will be made by the director shortly. According to a reliable report, the former Paramount megaphonist has already affixed his signature to the dotted line.

One of the most expert tennis players in Beverly Hills film circles is said to be C. Gardner Sullivan, prominent executive-scenario with M-G-M. That they may follow in his footsteps, Sullivan plans to give instructions to his two youngsters next summer.

Horace Jackson, R-K-O scenarist, has started on his third important script assignment in three months. First it was "Animal Kingdom," followed by "Rockabye," and now "The Sun Also Rises."  

Almost immediately following his departure for Europe, William Bake- well, through his representative, Harry Weber, received a tempting offer from Paramount to enact the featured juvenile role in a picture.

Tiffany Studio Humming

With 9 Films Under Way  
(Continued from Page 1)

Baum is doing the treatment for "The Death Kiss," by Madelon St. Denis, and Robert Florey has started the opening scenes for "A Study in Scarlet," Sherlock Holmes story. Phil Rosen is directing "Farago Express," adapted from Earl Shelly from Jack Townley's original; J. P. McGowan will direct Ken Maynard, who has just completed "Come On, Tara- zan," in a story temporarily titled "Drum Taps," and Alan James has been assigned to do the story and direct "Guns That Kick," which follows McGowan's vehicle in production. "Between Fighting Men" is in the last stages of editing.

15 Educational Shorts

Set for Sept. Release

(Continued from Page 1)


"CENTRAL PARK" RELEASE

Warner will release "Central Park" with Joan Blondell, on Dec. 17. This makes 18 releases for the company from Aug. 27 to Dec. 24.

Costumes for

"Bird of Paradise"

by

WESTERN COSTUME CORP.

Complete rental and made-to-order facilities for the motion picture trade

Western Costume Corp.
The World's Largest Costumer

5335 Melrose Ave.  Hollywood, Cal.
The "Ayes" have it!

You're rootin', tootin', cock-eyed right—the "ayes" have it!
The critics, lord love 'em, have gone hog-wild! They're simply
C-R-A-Z-Y over "Movie Crazy"! READ...READ...READ!

HAROLD LLOYD
in "Movie Crazy"

with

CONSTANCE CUMMINGS

"'Movie Crazy' is the best Lloyd picture since 'The Freshman'.... A yell from the first word spoken to the last situation. Will bring plenty of new money into any theatre."
—Hollywood Reporter

"'Movie Crazy' is one of the best constructed and best timed comedies that has hit the screen in some time. You can take our word for it, when we tell you Lloyd's latest is something to get excited about."
—Kann, Motion Picture Daily

"It ranks with the memorable 'Grandma's Boy' of 12 years ago and with 'The Freshman'."—Scoop Conlan,
Detroit Free Press

"Exhibitors who have been anxiously waiting for Harold Lloyd's next picture will find their patience handsomely rewarded. It's here, and it's a pip."
—Gillette, Film Daily

"This new Harold Lloyd comedy takes its place among the great hilarities of all time."
—Chrisman, Screen Play

"For sheer brilliancy in the art of drawing laughs, there is no comedy thus far this season that can even approach 'Movie Crazy' in entertainment."
—Whitney Williams,
Los Angeles Times

A Paramount Release
Produced by
HAROLD LLOYD CORPORATION

Paramount's PARAMOUNT
THE JUNIOR DAILY

THE DAILY NEWSPAPER OF MOTION PICTURES NOW FIFTEEN YEARS OLD

VOL. LV, NO. 45

NEW YORK, TUESDAY, AUGUST 23, 1932

5 CENTS

Theater Department to Okay RKO Film Scripts

WARNER AND PUBLIX REOPENING HOUSES IN OHIO

3 Specials, 6 Features in Work at Warner Studios

38 Name Players, 53 Bit Players, 2,000 Extras

In Muni Film

West Coast Bureau of THE FILM DAILY

Hollywood—Three special productions are in work simultaneously for the first time at the Warner studios in Burbank. The specials now shooting are "I Am a Fugitive," starring Paul Muni and with a cast of 38 name players, 53 bit players and over 2,000 extras;

(Continued on Page 10)

INDEPENDENT CIRCUIT PLANNED IN INDIANA

Indianapolis—A circuit of independent houses in Indiana is planned by Robert Dillehay, K. W. Husted and N. V. Johnson, who have been connected with theaters here. First theater has been opened in Connersville. Other situations said to have been lined up are Geneva and Mitchell.

Warner Appoints Anthony

Foreign Production Head

West Coast Bureau of THE FILM DAILY

Hollywood—De Leon Anthony has been made foreign production manager at Warner Bros., succeeding Henry Blanke, recently promoted to associate production executive, it is announced by Jack L. Warner.

Improvement in Southwest Is Reported by Ed Rowley

Theater business shows distinct improvement in Texas and Oklahoma, declared Ed Rowley of Robb & Rowley in New York yesterday. Improvement in cotton prices, coupled with bountiful crops, indicates a steady rise, he said.

Film Scripts to be Okayed

By RKO Theater Department

Union Question Delays

Legit. Show Bookings

Plans of major theater circuits to open their closed houses for legitimate road shows are being held in abeyance pending decisions from local stagehands' unions as to whether they will accept two or three days employment or insist on full-week wages regardless of the number of days employed.

(Continued on Page 2)

Growing Optimism Seen in Resumption by Dark Theaters

Cleveland—Brother Bros. is preparing to reopen the Columbia, Portsmouth; Strand, Alliance, and State, Lima, on Sept. 15. The Kent, Kenton, playing Saturdays and Sundays through the summer, is back to full time. Roy Brown, district manager for southern Ohio with headquarters in Lima, has been

(Continued on Page 10)

NORTHWEST TERRITORY IS MORE OPTIMISTIC

Minneapolis—A distinct feeling of optimism pervades the exchanges here as reports of improved conditions are being received from various sections of the northwest. Among the hopeful developments are those in the Greenbush, Greenbush, Minn.; Crystal Lake, Crystal Lake, Minn., Grand at Nashwauk, Minn., Lyric, Lidgerwood, N. D.; houses in Eureka and McIntosh, S. D.; Opera House, Greenwood, Wis., and the Grand, Chetek, Wis.

40 Features Scheduled

By Paramount in France

Paris (By Cable)—Paramount's production program for the new year tentatively calls for 40 features, made in various languages, principally French and German. The Joinville studio is now working on a program of 60 multi-lingual shorts.

Fally Markus a Partner in Amalgamated Agency

Fally Markus, for 17 years in charge of the Fally Markus Vaudeville Agency, has acquired a 50 per cent interest in the Amalgamated Vaudeville Agency and has been named secretary and treasurer. Other officers are Mr. E. Comford, president, and Frank C. Walker, vice-president.

Smut

... and other things

By Jack Alicoate

T is rather amusing, this nonsensical terrors of horse-feathers about films in pictures. One can pause but a second to realize how little smut, comparatively, there is on the present day screen. Compared to the literature of the hour, the commercial advertisements of the times, the artistic conception of the day and the legitimate stage, the average talking picture has been revised to the point of milky white cleanliness. As times change, so do thoughts and morals. The conventional doings of 1932 would be the scandals of a few years back. For this industry to miss the pulse of the hour would be fatal. We have, in this column, waged a constant fight against vulgarity and dirt in production, but we do feel that this industry is paying entirely too much attention to those long haired reformers who would dress our screen in corsets and flannel Petticoats. The world moves with the pulse of the times. So must the screen.

TO us, this Warner Brothers "Show-Windo-1932-33-model-exhibition-of-produ-
tct" is a little bit of all right. The exhibi-
t is being held in some 40 cities scattered over the United States, and those patrons of the cinema art who will no doubt come, look and listen include exhibitors, city and government officials and leading citizens. Here is another step forward in motion picture exploitation and selling. Twelve new models form the exhibit. We will be interested in checking up the practical results with H. Warner & Co.

EVERYTHING is on the up-and-up and there is general rejoicing around the town pump, for the Roxy is open once again and this flagship of some 12,000 regular picture theaters in this good old U. S. A. is once more hitting on all twelve cylinders. Somehow or other things were not the same with the Roxy dark. Here is the house that broke all box-office records, that stands out as the number one motion picture house and that afforded stage pres-

(Continued on Page 3)
Smut

... and other things

(Continued from Page 1)

entations more elaborate and costly than most of Broadway’s legitimate musical produc-
tions. We welcome the Roxy back to its former
famous struggle with Harrykosch and maestro Syros Skouras, and backed by
the entire Fox diplomatic corps it should have little trouble making the grade.

Ostler and Gell Coming
On Fox-Gauma Matter

Matters in regard to the Fox-British
Gaumont dispute settlement will be taken up by Isadore Ostler and W. J. Gell, who are planning to come to New York next month to confer with Sidney R. Kent, Fox president.

Get Together on 5-5-5
Rosenzweig Tells Exhils

“Let exhibitors get together on the 5-5-5 contract so we know definitely how they stand,” declared Charles Rosenzweig, Columbia general sales manager, yesterday, when queried as to whether or not the company would confer with independent ex-
hibitors over the future of the contract. Columbia will not enter into the controversy, said Rosenzweig, who stated he was busy selling pictures.

STAGE ROLE FOR LEE TRACY
West Coast Bureau of THE FILM DAILY

Reports from four houses playing RKO’s “Bird of Paradise” give the feeling as if it is not the biggest gross business than was chased up for the opening week-end of “Bring ’Em Back Alive.” The house included in the big sell in the second week is $15, Far Rockaway; Palace, Albany; Proctor’s, Troy; and Proctor’s, Schenectady. At Keith’s, Syracuse, Columbia offered bettered “Bring ’Em Back Alive” by $550 for the first three days showing. The New York opening has been “penciled in” for the Mayfair, Sept. 5.

FAIRBANKS FILM OPENS BIG

Atlantic City—In its premiere at the Warner theatre here, Douglas Fairbanks in “Robinson Crusoe,” without any stage show, drew the biggest business one by the house in the seven years it has been in urgent demand since his arrival on the coast and at present has assignments to fulfill with five different companies.

PLAN “RETURN OF BAD MAN”
West Coast Bureau of THE FILM DAILY

Hollywood—J. Parker Read, Jr., plans to produce “The Return of the Bad Man,” sequel to “The Bad Man,” He is now negotiating for a release through a major distrib-
ting company.

BOOKED FOR 2 PARAMOUNTS

Columbia’s “The Night Club Lady” has been booked for simul-
taneous world premiere at the New York and Brooklyn Paramount the-
ters starting next Friday, Adolphe Menjou heads the cast. This book-
ing takes the title from the “Night Mayor,” originally announced.

“ROXY” HONORED

Before leaving New York yester-
day, S. L. “Roxy” Rothafel was no-
tified of his election to honorary membership in the Scenic Masters of America. “Roxy” left on the Twentieth Century with Harold B. Franklin, Martin Morgenstern and Robert P. Stine on an inspection tour of RKO theaters in the West. The trip will include a visit to Hollywood and the RKO Radio Pictures studios.

ACADEMY RESEARCH GROUP
HOLDS ITS FIRST MEETING

West Coast Bureau of THE FILM DAILY

Hollywood—First meeting of the Research Council of the Academy of Motion Picture Arts and Sciences was held last night, with representa-
tives of the real studios and var-
ious branches of the industry meet-
ing under the chairmanship of Darryl Zanuck. The council plans to hold quarterly meetings to re-
view technical and artistic problems confronting the whole industry and will act as a governing body to determine policies and institute proj-
ec

“Bird of Paradise” Beats
Receipts at Four Stands

Reports from four houses playing RKO’s “Bird of Paradise” give the feeling as if it is not the biggest gross business than was chased up for the opening week-end of “Bring ’Em Back Alive.” The house included in the big sell in the second week is $15, Far Rockaway; Palace, Albany; Proctor’s, Troy; and Proctor’s, Schenectady. At Keith’s, Syracuse, Columbia offered bettered “Bring ’Em Back Alive” by $550 for the first three days showing. The New York opening has been “penciled in” for the Mayfair, Sept. 5.

U. A., Columbia Renewing
British Distribution Deal

London (By Cable)—United Ar-
tists and Columbia are under-
told to be in agreement on a renewal of their deal under which U. A. will dis-
tribute Columbia product in Great Britain for the new season. Columbia is reported considering establishing its own distributing company at some future date and has been gathering data concerning costs of such a project.

JACK WEINSOFF INJURED

Jack Weinsoff, manager of the Grace Theater, Brooklyn, is doctor-
ing a badly burned face, caused when a barrow fell over him by mis-
take after shoving him.

New Incorporations

NEW YORK CHARTERS

Recordograph Corp. of Americas, recording devices, 1120 W. 1st St., New York City.

Syracuse, N. Y., 1,000 shares common.

Kensett Producing Co., plays, pictures, E. H. Moglin, 1133 Broadway, Manhattan.

$10,000.

Del. $15,000.

Leland Hayward, theatrical business; W. Hayward, 515 Fifth Ave., Manhattan, 100 shares common.

Mona Theater Corp.; Attorney’s Alpine Bank, $500, 215 Broadway, Manhattan.

$10,000.

Yale Corp., theatrical scenery; H. E. Greene, 1 Broadway, Manhattan, $20,000.

DELAWARE CHARTER

Five Atlantic Theater Corp., Wilmington Del.; Corporation Trust Co., Dover, Del. 2,000 shares common.


$10,000.

Combined Century Theaters, Inc., Wilmington, Del.; Corporation Trust Co., Dover, Del. 2,000 shares common.

NEW JERSEY CHARTERS

New Walnut Theater Co., Inc., Newark; Louis C. Scelenfriend, Newark. 3 shares common.
Paramount-Publix wishes the Exhibitors of America A MERRY CHRISTMAS and A HAPPY NEW YEAR
WITH THE PROFITS FROM THESE Paramount Pictures TO BE RELEASED BETWEEN NOW AND DECEMBER FIRST!

HAROLD LLOYD in "Movie Crazy" with Constance Cummings

FOUR MARX BROTHERS in "Horse Feathers"

"NIGHT AFTER NIGHT" with Nancy Carroll, George Raft, Alison Skipworth, Mae West

CLARK GABLE and MIRIAM HOPKINS in "No Man of Her Own"

MAURICE CHEVALIER in "Love Me Tonight" with Jeanette MacDonald
A Rouben Mamoulian Production

"NIGHT OF JUNE 13" with Clive Brook, Lila Lee, Charlie Ruggles

"THE BIG BROADCAST" with Stuart Erwin, Bing Crosby, Leila Hyams, Burns & Allen, Kate Smith, Mills Brothers, Boswell Sisters, Arthur Tracy, The Street Singer, Vincent Lopez and his Orchestra, Cab Calloway and his Orchestra.

"70,000 WITNESSES" with Phillips Holmes, Dorothy Jordan, Charlie Ruggles, Johnny Mack Brown

MARLENE DIETRICH in "Blonde Venus" with Herbert Marshall, Cary Grant and Dickie Moore
Directed by Josef von Sternberg

"THE PHANTOM PRESIDENT" with George M. Cohan, Claudette Colbert and Jimmy Durante

Cecil B. DeMille's "THE SIGN OF THE CROSS" with Fredric March, Elissa Landi, Claudette Colbert, Charles Laughton

Helen Hayes — Gary Cooper in "A FAREWELL TO ARMS" with Adolphe Menjou
A Frank Borzage Production
A Little from "Lots"

By RALPH WILK

HOLLYWOOD

KATHERINE HILLIKER and H. H. Caldwell complete their contract as story editors with World Wide Sept. 1 and will leave immediately for New York, where their play, "Yumman," is to go into production later this month. They are film pioneers, having been connected editorially with a number of major studios, including M-G-M, Fox and Goldwyn.

Our Passing Show: Arthur Caesar at "Hang Up Your Hat"; Cliff Lewis lunching near the Columbia studios.

Theodore Von Eltz is popular with production heads of World Wide Pictures. He is playing a district attorney in "Breach of Promise" and also plays a puzzles in "Hotel Continental" and "Strangers of the Evening."


A thrilling horse race terminating with a duel on horseback will be a star attraction of "Ladies," the first of a series of six productions starring John Lowell, which Mitchell Leichter will distribute for Napa Productions. Edgar Lewis will direct and the scenario will be prepared by L. Case Russell.

The dream of every college student interested in writing was realized by Maurice Rapf when "Divorce in the Family," which he wrote for Jackie Cooper, was produced by M-G-M. He will soon return for his sophomore year at Stanford, where all his friends are waiting to get the "low down" on screen writing.

A certain columnist was "slightly" in error when he reported that Maude Adams played with Helen Hayes in "What Every Woman Knows." Miss Adams created the stage role while Helen Hayes was still a baby in Washington, D. C. Years later, Helen Hayes played the role in a revival of the famous Barrie play.

COMING & GOING

DOUGLAS FAIRBANKS, JR., and JOAN CRAWFORD, who arrived Sunday from abroad, have deferred their return to the coast until later in the week so they can attend the premiere of "Life Begins at Hollywood." JACQUES MERCEREAU has arrived in New York for a month's visit, after which he will return to the Parisian stage, St. Maurice (Sèine), Paris.

ROUBEN, MANOULIAN arrives from the coast today.

HAROLD FRANKLIN, PHIL REIS, MARTIN BECK, SAMUEL L. ROXY, KATHALEF and BOB SISK left for the coast yesterday.

ALONG THE RIALTO

with PHIL M. DAILY

• • • WE WENT up to Provincetown for a vacation—figuring that in this sleepy Cape Cod fishing village we could get far away from the ballyhoo, hubbub and the clamor relax and be normal, for a change—and what did we find?

• • • THE VERY first day we walked down the main street. We bumped into a group of merry villagers enacting a movie scene—the camera was just about ready to shoot. The amateur director gave the signal the Puritans started down the road on their way to church as they came opposite a wide lawn, the Indians swooped down with white-faced tomahawks from the concealment of a cottage for tourists. the ensuing massacre was terrible. We saw the rushes that evening, the local group wanted us to sit in and criticize professionally, in back of the approaching Puritans the street was lined with Cadillacs, Buicks and Fords in front of the onrushing Indians were these signs on the lawn: "Tourists Accommodated, Bath, Meals, Free Parking." They asked us for our criticism: "It's a marvellous blend of historical and modern Provincetown."—sec we

• • • THE NEXT night the artists' colony staged their annual costume ball one of the gags was to do a Lady Godiva, riding up naked on a horse to the town hall some ballyhoo, but the local police force turned out in a body the two of 'em and stopped her on a side street because she was riding a gray horse instead of a white horse. They wouldn't stand for fooling the public so Lady Godiva walked on foot through the lane of sightseers to the town hall nobody gave the naked dame a tumble all they came out to see was a WHITE horse.

ST. LOUIS HOUSE REOPENS

St. Louis—The Gayety, at Fourteenth and Locus, reopened Sunday with the syndicated version of "The Birth of a Nation."

3 Chi. Houses Reopening With Films and Burlesque

Chicago—Three theaters, two in the Loop and one on the west side, are preparing to open early next month with pictures and stock burlesque. They are the Garrick, former Shubert house now operated by Warren B. Irons; the Loop-End, which will be restored by its former manager Riallo, and the Star and Garter on West Madison St. The Academy Halsted street house formerly on a straight burlesque policy, goes to straight pictures early in September.

"MADNESS" HOLDS

Chicago—After a big week at the Palace, "American Madness" was moved to the State-Lake for a second run.

CLOSE WORK UNION IN MPLS

Minneapolis—The local operators' union has closed its deal with RKO with an average saving to the circuit of $50 weekly. The new deal is retroactive to start Aug. 6 and is for 56 weeks.

KAPLAN TO CONVENTION

Sam Kaplan and a delegation representing Local 306, operators' union, have gone to Utica to attend the State Federation of Labor convention now in progress.

Short Shots from New York Studios

By "C. A."

ROSCEO (FATTY) ARBUCKLE is scheduled to start work on his first two-reel "Big V" comedy at the Brooklyn Vitaphone studio on Thursday. Herman Ruby's staff of Vitaphone writers are the finishing touches on the script. Three of the studio's scenarists, Burnett Hersey, Glen Lambert and Jack Henley, are collaborating on the famous star's first picture in many years, with Arbuckle sitting in on the conferences. Addie McPhail, Arbuckle's recent bride, has been signed to appear with him.

Jack Huley, musical comedy and vaudeville star, has started work on "Then Came The Yaun," at the Brooklyn Vitaphone studio. A large cast of players from the Broadway stage has been signed for supporting roles in this picture, among them being Christine Maple, John Hamilton, Graham Felsen and Jack Harwood. Joseph Hexabury is directing "Then Came The Yaun," which was written by Jack Henley and Glen Lambert.

"The Sunny Side of Life," is the title of the first of a series of six one-reel animated cartoons to be produced by J. H. Harper and scheduled to go into production today at the Atlas Sound Studio, Long Island City. L. P. Wight will direct, with Bob Patterson's orchestra furnishing musical effects.

Fred Frieder, three time winner of the Pulitzer Prize in Art, has joined the ranks of the Exhibitors Screen Service art staff at their studio in Harlem. Frieder will handle the making of backgrounds and art effects in the production of trailers.

"The Cinderella Racket," featuring Ruth Etting, the first of a series of four two-reelers for which Miss Etting is scheduled to make for Vitaphone's 1932-33 season has been completed at the Brooklyn Vitaphone studio, Roy Mack, directed.

MANY HAPPY RETURNS

Best wishes are extended by The Film Daily to the following members of the staff on the occasion of their birthdays:

August 23

Max Flescher
Gareth Hughes
James Ralph, Jr.
We said—"A GREAT PICT"
The first picture (not on MGM) to play in
THE
LAST
OPENS CAPITOL T
LAU

Presented by

Booked by DAVE LOE
for the entire LOA

WORLD WIDE Pictures
IRE" Here's the proof!
Capitol theatre N.Y. in over twenty months

MILL THEATRE AUG 25 th

and CHARLES MOSKOWITZ

N CIRCUIT!

Directed by SAMUEL BISCHOFF

Productions.
California Tiffany Studios
Theater Changes Reported by Film Board of Trade

ALABAMA
Changes in Ownership
Andalusia—Royal, sold to W. J. Brackin by Z. B. Caruthers, sold to Water Tower Cinemas; sold to Risto Theater Corp. E. R. Wilby by Edward L. Davidson, sold to J. E. Faust, sold to R. E. Martin by L. J. Dunca.

AZERKANSAS
Closings
Bay Minette—Dickie; Jackson—Majestic; Little Rock—Dickie.

CALIFORNIA
Changes in Ownership

COLORADO
Changes in Ownership
Denver—S. E. Scott & Foster by Majestic Theater Co.; Eagle—Eagle, sold to S. E. Scott & Foster by Majestic Theater Co.; Denver—S. E. Scott & Foster by Majestic Theater Co.

CONNECTICUT
Changes in Ownership
Canaan—M. A. Bordenby by R. Cabot; Middletown—Capitol, sold to A. Anderson & Argirion by Warner Bros. Theaters; Palace, sold to A. Anderson & Argirion by Warner Bros. Theaters; Palace, sold to A. Anderson & Argirion by Warner Bros. Theaters.

DICTRICT OF COLUMBIA
Changes in Ownership

FLORIDA
Changes in Ownership

ILLINOIS
Changes in Ownership
Mundelein—Elli’s Aud, sold to Chas. W. Dyb, sold to W. E. Allred & Co., sold to Trustees of Blue, W. A. Weeks, by R. E. Martin, sold to W. E. Allred & Co., sold to W. E. Allred & Co., sold to R. E. Martin, sold to R. E. Martin, sold to R. E. Martin, sold to R. E. Martin, sold to R. E. Martin, sold to R. E. Martin.

INDIANA
Changes in Ownership
Evansville—American, L. Coccythier, Owner; Indianapolis—Terminal, J. Mark, Operating Agent; Indianapolis—Elk; Indianapolis—LaMar Thompson.

IOWA
Changes in Ownership
Clear Lake—Park, sold to E. D. Anderson by J. C. Rous; Grundy Center—River, sold to J. B. Marshall by T. W. Waugh, sold to City—Ceil, sold to Central States Theater Corp. by Tom A. Murphy, sold to M. E. O’Dea, sold to M. E. O’Dea, sold to M. E. O’Dea.

KANSAS
Changes in Ownership

LOUISIANA
Closings
Arnaudville—American, L. Coccythier, Owner; Leesville—Dreamland, C. M. Kirtz, Owner.

MAINE
Changes in Ownership
Dartmouth—Paramount, by R. E. Martin, sold to R. E. Martin, sold to R. E. Martin.

MARYLAND
Changes in Ownership
Baltimore—Pennington, sold to B. Livingston by James McFarland, sold to New Theater.

MASSACHUSETTS
Changes in Ownership
Boston—Waldorf, sold to Mortimer, sold to Interstate Theater Corp. by S. Reilly, sold to S. Reilly, owner by S. Reilly, sold to R. Ruben by C. V., sold to V. F. Dyckman, by R. Ruben by C. V., sold to Alfred C. Hill by M. Kranz.

MICHIGAN
Closings

MINNESOTA
Changes in Ownership

MISSISSIPPI
Closings
Jackson—Alamo.

MISSOURI
Changes in Ownership
Concordia—Lyric, by E. L. Johnson, by E. L. Johnson, by E. L. Johnson, by E. L. Johnson, by E. L. Johnson.

MISSISSIPPI
Changes in Ownership

NEW HAMPSHIRE
Closings

NEW JERSEY
Changes in Ownership

NEW YORK
Changes in Ownership

NEW YORK
Changes in Ownership

NEW YORK
Closings

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NEW YORK
Changes in Ownership
SHORT SUBJECTS

“Pick a Winner”
Vitaphone 18 mins.
Excellent Musical
As a sample of the Technicolor musical shorts promised by Vitaphone for the new season, this is a swell flash number. It is on an elaborate production scale and embraces plenty of entertainment value as well as eye treats. The color is fine and really adds value to the subject. The action starts out with a Firemen’s Parade leading up to a gambol on the picnic grounds. As the singing firemen in red shirts ride along the streets, girl spectators along the curb burst into songs and dances. There is more of the musical stuff at the picnic spot and another contribution at the race track, where a couple of gambling sharks win the race with a nag which they won snooting dice with the fire chief. The songs are very catchy and a swell bunch of performers was assembled to participate in the lively doings. Beautifully photographed and directed with zip.

“Memories”
with Arthur Tracy (The Street Singer) and Norman Brokenshire
No. Distr. Credit. 10 mins.
Artistic Musical
In a fanciful setting, with moving figures dimly discernible in the mist, and with Norman Brokenshire making the announcements, Arthur Tracy (The Street Singer) offers four popular numbers, sung in his typical style to the accompaniment of an accordion. The songs are “Memories,” “Among My Souvenirs,” “Calling to Me” and “Auf Wiedersehen.” When viewed at the RKO Palace, the subject apparently was being shown as a trailer to announce Tracy’s coming engagement at the house, but it has entertainment merit to be used anywhere. It’s a Master Art production from National Screen Service.

“Trader Mickey”
(Mickey Mouse Cartoon)
United Artists 7 mins.
Swell
Highly amusing takeoff on “Trader Horn” Shows Mickey floating down a jungle river on a boat loaded with merchandise. Cannibals pounce upon him, grab his goods and prepare to make stew out of Mickey. But with the aid of a musical instrument the rodent soon has everybody from the fat king all the way down the line, laughing and singing. An ace cartoon subject that will click anywhere.

“BLESSED EVENT”
With Lee Tracy, Mary Brian
Warner Bros. 83 mins.
A NATURAL, ACE ENTERTAINMENT ALL AROUND, HIGHLIGHTED BY KNOCKOUT PERFORMANCE BY LEE TRACY.
Based on the Broadway stage hit, this is a fast-moving drama about a Broadway columnist of the Walter Winchell type. There is no exposition of how such a dirt-digging newsman acts, for the story leaves nothing to be desired, and Lee Tracy in the title role gives a performance that is about as close as one of the screen’s best. Roy Del Ruth’s direction keeps the action pulsating at all times, and there is plenty of smart comedy, witty wisecracks and human interest stuff so that the story will strike an appeal with Periola as well as Broadwalk for a left hand. When another dramatic moment in the piece concerns Tracy’s refusal to be intimidated by a racketeer who wants his scandal kept out of the paper, there is a ritz night club opening which had advertised that he would be barred, and there he foils the gangsters, with the head cook being bumped off in the set-up and the others all arrested, and Dick Powell is swell as a “crooner” who is poison to the columnist.
Cast: Lee Tracy, Mary Brian, Dick Powell, Emma Dunn, Frank McHugh, Allen Jenkins, Ned Sparks, Ruth Donnelly, Harold Waldrige. Director, Roy Del Ruth; Authors, Manuel Seft, Forrest Wilson; Adaptor, Howard Grier; Editor, James Gibson; Cameraman, Sol Polito.
Direction, Aces. Photography, Fine.

“ONE WAY PASSAGE”
with William Powell, Kay Francis
Warner Bros. 69 mins.
CLICKS WITH UNUSUAL LOVE STORY AND FINE WORK OF POWELL AND KAY FRANCIS.
A very unusual love story that is bound to get the femmes is the principal attraction of this offering. It gets off to a slow start, but keeps building steadily to some very tense and dramatic moments in the final reels. William Powell plays the part of a prisoner who has escaped from San Quentin for murder. He is trailed by a San Francisco detective and picked up in Hong Kong after a romantic meeting with Kay Francis. They all sail back to the United States on the same liner, and Powell manages to conceal from her the fact that he is a prisoner. He manages to elude his captor at Honolulu in order to spend a day with the girl. His plan is to escape to South America on a tramp steamer, but the sudden illness of the girl forces him to return with her to the boat. Thus he goes back to prison and the death sentence. There is some fine incidental business that brings Aline MacMahon and Frank McHugh into the plot as a couple of crooks. The pathos and romance of the love story should appeal strongly to the femmes.
Cast: William Powell, Kay Francis, Aline MacMahon, Warren Hymer, Frank McHugh, Frederick Burton, Douglas Gerard, Herbert Mundin. Director, Ray Garrett; Author, Robert Lord; Adaptors, William Mazer, Joseph Jackson; Dialoguers, Same; Editor, Ralph Dawson; Cameraman, Robert Kurtle. Direction, Clever. Photography, Good.

Words and Wisdom

“Paramount was forced into the exhibition business by people who tried to corral all ends of the industry, and now Paramount is finding out that segregation of theatres is more advantageous.”—ADOLPHE KUOR.

“If I’m not a star within five years, I will leave pictures.”—ADRIENNE AMES.

“When will the depression end? I say to you with all my heart, it is going to end just as soon as we stop being pessimists and start being optimists.”—S. L. "ROXY" ROTHAFEL.

“When I first lied myself to the stage, the country’s greatest need was a three-cent cigar. Cornetists were derbies instead of blowing into them. Liver came free with each meat purchase. Haley’s comet was the great open-air attraction. Men who played golf were called effeminate.”—GROUCHO MARX.

“Living in Hollywood surrounded by brainy writers, directors, actors, technicians, one might easily become absorbed in a viewpoint not necessarily reaching the distance that pictures had to circulate.”—SAM KATZ.
WARNER, PUBLIX CIRCUITS REOPENING OHIO HOUSES

(Continued from Page 1)
consultations with Warners officials on further openings.

C. E. Prinsen, in charge of Pub-
lix houses in northern Ohio, re-
ports that the circuit will reopen their
houses in Mansfield, Youngstown, Wheel-
ing and Fremont early next month.

The Paramount, Toledo, reopens
Sept. 2.

Operators' Union Sues
Distributing Companies
(Continued from Page 1)
in a few days in the Supreme Court, 
Philadelphia County, is being insti-
tuted by the Moonbeam Amuse-
ment Corp., operator of the Barnes; Apex
Corp., operating the Bronxdale;
and Marble Hill Amuse-
ment Corp., which runs the Broad-
way, all houses located in uptown 
Albany is the contention that the 
defendants refused to sell them film.

TENNIS WINNERS
United Artists, Paramount and 
Erpi teams were the winners in the 
past week end's matches at Sunnym-
side, Long Island. The leaves 
United Artists and Erpi tied for first 
place, neither having lost so far.

CHARLES RAY BACK
West Coast Bureau of THE FILM DAILY
Hollywood—Charles Ray returns 
to the screen in "The Bride's Be-
reavement," a Masques comedy for 
RKO Radio release.

FLORENCE LAKE CUTS TOUR
Florence Lake, who was to have 
appeared with Arthur Lake at the 
Palace in New York the coming 
week, has been called to Hollywood 
Crusade", suddenly by RKO to play with Ed-
gar Kennedy in his next "Mr. Average 
Man" comedy. She plans to re-
turn her vaudeville tour after mak-
ing this picture.

2 WELSH-PEARSON FILMS
London — Welsh-Pearson Films 
(1932), Ltd., reconstructed from the 
former Welsh-Pearson firm, plans 
to make three pictures for release 
by Gaumont British.

MAJESTIC STARTS "CRUSADE"
West Coast Bureau of THE FILM DAILY
Hollywood—Shooting started yester-
da in Majestic Pictures' "Crusade," adapted by Edward P. Lowe 
from the play by Wilson Collison. 
In the cast are Evelyn Brent, H. B. Warner and Lew Cody. Frank 
Strayer is directing.

N-E-W-S O-F T-H-E D-A-Y

Kenton, O.—The Opera House, 
owned by Pfeiffer Brothers, has 
been destroyed by fire.

Payne, O.—Carl Ambrost has 
been the Strand to Woolley and Cohen.

Douglas, Ga.—R. E. Martin of 
Columbus, Ga., has taken over the 
Rivoli here.

Macon, Ga.—Following a decision by 
W. T. Anderson, neutral mem-
ber of a board of arbitration, Ma-
con's striking film operators have 
returned to work.

Pittsburgh—F. H. McKnight is 
installing RCA Photophone apparatus 
installed in the Brighton.

Jamaica, L. I.—The Plaza, of 
which Samuel Geier is proprietor, is 
being equipped with RCA Photophone 
sound apparatus.

New York, N. J.—RCA Photophone 
apparatus has been installed in the De Luxe, South 
Orange Ave.

St. Paul—The Misses Samson and 
Volk, St. Paul only women theater 
operators, have installed RCA Pho-
tophone sound reproducing equip-
ment in the New Koxy.

Detroit—The Chalmers has been 
taken over from John Jacobs by 
Joseph Oleshefsky, formerly propri-
or of the Ritza, which he has turned 
back to Stanley Janiszewski.

Detroit—The Farmum in Ham-
tramck is again being operated di-
rectly by Louis Schlussel, former 
proprietor.

Anderson, S. C.—A new theater 
operating as the New Carolina was 
opened recently under the manage-
ment of T. C. Osteen and W. F. 
Robertson.

Barnwell, N. C.—The Vamp the-
er, closed for sometime, has been 
opened under the management of C. Pope Gantt.

Tarrant, Ala.—The Tarrant has 
reopened. It is operated by the 
Wisconsin interests of Birmingham.

McGregor, Ia.—Ed Nordhus has 
taken over the management of the 
Strand from Harold Hall.

Grundy Center, Ia.—W. A. Hawn 
has taken over the Rialto.

Story City, Ia.—The Story has 
been leased by J. G. Pierce.

Lake City, Minn.—R. V. Dallison 
has acquired the Granada from Redd-
ging & Stroud.

Milbank, S. D.—The Bentley 
Grand has been turned over to B. J. 
Benfield by J. J. Nelson.

Cheket, Ws.—George Miner has 
acquired the Grand from L. P. 
Charles.

Providence—The new theater be-
coming built by Jacob Conn, also owner 
of the Olympia at Olneyville Square, 
is to be called the Metropolitan.

Cleveland—G. O. Yarger has re-
signed as assistant manager at Na-
tional Theater Supply Co., L. P. 
Langford, sales manager, will handle 
the office.

Toledo, 0.—Martin Smith of the 
Smith and Beider circuit, convales-
ing from an illness in Asheville, N. 
C., for the past two months, has 
returned home.

Youngstown, 0.—Jack Steinberg 
is reopening the Dome on Sept. 1. 
He will play a first run policy with 
double features and two changes 
per week. Steinberg is also planning to 
reopen the Regent.

Cleveland—Lester Zuckor, Colum-
bia salesman, recently married 
Louise Hard of Chillicothe.

Indianapolis—The Rialto, also 
known as the Lincoln Square, Fam-
ily and Roxie, has reopened with 
combination pictures and burlesque.

Zeppe Marx Robbed

We're Out, Bee THE FILM DAILY
Hollywood—Zeppe Marx of the Four 
Masks Brothers yesterday reported to 
the police that he had been robbed of 
$500 in jewelry and $10 in cash by 
burglars. He found his apartment ran-
tacked when he returned from a week-
end at Malibu.

Silver Leaving Van Beuren

Milton Silver, having completed 
the exploitation and publicity work 
on Frank Buck's "Bring Em Back 
Alive," will sever his connections 
with the Van Beuren Corp. on 
Saturday.

NEGOTIATING WITH UNION

Negotiations toward new opera-
ators' contracts are going on between 
local 306 and three New York cir-
cuits, A. H. Schwartz's Century, 
Manhattan and Lee A. Ochs. Houses 
involved total 44.

Local 306 today starts a billboard 
campaign in the Flatbush section 
of Brooklyn listing houses in that 
locality which have signed to use its 
memories. The campaign, on one, 
three and six-sheets, will be placed 
on 300 boards in the vicinity of 
Century theaters. The text points 
out that the theaters named are using "full safety crews."

THREE WARNER SPECIALS 
IN WORK SIMULTANEOUSLY

(Continued from Page 1)
"Silver Dollar," starring Edward G. 
Robinson and Bebe Daniels; and 
"Twenty Thousand Years In Sing 
Sing," starring Spencer Tracy, with 
Bob O'Connor, Billy Lake, Dickie 
Terry and Edward J. McNamara.

Other features in work are "Cen-
tral Park," with Joan Blondell, 
Wallace Ford, Guy Kibbee and Patricia 
Ellis; "The Telegraph Trail," a 4-
star Western starring John Wayne, 
with Marshall O'Day, Frank McHugh 
and Otis Harlan; "The Match 
King," with Warren William; "Law-
yer Man," "Parachute," from a story 
by Ben Hecht and Charles MacArthur; 
Douglas Fairbanks, Jr.; "You Said 
A Mouthful," starring Joe E. Brown, 
with Ginger Rogers; and "Paris 
Diseases," with Ruth Chatterton 
and George Brent.

Mickey Mouse Cartoons
Planned by Japan Studio
Tokio—Success of the Mickey 
Mouse cartoons in this country 
has induced Shochiku to take 
Pizarra subjects at its Kamata studio. 
First picture is called "Might and 
Women Rule the World," with Director 
Ikeda in charge of production.

NAMED ST. LOUIS RECEIVER

St. Louis—Tom K. Smith, presi-
dent of the Boatmen's National 
Bank, has been appointed Federal 
court receiver for the St. Louis 
Properties Corp., owners of the 
Ambassador and Missouri theaters, on 
petition filed by the Lawton-Bryce 
Bruner Insurance Agency. The 
corporation also has the fee-simple 
on the Grand. 

Receivers for the Fox Theater 
Bldg. have been authorized by Cir-
cuit Judge M. N. Hartmann to file 
claim on behalf of the property 
which is determined to be due. Claim 
must be filed in the Federal Court in New 
York by Aug. 31.

MITCHELL WOLFSON TO N. Y.

Miami—Mitchell Wolfsen, presi-
dent of Wometco Theaters, is leav-
ing on a business and vacation 
trip to New York. After attending to 
certain matters in New York which 
involve the Miami theaters, he will proceed 
to Atlanta to attend the convention of the 
Southeastern Theater Owners 
Ass'n of which he is a director.

YONKERS POOL BEGINS SEPT. 3

RKO will assume operation of the 
Strand, Paramount house in Yonk-
ers, on Sept. 3. Deal has been closed 
following several weeks' negotiation.

Well, What's a Title?

Warners' feature, "Million Dollar 
Legs," is being released under the 
title of "Million Dollar Feet," ac-
ording to notices in "The Genho Re-
port," Japanese trade daily.
United Artists in Alliance With British & Dominions

20 MONOGRAM OFFICES EXCEED COLLECTION QUOTAS

Allied Admits Impasse in Double Feature Situation

Steffes Charges Circuits With Not Cooperating Against Duals

Chicago—Board of directors of Allied States Ass'n, meeting at the Congress Hotel yesterday to discuss means of bettering conditions in the industry, found themselves up against a stone wall in efforts to do away with double features. They admitted that for the time being the circuits had them licked. Allied is willing and anxious to drop double features, Al Steffes declared, but (Continued on Page 7)

LOU OSTROW TO PRODUCE 8 REMINGTON FEATURES

West Coast Bureau of THE FILM DAILY

Hollywood—Lou Ostrow, formerly with M-G-M, Phil Goldstone and other producers, has been signed to take complete charge of production for Remington Pictures Corp., headed by A. E. Lefcourt, prominent New York builder. Louis Schneider, one of the financial interests in the new company, which plans eight (Continued on Page 7)

Publix and RKO Close St. Louis Pooling Deal

St. Louis—Publix and RKO have closed a pooling deal involving the Publix Missouri and the RKO St. Louis. The Fox house, originally considered in the deal, is in the hands of receivers and must be re-
(Continued on Page 11)

Iowa Theater Business Turns up

Des Moines—A substantial jump in theater business, credited to better prices for farm products and a spreading spirit of optimism, is reported throughout Iowa. As a result, the Blank circuit, which had planned to close a short while ago, is continuing operations, with A. H. Blank expecting a good season ahead. Dubuque, Burlington and Fort Dodge are among cities reporting an upturn.

British & Dominions Product Will be Distributed by U. A.

Theater Mgrs. Top Actors In Number Life-Insured

St. Louis—Although screen and stage actors, musicians and entertainers as a class are 64 per cent without life insurance, those who do carry protection are more heavily insured than any other class, the average for actors (Continued on Page 11)

Arrangements have been concluded between Joseph M. Schenck, president of United Artists, and Hubert T. Marsh, managing director of British & Dominions Film Corp., Ltd., of London, whereby U. A. will distribute the B. & D. product in Great Britain, Canada, Australia and India, with a supplementary agreement to be made later extend-

(Continued on Page 11)

W. Ray Johnston Reports Overages on First 11 Pictures

Twenty out of 30 Monogram branches have exceeded their collection quotas on the first 11 features of last season's line-up and have shown "overages" from which a substantial percentage is realized by the parent organization. W. Ray Johnston told THE FILM DAILY yesterday. On this basis," said John-
ston, "Monogram should earn 40 per cent of its capital investment. Franchise holders who participate (Continued on Page 7)

TRIPLE FEATURE THREAT STIRS ST. LOUIS MPTO

St. Louis—Reports that quite a few exhibitors in this district are planning to run triple feature programs without an advance in admissions has aroused Fred Wohrenberg, president of the M.P.T.O. of St. Louis, Eastern Missouri and Southern Illinois, and as a result he has written local exchange managers to ask their cooperation in preventing the "cut-throat tactics." A short while ago Wohrenberg led a cam-
(Continued on Page 7)

Publix Detroit Suburbs Book Full Warner Product

Detroit—For the first time in three years, the entire Warner-First National feature and Vitaphone shorts product will play the entire
(Continued on Page 2)

7,000-Seat Theaters Planned in Moscow

Because present theaters are continually sold out, plans for a big city of 7,000 each are planned in Moscow, according to reports from American Trade Commissioners. First theater of this size is now under construction.
Warner Product Exhibit
Hailed as Big Success

Quebec — Warner's National Exhibit of new season's product, held Monday and Tuesday, has been hailed as a distinct success by hundreds of exhibitors who have communicated their enthusiasm to the Warner offices after attending the showings, it was reported by President Albert Warner after a talk with his home offices. Response to the exhibit, the first of its kind, as well as the public attention it received far exceeded expectations. The idea was developed by Grad Sears, Andy Smith, S. Charles Einfeld, Dan Michalev and Norman Moray.

A W Smith to Toronto
On Warner-Famous Deal

A. W. Smith, Warner sales executive, left last night for Toronto to complete arrangements with Famous Players Canadian for the Warner-First National 1932-33 lineup.

RKO ON LAST PRODUCT DEALS

RKO is closing its few remaining major company product deals through negotiations with Paramount, National deals have already been completed with Columbia and Fox.

ROXY SHOW HOLD OVER

"The First Year" and the entire stage show will be held for a second week at the Roxy. Will Rogers in "Down to Earth" and Glenda Farrell in "RKO A." are slated as the next screen attractions.

"INTERLUDE" ADVANCED

Premiere of M-G-M's "Strange Interlude" at the Astor has been advanced to Aug. 31, instead of Sept. 1.

MAYER VISITS HOOPER

Louis B. Mayer went to Wash-ington yesterday and, after spending today conferring with President Hoover, leaves tonight on his return trip to the Coast.

Ray Landrum, "The Newsman" and "Cedar Rapids" director, is in town. His pictures are being issued this week.

WARNERS AFTER MOLLISON

Captain James A. Mollison, first man to make a westward air flight from California to New York, returned to New York today.

COLUMNIIST

Established, well connected, destined for success. Regular features in one of the nation's largest daily newspapers. Exclusive stage and film columns guaranteed. Address: Box 925, Film Daily, 150 Broadway, New York City.
Will he be re-elected?

Is he the people's choice?

Will it go up—or down?

Will they wear them short—or long? (Will they even wear them?)

ONLY ONE THING IS CERTAIN for 1932-33

(You guessed it, but go right on!)
Just as it was in 1925-1926-1927-1928-1929-1930-1931-1932

TWELVE MONTHS FROM NOW THE INDUSTRY WILL SAY AGAIN:

"THANK GOD FOR M-G-M!"

The Miracle Studio of M-G-M in Culver City, California

When all the shouting is over, when all the adjectives have been spilled and all the great promises forgotten—at the end of each year the showmen of America recognize again the unfailing dependability of Metro-Goldwyn-Mayer.

THE REASONS FOR M-G-M's SUCCESS:

1. AN ORGANIZATION that works smoothly together, in its Studio, in its Home Office, in its vast field force, with the same loyal personnel it has had from the start!
M-G-M's REFUSAL to rest on its laurels. We have profited by the history of this industry and we know the only way to hold on to the Top position is to fight for it continuously with new ideas and new aggressiveness. The Young Blood philosophy of M-G-M is as alive and ambitious today as it was in our beginning.

STAR POWER! It was our policy from the first day of our existence. It is our policy now! We have built up a roster of electric light names unparalleled in all amusement history—and each year we add to that Galaxy of Stars.

M-G-M STAR POWER IN 1932-33

Marion Davies Norma Shearer Greta Garbo Clark Gable Joan Crawford Marie Dressler Wallace Beery
John Barrymore Ethel Barrymore Lionel Barrymore Ramon Novarro John Gilbert
Jimmy Durante Buster Keaton Laurel & Hardy Helen Hayes Jackie Cooper
William Haines Colleen Moore Robert Montgomery

YOUR LIFE-INSURANCE POLICY FOR 1932-33

2—JOAN CRAWFORD
2—NORMA SHEARER
2—MARIAN DAVIES
2—CLARK GABLE
1—JOHN GILBERT
2—HELEN HAYES
2—WILLIAM HAINES
2—RAMON NOVARRO
2—MARIE DRESSLER
2—WALLACE BEERY
1—JOHN BARRYMORE
1—LIONEL BARRYMORE
1—JOHN & LIONEL BARRYMORE
1—DRESSLER & BEERY
2—BUSTER KEATON-JIMMY DURANTE
2—LAUREL-HARDY
4—COSMOPOLITAN PRODUCTIONS
2—JACKIE COOPER
2—ROBERT MONTGOMERY
12 MARQUEE PICTURES

—Pick out the 10 Best Pictures of 1932-33 (on next page)
Among These Productions are THE TEN BEST PICTURES of 1932-33!

(File this page. Look at it a year from now to confirm our prophecy!)

GRAND HOTEL
No previous attraction ever came to the fans of America with such a background of advance promotion. 700 Road-shows at $1.50 admission have played throughout the country spreading the fame of “Grand Hotel” to every town and hamlet of the United States. In this nation of 100 million, the surface has barely been touched among potential ticket buyers of “Grand Hotel” who will see it now at popular prices!

STRANGE INTERLUDE
Shown only thus far at Grauman’s Chinese Theatre, “Strange Interlude” has stimulated an advance interest in America comparable to that which sent “Grand Hotel” forward to phenomenal success. At the Chinese Theatre “Strange Interlude” is doing “Grand Hotel” business. Its reception by both press and public assures M-G-M its second Road-show triumph of the year!

REUNION IN VIENNA—The robust Viennese romance by Robert E. Sherwood, this year’s biggest Theatre Guild success. It has John and Lionel Barrymore and Diana Wynyard in the cast!

SMILIN’ THROUGH—Norma Shearer, Frederick March, Leslie Howard, Ralph Forbes, O. P. Heggie and more great personalities. A brilliant cast for this perfect screen romance, directed by the skillful Sidney Franklin.

RASPUTIN, THE MAD MONK—The entire amusement world awaits the first screen appearance of John, Ethel and Lionel Barrymore, together! M-G-M’s ambitious spectacular drama, directed by Charles Brabin is one of the biggest entertainments undertaken by this studio in many months.

PAYMENT DEFERRED—Now the entire country will know why Charles Laughton became the overnight sensation of Broadway in his powerful stage success. Lorhar Mendes directing. Cast includes Maureen O’Sullivan, Verree Teasdale.

RED DUST—Great news for box- offices, Clark Gable and Jean Harlow together! The most inflammable combination in pictures! Watch our “Red Dust”! By Wilson Collison. Directed by Victor Fleming.

PROSPERITY—“Caught Short,” “Reducing,” “Politics”—and now Marie Dressler, Polly Moran follow through with comedy that promises to top their entire past record-wrecking career!

FLESH—Wallace Beery, at the height of his popularity, with “The Champ” and “Hell Divers” to his credit during the past year now stars in an absorbing drama “Flesh.”

MASK OF FU MANCHU—Boris Karloff’s fame as “Frankenstein” won him the leading role in this All-Star thriller. In the cast: Jean Hersholt, Myrna Loy, David Torrence. This Sax Rohmer serial from Collier’s is the masterpiece of the famed writer of mystery stories.

THE GOOD EARTH—M-G-M is proud to have been chosen to bring Pearl Buck’s glorious novel to the screen. Still in the best seller class in its 2nd year!

ESKIMO—W. S. (Tarzan) Van Dyke is in the Artic with a large company. He will bring back a great picture just as he did when he returned from previous expeditions with “Pagan,” “White Shadows in the South Seas” and “Trader Horn.”

PACK UP YOUR TROUBLES—Laurel-Hardy’s new feature-length comedy will beat the box-office marks they set with “Pardon Us.” Watch!

TARZAN AND HIS MATE—Edgar Rice Burroughs has written a new Tarzan romantic action picture for the second appearance of Johnny Weissmuller whose public eagerly awaits him!

THE DEVIL PASSES—A great property is this Broadway stage success by Benn W. Levy, the young playwright whose succession of hits have made him the outstanding name in the current theatre.

THE PAINTED VEIL—Somerset Maugham’s most thrilling narrative since “The Letter” and “Rain.”

THE EDUCATION OF A PRINCESS—A remarkable human document, a current best-seller by Duchess Marie of Russia that is a proud addition to M-G-M’s story properties.

LOST—Joan Crawford and Jackie Cooper in a story by Edmund Goulding, directed by Clarence Brown. There’s a combination of talents that will bear watching!

THE WHITE SISTER—An inspiration to bring this glorious romance to talkies! Helen Hayes in the title role.


MAN ON THE NILE—An original story by Edgar Selwyn, giving Ramon Novarro all the romantic opportunities that made his “Pagan” a remembered triumph!

THE OUTSIDER—The Broadway stage hit, produced in England and directed by Harry Lachman, associate of Rex Ingram, in the latter’s greatest successes.

—and that’s just part of what’s coming from METRO-GOLDWYN-MAYER

—It’s a Pleasure!
ALLIED ADMITS IMPASSE IN DUAL BILL SITUATION

(Continued from Page 1)

without cooperation of the circuits they can do nothing.

Allied also again went on record as opposed to unreasonable protection. Steffes, Abram F. Myers and some 18 others attended the meeting, with only four members of the board being absent. Steffes said the organization will continue to fight for better conditions. “We will save the industry in spite of itself,” he stated.

Lou Ostrow to Produce
8 Remington Features

(Continued from Page 1)

features for its initial program, closed the deal with Ostrow here. Negotiations with independent exchanges for release of the series are being conducted in New York by J. D. Trop.

PALACE POLICY STAYS

Although the RKO Palace showed a slight loss last week, the present policy is to be continued, with M. H. Aylesworth in favor of making up vaudeville programs of radio stars. The Canada Dry house is now being considered as a possibility. The entertainer would include George Olsen and his band, Jack Benny and Ethel Shuttles.

196,478 SEATS IN BERLIN

Berlin—Local theaters have increased in the past two years from 379, with a seating capacity of 188,880, to 384, with Jack Rabin and his staff of 196,478. There is now one seat for every 17 persons above 20 years old.

COMING & GOING

MR. and MRS. ADOLPH MENJOY
MR. and MRS. EDMUND GOULDING, E. B. HAYTRICK and FRANK BUCK sailed for Europe last night on the Europa.

AUSTRALIAN FEATURES

Australia's highest Paramount returns to New York late this week from Sydney. ROBERT E. SHERWOOD, playwright, and CLAIRE LUCE arrived from abroad yesterday on the Ile de France.

GEORGE PALMER PUTNAM of the Paramount editorial staff arrives in New York late this week from the Coast.

ROUBEN MAMOULIAN, who is in New York from the coast for a vacation, sails Saturday for Europe on the Ile de France. He returns.

JAMES V. RITCHIE returned Monday from Europe.

SIXSKEN KANDEL leaves for the coast Friday to take charge of the newly established office of RKO in Seattle. He returned yesterday.

MORRIS N. LANDRES of Ideal Pictures, returned from Hollywood yesterday.

KATHERINE BROWN, eastern story editor for RKO Radio, will be on route to the coast to confer with studio officials there. She recently returned from abroad.

20 MONOGRAM OFFICES
TOP COLLECTION QUOTAS

(Continued from Page 1)

in the earnings according to their initial investment must double in collection their pro rata share of the negative costs, plus print costs, before the parent company shares in local office collections.”

It is understood that at the next board of directors' meeting, Monogram will be in a position to pay a substantial dividend, but that the directors will take similar action to that taken in New Orleans last spring, when the dividend was transferred to the company’s capital surplus.

Triple Feature Threat
Stirs St. Louis MPTO

(Continued from Page 1)

aign against bargain and gift nights, which have been dropped by all except a few small neighborhood houses.

JOINS FAIRBANKS EXPEDITION
West Coast Bureau of THE FILM DAILY

Hollywood—New members of the next Douglas Fairbanks expedition, which departs tomorrow for Japan, China and Manchuria on a hunt for the long-haired tiger, include Ken Donegan and Allan Boone, who will bring along the minor musician, Chuck Lewis, Doug's production manager. Also will go along, Mary Pickford will see the party off and may later meet her husband in Europe on his return trip.

FOX MIDWEST CONVENTION

Kansas City—E. C. Rhoden is conducting a convention of Fox Midwest theater managers in Excelsior Springs. Spyros Skouras is taking an important part in the program, which started yesterday and ends today.

WILLIE CREAGER and His Banjo Band is the latest musical aggregation to join the list of nationally famous orchestras signed for Vitaphone for a "Melody Masters" short subject to be made at the Brooklyn Vitaphone studio. Roy Mack will direct.

Production on eastern made shots of the "Big Broadcast," is now being made at the Paramount Astoria studio under the direction of Frank Tuttle. Radio stars who will appear before the camera at the Long Island studio are Vincent Lopez, Mill Brothers, Kate Smith, Boswell Sisters, Cab Calloway and Arthur Tracy.

Production has been completed on "Tip, Tap, Toe," a two-reel "Broadway Brevities" musical starring Hal LeRoy and Mitsi Mayfair, at the Brooklyn Vitaphone studio. A large cast of principals and specialty acts were recruited from the Broadway stages for roles in this number, among them being the Sanford Boys and Girls, Jack and Myrta Quartette, Dorothy Winter, Peggy Delight, Helen Goodhue and Frank McNeills. Alf Goulding directed.

All of the incidental music played during the picture "Love Rocket" was written especially for this production by James C. Bradford. The recording was done at the Ideal Studios.

Titles and optical effects, on "Ladies Not Allowed," featuring Lois Moran, William Gaxton and Victor Moore supported by a cast of 150 extras, the first of the series of twelve Lamb shorts being produced under the supervision of Larry Kent and directed by Joseph Santley, has been completed at the CineMotion studio.

"Hotel Variety," starring Hal Skelly and Olive Borden the first of a series of ten features to be produced by Sereenval Production went into productions last week at the Fox Movietone studio in New York.

Supporting Hal Skelly and Olive Borden in "Hotel Variety," which is being directed by Ray Cameron, assisted by Walter Sheridan, are Martin Barton, Charlotte Walberg, Judith Wood, Fern Randall and Marshall Montgomery. Production on picture is expected to be completed within the next ten days.

(Continued from Page 1)
TODAY 14,682 EXHIBITORS KNOW THAT BUSINESS WILL BE BETTER IN 1932-33 BECAUSE YESTERDAY THEY SAW....

is written all over this Coast-to-Coast Pep-Up of industry and public! Millions of dollars worth of front page publicity for the new Motion Picture season . . . Thousands of representative picture-goers spreading the word of great entertainment coming! You'll profit by it no matter what pictures you play . . . You'll profit doubly if you play—

"THE PICTURES AMERICA HAS PREVIEWED"...
positive confirmation of the exhibitors’ leadership in Motion Picture business.

Buzz Briggs, State, Denver

A great deal of enthusiasm created by the Warner Bros. Trade Exhibit, and previews were a great help to me and believe will be to put forth their Vitaphone products and other picture comebacks. Confident in the exhibiting leadership. Conclusively believe me as I mean business. Best wishes for the new season.

—Marcus A. Benn, Benn Theatre Holding Corp., Phila.

"After looking at the pictures shown at Seattle Warner Brothers’ Trade Exhibit, all of which I have bought, I face the new season with a feeling of absolute confidence. The product looks wonderful."—Charles Greime, Gem Theatre, Wash.

"Trade review of product excellent. Feel that there is a great step forward in establishing the buying and selling of motion pictures on the more satisfactory basis that obtains in other trades. I appreciate the opportunity of previewing so many of the new 1932-33 season’s productions. It helps in buying and booking."


They Came--
They See--

WARM.

again!

"RE AGAIN!

WARM.

that--

WARM.

"After looking at the pictures shown at Seattle Warner Brothers’ Trade Exhibit, all of which I have bought, I face the new season with a feeling of absolute confidence. The product looks wonderful."—Charles Greime, Gem Theatre, Wash.

"Trade review of product excellent. Feel that there is a great step forward in establishing the buying and selling of motion pictures on the more satisfactory basis that obtains in other trades. I appreciate the opportunity of previewing so many of the new 1932-33 season’s productions. It helps in buying and booking."

“Northern Exposure”

Vitaphone 15 mins.
Fair
A musical comedy skit worked in Technicolor throughout. Snub Polk-land is featured as the married gent who goes off on a whoopee party and his alibi to the wife furnishes the story. He tells about having gone to a lecture on the North Pole, and then the film switches to a series of polar scenes employing the girls in special costume numbers, with several specialties worked in. Makes fair entertainment with singing and musical numbers.

“The Nicelle”

Vitaphone 10 mins.
Okay
A burlesque of an oldtime nickelodeon show, with a variety of old library shots making up the reel. An announcer kids the various scenes in the usual manner. The best part of the film is a sequence with a singer putting over one of the old favorite ballads with the screen illustrated slides that have nothing to do with the song.

“Hey, Hey, Westerner”

with Eddie Nugent, Will and Gladys Ahearn, Maxine Lewis, The Three Cheers
Vitaphone 18 mins.
Nifty Musical
Another in the series of Technicolor musical shorts made by Sam Sax on the coast with Roy Mack directing. It’s a classy affair all the way, with elaborate production values in both cast and general atmosphere, while the color brings out the western landscape beauty for all it is worth. Eddie Nugent portrays a Broadway playboy who is left a wad of dough by an uncle on the condition that he go to a ranch in Mexico and stay there for a year. So Eddie merely transplants his main stem musical comedy life to the ranch. A couple of tricky lawyers follow him and arrange a fake holdup of the ranch by supposed bandits, but their game doesn’t work. Some rodeo stuff, together with cowboy singing, rope spinning and other activities appropriate to the scene combine to maintain a general liveliness throughout the production.

E. M. Newman in “Dancing Around the World”
Vitaphone 10 mins.
Interesting
National dances of about half a dozen different countries are presented in this short, with some explanatory and occasionally amusing comments by E. M. Newman. Among the lands represented are Sweden, Spain, Italy, Bavaria, Java and the Zulu country of Africa. In the Italian sequence, Douglas Fairbanks makes a brief appearance, having been snapped in Naples while visiting there at the time.

“The Ball Game”

(Rosa Fable)

RKO 7 mins.
Good
A lively battle on the diamond between the Big Bugs and the Little Bugs. Most of the fun is created by the antics of centipedes going to bat with a stick in each one of their multiple limbs, which in turn calls for a centipede pitcher to hurl a plurality of balls. Plenty of action, excitement and lively incidental music.

TALMADGE-JESSEL REPEAT

A return engagement of the stage show headed by Norma Talmadge, George Jessel and Burns and Allen is scheduled for the New York Paramount starting next Friday.

COLMAN BUYS ESTATE

West Coast Bureau of THE FILM DAILY
Hollywood — Ronald Colman has bought a large tract of wild coast country on the Big Sur, 60 miles south of Carmel. He plans to develop the estate as a retreat upon his retirement from the screen.

AL STARBIRD DIES

Minneapolis—Alphonso W. Starbird, 60, chief lighting specialist for the Finkelstein & Ruben circuit for 15 years, died a few days ago at his home here.
A LITTLE from "LOTS"
By RALPH WILK

HOLLYWOOD

EDWARD H. GRIFFITH with direct

Constance Bennett in Radio

Pictures' film version of the Ernest

Hemingway novel, "The Sun Also

Rises," has Jackson doing the

screen plane.

FIRST NATIONAL assignments:

Henry B. Walthall, Gay Kilbee and

Tully Marshall for "Central Park," with

Joan Blondell and Wallace Ford, under

the direction of John Adolphi; Loretta

Louise for "Forty-Second Street," which is to be

adapted by the author, Bradford

Ropes, who has been added to the

Warner writing staff.

Production on "Chanda, the Magi-
cian" has been completed by Fox.

Edmund Lowe is featured.

Here and There: James Dunn, Minna

Gombel, Miriam Jordan, Rian

James, Jerry Horwin, Allen Rivkin, P. J.

Wolfson, Whitney Bolton, Dewey

Robinson, Karen Morley, Charles

Vidor, Irene Lee, Jerome

Sachheim, Bob Yost, Irene Kuhn, at

the Belshab Spiegel's birthday

party; Jerry Horwin entertaining his

parents, who are here from New

York.

Tony Veiller, son of Bayard Veiller,
takes screen credit for the dialog-

ue on World Wide's "Breach of

Promise."

PARAMOUNT assignments: Lionel

Behrman for "The Sign of the Cross";

Paul Hurst for "The Phantom

President;" Edward Woods for "Hot

Saturday;" Constantine Cemi,

"Night After Night" to replace

Nancy Carroll, who has been

switched to the lead in "Hot Satur-

day." The star of Carole Lombard,

Beulah Bondi, George "Dink" Tem-

pleton and Al Hill for "Night After

Night."

"Scarlet Dawn" is announced by

Warner's as the definite title of

the Douglas Fairbanks, Jr.

formerly known as "Son of Russia."

FOX assignments: Boots Mallory,

Broadway beauty, opposite James

Dunn in "Walking Down Broad-

way;" Claude Gillingwater for "Tess

of the Storm Country;" Miriam

Jordand for "Sherlock Holmes," with

Einar Torrence; Marion Burns, Ben

Lyons, Irving Pichel, Greta Nissen,

Allan Dinehart, Alan Jenkins,

Dewey Robinson and Vine Barnett

for "Rackety Rax," in which Miss

Burns and Victor McLaglen will

play the leads.

Loretta Layson, pretty stand-in

for Ruth Chatterton, Dorothy Mac-
kall, Barbara Stanwyck and Joan

Blondell, has been given a contract by

Warner.

RADIO PICTURES assignments:

George Arliss and Kenneth

Penguin Pool Murder," with Edna

May Oliver; Rochelle Hudson for

the leading feminine role in "Shan

Pool," with Hurd Hatfield and a

top-notch comedy; George Cooper and Albert

Grant for "Rockabye," Constance

Ferguson and Wallace Beadel for

"Sport Page."

C. Gardner Sullivan, M-G-M ex-

ecutive secretary, has received three

attractive offers since the showing of

"Strange Interlude," for which he

has been writing a film screen version and dialogue, but he

has given his word to Louis B.

Mayer and Irving G. Thalberg that he does not contemplate leaving the

company.

Regis Toomey has ideas about a four

months' trip to the frozen north next spring.

Pyramid Pros will make "The

Modern Musketeers," to be directed

by Charles Hutchinson. No cast

has been selected as yet.

Major producers are showing inter-

est in "The Road to Glory," a

two reel subject produced and di-

rected by William O'Connor. It deals

with two Hollywood extras, a boy

and a girl, and was made in two

days. The cast is headed by Frank

Albertson and Yvonne DeDelder, with

Eddie Chandler and Ferdinand Schu-

mann-Heink among the other prin-

cipals. Robert H. Planck was the

cameraman.

LeRoy Prinz has been signed by

Paramount to stage the dance

numbers in Cecil B. DeMille's spec-

tacular romance of pagan Rome,

"The Sign of the Cross."

With the signing of Ed Le Saint,

Robert Ellis and A. Aguinaldo,

Columbia closed the cast of "The

Last Man," which carried the working

title of "The Thousand Man."

Howard J. Green, who wrote the

scenario for "Blessed Event," also

wrote the screen play for "Radio

Girl," which will be made by

Warner Bros. He also worked on

"I Am a Fugitive."

Kubec Glassman and John Bright

have written "Ships of Chance," an

original, which will be made with

Lew Ayres as the star.

Marcel Varnel, who directed

"Chanda," starring Edmund Lowe,

is preparing an untitled story that will go

into production shortly.

Leon Waycoff, who is playing in

"That's My Boy," at Columbia, has

been assigned a part in "The Silver

Dollar," which is being made by

Warner Bros.

SEES EDUCATIONAL GROUPS AS IMPORTANT BOOSTERS

(Continued from Page 1)
of examining and recommending pictures, he stated. Impetus will be

given the state educational opportu-

nity of school activities in the fall.

The plan has developed following an

address made by Milliken at the Na-

tions to Film in Chicago last Novem-

ber. He pointed out that

teachers have an obligation to help

guide and develop the recreational

castes of their pupils, particularly

nowadays when more time is avail-

able for recreation than years ago. Milliken further stated that film

neighborhood houses are displaying

a keener interest in "family night" programs as they now realize that

they afford a steady source of addi-

tional revenue and tend to solve

local censorship problems.

Publix and RKO Close

St. Louis Pooling Deal

(Continued from Page 1)

ted by the courts before it can be

considered in the arrangement. Meanwhile RKO will start operation of

the Missouri on Friday with single-feature first-runs and stage

units. The St. Louis, now closed, will be opened in October with sec-

ond-run pictures and RKO vaude-

ville. RKO will operate and book both

houses.

ACQUIRES NEW BUCK STORY

Amedee J. Van Beuren has ac-

quired film rights to Frank Buck's latest book, "Wild Cargo," which is to be

syndicated soon by King Features.

TO SHOW GERMAN FILMS

Cincinnati — The RKO Grand, a double deck theater, closed negotia-

tions to play a German picture pol-

icy in the upper deck.

PLAN STANDARD REELS

Berlin—Negotiations are in pro-

gress within the German film indus-

try toward standardizing the film

at a length of either 900 or 1000

meters.

EVERETT AT CHARLOTTE

Charlotte, N. C.—H. II. Everett,

manager of the local Brohmex ex-

change, has returned from Atlanta

where he was called by the death of his father, J. S. Everett.

United Artists to Handle British-Dominions Films

(Continued from Page 1)
ing the contract to include all the

entries of the world. The F. & D.

output has included some of the

best money-making pictures pro-

duced in England, with Jack

Buchan's "Terror," "That Man from

England" and Leslie Howard among

the stars presented.

In celebration of the international

alliance, Marsh will give a banquet

in London this afternoon, and there

will be a telephone hookup with

Scheck at the Mayflower Hotel, Wash-

ington, with a subsequent ex-

tension to Hollywood, where several

United Artists stars will talk to Marsh.

Theater Mgrs. Top Actors in Number Life Insured

(Continued from Page 1)

being $37,570, according to a na-

tional survey by the American

Service Bureau. Theater managers

and owners carry an average of

$23,000 and only 34 per cent are

without life insurance, while the

technology employees average $1,750,

and only 14 per cent are insured.

Under-takers are the most fully protected class, only 9 per cent being

without insurance.

News-of-the-Day Stories In Demand, Says Montague

(Continued from Page 1)

according to Edward J. Montague, Radio Pictures scenario editor. Pro-

ducers are finding that "hot news"

themes hold more audience interest than most best-sellers, and they cost

much less. In addition, Montague

pointed out that theatricals and

cinema news are invariably stranger than fiction.

ADDING VAUDEVILLE

Vaucluse will be added Sept. 10,
to the picture program of the Har-

den Opera House, a Manhattan

Playhouse Circuit theater. The house has been playing double-

features.

MUSIC CONTRACTS EXPIRING

Ninety-five per cent of current

contracts between exhibitors and

musicians' expire Aug. 31 or there-

after. A 60-day grace period was

proposed by THE FILM DAILY yesterday reveals. In New York the contract has one more

year to run.
This Business of Trailers!

To supply trailers regularly to theatres requires forethought, planning, ORGANIZATION. This is not a hit-or-miss matter, not a side line incidental to some other business. THIS IS A BUSINESS IN ITSELF—a highly improved cog in the machinery of purveying amusements to the public.

Our trailer business did not spring into being full-grown. Its inception is rooted in the beginnings of the motion picture, and its development has kept pace—through alternating periods of hardship and success—with the growth of the industry.

Today our trailers are supplied to Exhibitors through a highly organized service which is the result of years of experience in meeting the needs of theatres of all classes in all parts of the country. The requirements of these theatres have built that great SERVICE INSTITUTION in the motion picture business which is known as National Screen Service.

National Screen Service
Ad-Vance Trailers

A Message from the Makers of the World's Finest Trailers

Every showman knows the value of SELLING FROM THE SCREEN. Trailers build business. They speak to an audience sitting ready for their message, an audience 100% willing to be sold.

National Screen Ad-Vance Trailers are your first aid to better business!
The Tide

BEWARE of good times. We pass the thought along. It is worth a moment’s reflection. If good times are again on the way, are you adjusting your business, your set-up, and your mind to them? Prosperity is like a panic in one way. It sneaks in without the advance man and his bundle of 24 sheets. The foundation for the next crop of American millionaires is being laid today, now. The motion picture business is still brimful of opportunities. Much as we dislike patent philosophy, we do believe the wise one is the showman who will not be caught napping by wearing ear muffs when Miss Opportunity again knocks.

Mr. Chairman: If it is not out of order, permit us to bring to the attention of this august industry the pleasing observation that during the entire past three years of irritations and unpleasantness in this gallant art of picture merchandising, not one major change in personnel has been made in the twins that dwell under the sign of the lion—Loew’s and M-G-M. Here, comparatively at least, is some sort of a record. Surely a compelling tribute to the old maestro, Nick Schenck. M-G-M may be charged with lots of things, but certainly not with the lack of a splendid, co-ordinated, fighting, one-for-all-and-all-for-one spirit.

We happen to know of one of the most ambitious programs of combination and cooperation ever dreamed of within the industry. Its ramifications are far-reaching and the plans are gigantic and inspiring. It concerns big folks both within and without the current confines of the business and, if it materializes, the story will break with the force of a typhoon. The idea is still in embryonic state and secret meetings of regular occurrence. And strangely, believe us, it’s big.

Bloodshed Stories on Way Out, Says Paramount Director

Romantic and emotional themes are coming into their own as screen subjects, declared Rouben Mamoulian in an interview yesterday in New York, following his arrival from the Coast. Stories featuring bloodshed are out, are in the opinion of the Paramount director. Only “a slight percentage of pictures” should be made as sophisticated. (Continued on Page 7)

12 M-G-M FILMS IN WORK WITHIN TEN DAYS

West Coast Bureau of THE FILM DAILY—M-G-M will have 12 productions in the making within the next 10 days, setting a peak for activity in the summer season. Six are now in work. They are “Let’s Go,” “The Mask of Fu” (Continued on Page 7)

Warner and Butterfield Make 100% Product Deal

W. S. Butterfield Theaters, Inc., and Butterfield Michigan Theaters Co., operating 81 houses in 82 Michigan cities, have signed contracts for the complete Warner-First National and Vitaphone features, shorts and trailers on the 1932-33 schedule.

N.Y. Indep’t Circuits Held Up On New Product Deals

DUAL BILLS CONFUSE STUDIOS ON B. O. VALUES

Romantic, Emotional Themes Returning — Mamoulian

Unable to Gauge Audience Desires When Films Are Doubled Up

FOX PAYS HALF MILLION FOR HOLLYWOOD PANTAGES

Chatterton, Arliss Films Dated for Roxy Showing

Those Signs Again

Sign on a Ninth Avenue movie house:

TODAY
“Sin’s Pay Day”
TOMORROW
“Sin Takes a Holiday”
Sign on the Warburton Theater in Yonkers:
“MEN WANTED”
With Kay Francis
Also “NICE WOMEN”

Indie Circuits Having Trouble Getting New Season’s Product

With the opening of the new season less than two weeks off, none of the smaller theater circuits in the metropolitan area is set on any product deals for the coming year. Pooling agreements between major circuits have so involved the protection situation that satisfactory arrangements cannot be arrived at be-
Fally Markus Predicts
Boom for Vaudeville

Since only extraordinary enter-
tainment does business at the box-
office nowadays, addition of vaude-
ville to the theater program is certain
to boost receipts, in the opinion of Fally
Markus, who has just been appointed
Vaudeville Agency as secretary and
treasurer. Draw of picture pro-
grams has been injured, Markus says, per-
tweening, and use of extravagant terms in adver-
sising. In vaudeville the picture-
go public will find a new enter-
tainment note, he declared.

Markus is inclined to discount the box-
office value of radio names, so-
called, as they are generally known
only in certain sections. He visual-
izes a "distinct trend" toward vaude-
ville.

Le Maire and Connolly
Await Fox Assignments

West Coast Bureau of THE FILM DAILY
Hollywood—Rufus Le Maire and
Myles Connolly, recently appointed
associated producers at Fox by Win-
field Sheehan, have reported to
the studio and are now awaiting
assignments.

SOVIET DROP NEGRO FILM

Plans for the production of a Soviet
film depicting the "oppression of the Negro in
the U. S." have been dropped due to clashes between
Soviet factions, according to dis-
patches from Moscow. A troupe of
22 Negroes recently went to Russia
from the U. S. to take part in the produc-
tion.

JACKIE COOGAN IN COLLEGE

Santa Clara, Cal.—Jackie Coogan
has entered the Santa Clara Uni-
versity. He is registered in a four-
year drama course. Jackie is now
18 years old.

"LIFE BEGINS" A SELLOUT

"Premiere of "Life Begins" at the Hol-
lywood tonight has been a sell-
out since Tuesday, according to the
Warner offices. In the gala audience
that will attend the first perform-
ance of the roadshow management
will be Mrs. Franklin D. Roosevelt,
ex-Governor Al Smith, Warden
Lewis J. Lowes, Douglas Fairbanks,
Jr., Joan Crawford and other notables.

ORPHEUM CIRCUIT LOSS

Orpheeum Circuit, RH subsidiary,
reports net loss of $1,379,812.14 for
the six months ended June 30. Sec-
ond quarter loss was $820,903.83,
against $954,706.40 in the preceding
period.

I.R.K.O TO BOOK HOUSE

RKO takes over the booking of the
Strand, Rockville Centre, on Sept. 10. Fred Da Costa is operator of the
house.

SOPHIE TUCKER FOR CAPITOL

Sophie Tucker has been booked to
appear at the Capitol at the week of
Sept. 1.
SOMETHING TO CROW ABOUT!

YEAR'S GREATEST

STAR SPANGLED

2 REEL COMEDIES

LAMBS GAMBOLS

A MILLION DOLLARS
WORTH OF STARS in the
FIRST LAMBS GAMBOLS

LOIS MORAN
VICTOR MOORE
WILLIAM GAXTON
DE WOLF HOPPER
CHARLES KING
OTTO KRUGER
and 140 other LAMB STARS

"LADIES NOT ALLOWED"

Music by VICTOR HERBERT
and PERCY HENDERICH
Directed by JOHN H. STANLEY
Musical Director FRANK TOWNS

TALK ABOUT STARS!
LOOK AT THESE in the
SECOND LAMBS GAMBOLS

FRED STONE
DOROTHY STONE
CHARLES WINNINGER
ROBERT MIDDLEMASS
FRANK LALOR — ROGER GRAY
HUGH CAMERON — HARRY SHORT
And a hundred other LAMB Stars

"SHAVE IT WITH MUSIC"

Directed by RAYMOND W. PECK

GET YOUR DATES SET AT ONCE!
YOU NEED 'EM
Columbia HAS 'EM
WHAT COULD HE DO WITH CAPTURED

Doug Fairbanks

Here is another of those unusual stories that lend themselves to sensational exploitation....

A modern comedy-drama that fairly leaps out of the screen!

Not since "Robin Hood" have you seen a Fairbanks so adventurous... so thrilling!!

FAIRBANKS FILM OPENS IN ATLANTIC CITY

Atlantic City—In its premiere at the Warner theater here, Doug Fairbanks in "Mr. Robinson Crusoe," without any stage show, drew the biggest business done by the house this year. Receipts even exceeded the opening gross of "Scarface" at another house here. Extensive exploitation accompanied the premier. Stunts included an auto-gyro flying over the theater with a large banner. The mayor also participated in the ceremonies.

MOTION PICTURE DAILY

Fairbanks Film Clicks

Atlantic City, Aug. 22—"Mr. Robinson Crusoe" is off to a flying start at the Warner, having grossed approximately $6,500 over the weekend. This tops the week-end gross made by the version of "Rio Rita," musical extravaganza.
This Female Tarzan he had in this island jungle?

Airbanks

in

Mr. Robinson Crusoe

He couldn't kill her! He couldn't trap her! He couldn't chain or cage her! Yet here he was...alone with this girl...cannibal, primitive...dazzling in savage beauty... ALONE WITH HER IN THE JUNGLE!
THE

cBZOkDAILV

Thursday, Aug. 25, 1932

Theater Changes Reported by Film Boards of Trade
NEW JERSEY
Changes

Fords

— Fords,

by

to

Luxe Theaters,

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Sea Isle City Pier,
Tuckahoe New Tuckahoe,
sold to D. Cini
sold Consolidated Community Theaters.
Inc.

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Closings

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St.

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Sheffield

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Huntington
Owner.

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Frenchtown

—New,

Closings

— Pier;

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ahoe.

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Sumner

Ft.

& W.

L.

in Ownership
Granada, sold to J. H. Mulford
Lee.

Closing

— Palace.

Lordsburg
Ft.

— Granada

Sumner

— Gem.

Poughkeepsie

— Rialto,

—

sold

H

M.

Mrs.

to

Cohan by George Cohan.

Closings

— Memorial
;

shen— Central

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High Falls
Maybrook Sweeney's Hall
Circle, Lyceum; Newburgh
;

Co.

;

ston Salem

;

;

Josephs.

—

Glob* 1555 Broadway, sold to Brandt Bros.;
Jerome W. Tremont Ave., sold to J. R.
S. Theater Corp.
by Consolidated Ams.
Ent.
Park Lane 89th St & 1st Avenue,

—

sold to Isle

—
Theatrical

Ent., Inc.

Public— 2nd Avenue & 4th
Edward Spiegel by Astrophel,

—

by

RKO

sold

St.,

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Inc.

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—
NORTH DAKOTA
Closings
LaMoure— Rex Lake
Kildeer — Auditorium
Preston — Movie;
McClusky—Auditorium
Neche— Neche ObMcVille— Hollywood
Verona — Verona.
eron — Community
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Closings

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Re-Openings
Alhambra 7th Avenue and 126th St.
Bellmore Third Avenue; Central Park 59th Aneta Bijou
Devils
Cooperstown Strand
and 7th Avenue; Claremont— 3589 Broad
Lake State Edmore Lyric Grand Forks
way
Cosmopolitan Central Park South
Jamestown State WillisMetropolitan
Gayety 1547 Broadway; Greeley W. 30th
ton Grand.
Street; Harlem King
2314 Third Avenue;
Hippodrome
43rd St. and 6th Ave.
OHIO
Houston Houston St.
Hudson
1968
Amsterdam Avenue Jerome Jerome Ave.
Changes in Ownership
Lenox Little 52 E. 78th St.; Liberty— Akron Portage, sold to Mrs. O. Muenick
116th St. and 1st Avenue; Major B'way
Erlanger
by Frank Brill; Cincinnati
and Canal St. Moss' Broadway 53rd St.
Grand O. H., sold to RKO Midwest Corp.
and B'way; New Stand 78 E. Broadway:
Fountain,
Cleveland
Unger
Milford
by
New Third Avenue 1703 Third Avenue;
4737 Woodland, sold to Broadway Theater
Odeon— 58 Clinton St.; Photoplay— 1770
Corp., F. A. Rinehart by H. & K. TheThird Avenue; Rex E. 67th St.; S. & A
Dennison Lincoln, sold to Robaters Co.
118 Manhattan Avenue; Savoy Lenox
Marion
ert Maxwell by Jacob Smith
Ave.; SX Palace 133 Essex Street; VerPalace, sold to V. U. Young by Pubb'-"
ona— 108 St. & 2nd Avenue; West End—
Upper Sandusky Star, sold to Leo „-..<rS
125th St.. West; Whitehall— 57 Whitehall
& Carl B. Moore by S. W. Martin; Utica

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New Rex (Mystic), sold
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steen by W. C. Nothstine;

St., Sold to Chas. Friedman
Ginsberg by Teddy Behr Ams.
Gerritsen Beach, sold
to
by Plumb Theater
Corp.; New Ideal
151 Knickerbocker Ave..
Sold to Vito Bianco by P. Machetta
Paragon Fulton St., sold to Maceo & Maz7nne by DeLucia & Seria.

—

Gramham
Herman Bloom
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sold

to

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Liberty

Wellsville—

Amusement

Co.,

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Re-Openings

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New

Openings

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Hippodrome

Colver
Erie
Ritz;
Kittanning
;

VIRGINIA
in Ownership
Hopewell Beacon, sold to George Rollo by
South Hill CoBeacon Amusement Co.
lonial, sold to G. B. Thaxton by Kirby

Changes

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Bros.

WASHINGTON
Closings
Deer Park

— Rex

— Family;

;

— Vamp,

Ownership

in

sold

to

C.

Pope Gantt by

Creech.

Closings

— Pastime Great Falls—Republic.
SOUTH DAKOTA
;

Closings
Armour
Barrymore
Eureka

Mitchell

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—Bison;
Paradise

;

Opening

— North Bend.
WEST VIRGINIA

Changes

— Rex

Lyric;

— Metropolitan
— Gem.

— City

Changes

— Bohemia,
Page;

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Bison

Mcintosh
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Wood

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Closings

Grove

Cedar

Huntington— Classic;
— Comet;
Keystone— Community.

— Iaeger

Iaeger

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WISCONSIN
in Ownership
Chilton— Princess, sold to R. Pfeiffer by EnRex, sold
deris and Pfeiffer; Evansville
to Mrs. Geo. MaGee by Arthur Hallam
Iola, sold to I. O. O. F. Lodge by
Iola
Mount Horeb Strand, sold
Fred Maney
Oshto C. W. Nebel by Grant Hustad
Star, sold to Sam Levinson by
kosh
to
sold
Gem,
Charles Bauman; Platteville
E. J. Weisman by Milw. Motion Picture
Co., E. Olson and B. Louthain

Changes

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zart,

Co.

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itol,

Re-Opening
Spring Valley

— Community.
WYOMING

Otis Renner by

— Cameo, sold
Beryl Byrd by Quinn

Memphis

Greenwood
Milwaukee

;

Ownership

sold to

;

— Opera House
Mo— Lexington,
Racine— CapPark, Pastime, Strand
Crown, Douglas, Granada Uptown;
Sheboygan — Majestic
Rio — Purtell
Superior— Palace, Princess.
;

Hall.

in

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— Grand
Marion— Fox;

to

Changes

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Equip.

Ownership

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Harry Travis and
and Dean
Normal, sold to F. W. Nunnery and A. B. Bowlin by Memphis The-

&

in

Lyric, sold to W. R. Hunt and
E. Rainelle
P. A. Manring by Edwin Kincaid.

Closings

Woonsocket

Lake Norden

ater

Newport

Bend

North

Chetek

Re-Opening

Cleveland
R. D.

Forks— Forks;
— Woodland.

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SOUTH CAROLINA
Changes

jL-yric

Woodland

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Lilly

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Alcester

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— — Columbia; Freeport
— Liberty; McDonald — Dreamland; Millvale —
Grant
NuMines— NuMines Pittsburgh
Ideal
Shohola — Casino
South Temple—
New Temple; Verona— Liberty.
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C.

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Theaters

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Phila-

Allentown
Wood
Dorney Park ; Apollo
Burgettstown
California
ies
Arco
Colver
Grand, Lyric
Clairton
Capitol

Barnwell

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(Rusk County) Rex, Gibbs and
Cook. Owners Marlin Lyric, Jess Oakes.
Owner.

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Conway

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Carlisle

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H.

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Ranger Arcadia
Fredericksburg Palace ;
Sabinal Majestic;
Cleveland Cleveland
Dallas Knox St. (Formerly Ro-Nile).

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ter

Closings
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TENNESSEE

BrookBellefontaine— Strand
— Aurora
CincinChillicothe— Star
Pastime
—
Star; Colum— Metropolitan, Midget.Majestic
Grove
Corning —
bus — Wonder
MidHamilton — Palace
City — Kingdom
dletown — Sorg's O. H.

Basil

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—
Morrisdale

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by George Davis.

Ownership

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ata; Millerstown— Millerstown;
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Morris
Muse— Community Natrona —
Roxy Oil City— Drake Osceola Mills —
Lyric
Parkers Landing — Liberty
delphia — Aurora, Nelson
Pittsburgh — CenSquare, Grand, Sheridan
Reading —
Arcadia
Shrewsbury — Trail
Verona —
Olympic.

to S. L. Silver-

Liberty,

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Gold— 178 Sands
Corp.

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Vincent

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Allentown Lindy ; Annville Astor
Bridgeville
Strand
Confluence Liberty ; Conshohocken Riant; Dunbar Strand; Duncannon
Photoplay ; Ellwood City Liberty ; Erie
Hallstead
New
American
Plaza; Hill Station Grand; Juniata Juni-

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BROOKLYN
& Henry

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3— THEATER CHANGES
in

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Changes

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Closings

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Point Broadhurst ; Liberty Liberty
N. Newton N. Newton; Southern Pines
—Carolina ; Troy Troy.

York City
Changes in Ownership

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States-

to

Closings

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High

New

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by Iona Corp.
sold to Mr. Brewer by Kirby Bros.

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St.

sold

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— Dreamland Rock Springs — Rialto
Sanderson — Princess Santa Anna
—
Queen; San Antonio — State; Beaumont
Joyland
Borger — American
Brownfield
—
— Rialto Corsicana— Grand Sudan— Gar-

—

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C. Schley; Winsold to Ellis BlumenWake Forest Castle,

— Lincoln,

thal

Fire-

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Theater

ville

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Towne, sold to Benjamin
Pittsburgh
Green by Sol Goodman
Grand, sold to Hendel & Rosen by Wrn.
Shohola Casino, sold to William
Lando
South
J. Voigt by Mrs. Anna Gregory
Temple New Temple, sold to Vernon
Youngwood—
Kline and J. A. Haggarty
Pearl, sold to H. J. Doran by Rupert McPhiladelphia

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— Crescent,
Corp. by V.

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Statesville

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Hall
Callicoon Centre
Cold Springs Strand
Go

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—
Fall View;
Monticello
—
— Cameo; No.
Tarrytown — Strand Peekskill — Colonial
Saranac Lake— New; Suffern — Liberty; W.
Hurley— Grange Hall
Woodstock —
mans Hall Yonkers— Orpheum, Riverdale,
Tumble Inn

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Closings

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Worth Odeon, Palace ; Greenville Star
Ladonia Sunset
Merkel Queen ; Needville
Alcove
Olney Palace
Pearsall
Rialto ; Pleasanton
Plestex
Rio Grande

;

Park, sold to Dorney
Evans City Rialto,
Park
Co.
sold to E. J. Blank by H. S. Findlay
Farrell
Capitol, sold to L. J. Frish and
A. E. Morrell by P. G. Pegadiotes; Marietta
(renamed Marietta), sold to
Acri
Marietta Theater, Inc., Dy Samuel A. Acri

Changes in Ownership
Belhaven Cameo, sold to Dr. Ralph by Gordon Bros. ; Erwin Peerless, sold to JerniGreenga Co.. Inc., by O. F. Jernigan
ville
Capitol, sold to Publix-Kincey by E
B. Ferguson Lexington Carolina, sold to
Carolina Theater Co., by Lexington Amusement Co.; Granada (Youngs), sold to
Ellis Blumenthal by Lexington Amusement

Ownership

in

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Ownership

in

—Dorney
Coaster

NORTH CAROLINA

Melrose

;

NEW YORK
Changes

Beacon

Changes

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Re-Openings

Dufwin),

Allentown

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Changes

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Ft.

PENNSYLVANIA

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NEW MEXICO

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lor.

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Tuckahoe—New Tuck

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Openings

City

Isle

sold to

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nel

St.

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Owner.

Hamrick,

John

S.
to

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S.

Own

Frank Love by

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;

— Star Salem — Elsinore.
New Theater
Portland — Music Box (formerly
Heppner

Morris Markowitz,

Ownership

(formerly Ro-Nile), sold to Robert 2.
Glass; Goose Creek Texas, sold to East.
Texas Theaters
Hamilton Strand, sold
Nathan Robinette ; San Antonio Venus,
sold to H. Rodriques; Seguin
Texas.
Ownership reverted to A. P. Mueller Spur
Palace and Lyric, sold to H. Ford Tay-

—NewOkeen

— Rex

Ownership

in

— Capitol,

in

;

Closings

—Arcade, Arena, Franklin.V.Hamilton
Bellport— BeU; Bohema— R.
P. Hall;
Bridgehampton— Community
Broad Chan— Broad Channel College Point— Regent Corona— Colonial, Hyperion, Park
Edgemere— Airdome
Elmhurst — Victoria
Farmingdale— Dale Great Neck — Mayfair
Hicksville— Hicksville
Huntington — Park
Mineola — Century
Northport— Northport
Richmond Hill—Jerome.
ST ATE N ISLAND
Closings
Rosebank — Lyric Stapleton — Richmond
South Beach— Strand.

ers.

Sea

Changes

Hartsville.

TEXAS

J.

OREGON
Multnomah

—

Hartsville

;

DeLeon


Astoria

Theater
Glen Theater Co.,

;

(form-

Earls-

Cheyenne

;

Grandfield
boro .Liberty
Rialto; Yale— Rex.

Theater

— Huntington,

;

New

Nushow
——

Blanchard

— Metro

— Liberty, new owner M. D. Stewart
Plainview— Plainview (now Ritz), Lindsey
and Scaling Sabinal— Majestic, new owner
Hubbard; Cleveland— Cleveland,
sold
R. L. White; Dallas— Knox

Re-Openings

;

— Bijou

Changes

;

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New

;

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—

— Rex Muskogee — Yale, Grand
Quinton — Idle Hour; Yukon— Savoy.

Konowa

LONG ISLAND

;

Chattanooga

Closings

;

field

;

;

St.

;

Gussie Creason b>

;

Waverly

;

Patriot).

Hobart Oklahoman, sold
Hunter by Griffith Amusement Co.

to J. J.

St.;

1.

— Portland

Re-Openings

Ownership

in

sold to

Creason

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;

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— Palace,

L. R.

;

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—
—
—
—
— Lynd Manasquan—Arcadia Matawan
Matawan Newark— Bellevue, Bergen, De
Luxe, National, Olympia, Orpheum
New
Milford — Park
Paterson — Grand
Peapack
— Auditorium Red Bank— Strand Ridgewood— Opera House Seabright — Airdome
Secaucus — Community Trenton — Palace.
Victory
Verona— Verona.

—

Eugaula

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erly

OKLAHOMA

— —
—
Myrtle Ave. New Atlantic — 205 Atlantic
Ave.; Newkirk —
16th
New Plaza
Paragon — Fulton
—
Palace
—High
6th Avenue;
Reo— 110 Wyckoff Avenue
Roebling — Lee Avenue
Scenic — 500
Atlantic Ave.; Senate— l8th Avenue; ShefAvenue
Skillman — Myrtle
—
Avenue; Sun Ray —-1901 Broadway; Tip
Top — 357 Wilson Avenue.

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Portland

Changes

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Closings

Adelphia

Sumpter St.
Hamilton
165 Hamilton
Avenue Manor Coney Island Ave. Metropolitan
168 Manhattan Avenue; Myrtle

—

;

Re-Opening

— Family.

—

—

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Bayhead LowAllendale Fireman's
Hall
Boonton Lyceum
Bound Brook
raine
Bradley Beach Strand
Caifon
Palace
Boro Hall; Dumont Casino; Elizabeth
Englishtown Columbia
Capitol, Victory
Highbridge Rialto
Hillside
Hollywood
Hoboken Bishop, Eureka, Liberty; IseT.n
Kay Jamesburg Star Jersey City
Majestic,
New Plaza
Keansburg
Strand LaVallette LaValiette Lyndhurst
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;

—

Newark DeLuxe,
Mathews
Enrose Amusement Corp. by De;

—

;

sold to Raritan Theaters, Inc..

W.

E.

sold

Ownership

in

Closings

—

Albermarle Flatbush Avenue; American
E. 92nd St. Amphion Bedford Art 7th
Ave. & 52nd St.
Atlantic
70 Atlantic
Ave.; Boro Hall 102 Court St.; Broadway Park 837 B'way; Bunny 314 Flatbush Ave. Century Monroe St. Colonial
5th Ave.
Criterion Grand Ave. & Fulton St.
Evergreen
923 Seneca Ave.
Flora 201 Atlantic Ave.;
Globe
7

Thermopolis

by

in

—Whiting,
Theater,

Whiting

Ownership
sold to
Inc.

Fred

Curtis


DOUBLE BILLS CONFUSE STUDIO ON B.O. VALUES

(Continued from Page 1)

on a dual bill is the biggest draw. Independent producers are hurt as much as the majors, because so much of the indie product is double up.

Voicing the general sentiment on the point, Ray Garnett, director and writer says: "Double featuring makes it impossible for us to determine what is actually the strength of a picture. A theater reports its gross. We study it and wonder which of the two features drew the business. We grope for facts. It is our vital need that we know what kind of pictures succeed and fail. Those gross reports are spot news to us. Our only method of policy and style is to determine what patrons have accepted and rejected."

Washington Operators
Agree to Cut in Scale

(Continued from Page 1)
dent of the stage hands' local in a conference with Warner and Loew representatives. A 15 per cent scale cut without curtailment of employment is proposed by Hurley. Musicians have been asked to take a 33-1/3 per cent cut.

Competition For Movies
In Equity Stock Circuit

(Continued from Page 1)

Inc., authorized to make "theatrical representations of all kinds." Incorporators are Paul N. Turner, Equity counsel; Mrs. Emily Holt and Edward Turner, and the board is to hold its initial meeting to-morrow, when officers will be elected.

The plan was originally suggested by Frank Gillmore, president of Equity, and approved by the membership.

DRAMA FOR OHIO HOUSES

Canton, O.—Dramatic stock will reopen the Grand Opera House next month it is announced, thereby killing rumors that the theaters would play pictures this fall. Stock also is to be the policy at the Columbus, Alliance, where a straight film policy has been in effect the past several months.

Showman's Daily

REMINDER

* * *

Give some thought right now to your campaign against school reopening slump.

ALONG THE RIALTO

WITH PHIL MOYAL

NEW YORK

LOS ANGELES

* * *

WHEN A tried and proved exploitation campaign has been worked out by the producer on his pix... there is no reason why theater owners in all sections should not duplicate it... instead of trying to put over some haphazard exploitation of their own... and this was proved conclusively by Harry Arthur on his New England circuit... in the case of United Artists' "White Zombie"... and Fox's "Congorilla"...

* * *

SO THIS outfit held a managers' meeting at the circuit headquarters... and brought the United Artists' advertising chief... Hal Horne... to outline the New York campaign on "White Zombie"... the result was record-breaking biz... in New Haven, Hartford, Bridgeport, Springfield and Worcester.

* * *

THEY USED the live zombies of the Broadway opening on the sidewalks and in lobbies... they carried no signs... merely attracting the curiosity of the mob that followed them right up to the box-office... another effective stunt was the use of a coffin box on a truck in the business districts... cards on the coffin announced that the zombie inside would be delivered at a certain time at the entrance to the theater... at the appointed time the box was lifted from the truck in front of the theater... attendants with much ceremony started to unscrew the lid... and was there a gaping mob when the zombie stalked out!

* * *

IN LIKE manner Roger Ferri of Fox helped the Arthur theater managers put over "Congorilla"... all sorts of unique ideas were used... and the result was exceptional business on this pix also... so that is why Harry Arthur is doing his hat in the direction of the home office of these producers... and giving the publicity boys full credit for the business his theaters have done.

* * *

JUST ABOUT the most completely satisfying press-book of the season... is the one turned out for Harold Lloyd in "Movie Crazy"... done in newspaper size... 32 pages of merchandising material... everything the exhib will need... even a page of revamped ads... showing the exhib how the ads in the press-book can be revised to fit his space requirements... Les Whalen and Joe Reddy are responsible... they didn't overlook a thing.

* * *

AND NOW we have "Life Begins" at the Hollywood theater tonite... and "The Last Mile"... a cheerful lil' earful of the death house... getting off this evening at the Capitol... only a block south of the other... from Birth to Death in one block on Broadway... which, as Guy Fowler of the Harvey Agency remarks... is just about as far as a lot of birds ever get... on Broadway.

* * *

WE HAVE it direct from Si Bartlett... manager of Alice White... that Harry Eddington, manager of Garbo... has undertaken to put Alice back in pix in a Big Way and if Harry can't do it... who can?

ROMANCE COMING BACK
SAYS ROUBEN MAMOULIAN

(Continued from Page 1)

ed films," asserted Mamoulian, who believes that audiences want topical and intimate pictures, rather than causing them to think too much. He believes that America is practically untouched from the standpoint of color and story material, and sees in this source opportunities for tremendous diversity of themes.

After two months' vacation abroad, Mamoulian will return to Paramount to make a dramatic story, following which he will direct "R. U. R."

Indie Circuits Held Up
On New Product Deals

(Continued from Page 1)

tween distributors and buyers, it is stated, and as the matter now stands the small circuits will have to content with what they can get of last season's output. According to one circuit executive, even if product deals are completed within the next few weeks, the smaller circuits cannot show any new product before the latter part of October on account of the protection guaranteed in pooling arrangements closed during the summer. The circuits involved are the Consolidated, Century, Manhattan Playhouses and Leo Ochs, with the Springer-Coalis circuit remaining non-committal on the subject.

12 M-G-M Films In Work
Within Next Ten Days

(Continued from Page 1)


MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

August 25

John R. Bray
James R. Cowan
George Fawcett
Victor Heerman
A Little from “Lots”  
By RALPH WILK

HOLLYWOOD

DORIS ANDERSE, striking brunet beauty who played parts in several sketches in the latest edition of Garce Harrison's “Vanities,” is the newest newcomer to invade Hollywood. In addition to her work in the pictures, she has also had experience in Eastern stock companies.

* * *

Director Frank Borzage has a plane entered in the transcontinental air race now in progress. The Waco ship is being piloted by Marion Keene. Borzage intended to drive the plane himself but his direction of Paramount's “A Farewell to Arms” prevented.

* * *

Mrs. Frank Borzage has sailed for Honolulu on a six-weeks' vacation. After the picture is completed, for which he wrote the screen version and dialogue, was recently previewed and according to local critics is a triumph.

Budding authors who aspire to write original material for the screen should attend pictures shows more frequently and make a more intensive study of film technique before putting their thoughts on paper, advises Edward J. Montague, scenario editor-in-chief for RKO.

* * *

Edward H. Griffith is gradually emerging as a director with a viable supporting cast for Ann Harding and Leslie Howard who will share honors in “Animal Kingdom.” Griffith expects to start actual filming in a few days.

* * *

Instead of directing “The Match King,” for Warner-First National, Roy Del Ruth will be given another assignment, according to chief executive Darryl Francis Zanuck. Del Ruth, it is reported, is reading several stories from which he will select his next directorial effort.

Miriam Jordan's work in “Six Hours to Live” was so satisfactory that Fox executives lost little time in assigning her to an important role in “Sherlock Holmes.” She first attracted much attention when she played in “Cynara” at the Biltmore theater. She has appeared in several New York and London stage productions.

* * *

Harry Wagstaff Gibb, who has been an author, is making his directorial debut, will make his debut as a producer when he presents “Beyond the Night,” written by Saxon Kling, which was produced by his own, which he believes more human and more technically sound than “March Hares,” which he also wrote. He will move north for New York to present “Beyond the Night” and his comedy.

* * *


* * *

Fritz Beulke is one of the most interesting characters in the film colony. Twenty-three years ago he worked for Colonel Selig on “In the Sultan's Harem,” the first picture made in Los Angeles. He was a combination purchasing agent, set dresser, property man, location man. He took all this hardware to the various studios.

Mary Astor will have a prominent part in “Red Dust,” which M-G-M is producing with Clark Gable and Jean Harlow in leading roles under the direction of W.R. Wilcox. He is in the cast of the new film are Donald Crisp and Tully Marshall.

Stephen Roberts will direct Sylvia Sidney in “All My Love” for Paramount. Gary Grant is to play opposite Miss Sidney. Sidney Buch- man did the scenario.

Louise Classer Hale has been added to the cast of M-G-M’s “Tinfoil.” Tallulah Bankhead and Robert Montgomery are co-starred in this original screen story by Mildred Cram. Harry Beaumont is directing from an adaptation by Carey Wilson. The cast includes Hugh Herbert, Lawrence Grant, Henry Kolker, Greta Mayer and Lily Irene.

COLUMBIA assignments: Carole Lombard borrowed from Paramount for “Virtue”; Charles Bickford for “A Vastity Street”; Shirley Palmer and J. Farrell MacDonald for “Polo”;


SHORT SUBJECTS

Radio, “The Last Frontier.” The first three serials, or “fortunes,” of Serial are promising. Supervised by Fred J. McConnell, the veteran serial producer, from Courtney Riley Company, co-star of the Redman at war with the pioneers of the frontier, Creighton Chaney, son of Lon Chaney, is featured as the character of Frighty Gulliver. Chaney is proprietor of a newspaper in the frontier town. He starts to uncover the gang in back of a plot to supply the Indians with rifles and ammunition. Everything is pitted into these first three installments. Indian raids, skirmishes, the L-C-U cavalry, attack on a train of covered wagons, a buffalo stampede. Then the Indians swoop down on the frontier town and a mysterious rider, the “Black Ghost,” rushes a supply of guns and ammunition to the sorely pressed defenders. Here is a real old fashioned serial that will have the kids sitting on the edge of their seats, and waiting breathlessly for the next chapter. The frontier atmosphere is very colorful and realistic. Wherever they like serials, here is a sure bet.

Ideal “Evolution” 28 mins.

Excellent Much research work has been done in making this interesting subject possible. The narrative, written by Allyn H. Carrel, who also edited the film, clearly outlines a theory of “how it all started” and the pic- ture shows, in animation and actual footage, the incredible work of leading up to the formation of the earth and the birth of animal mate- rial. The film is based on many scientific theories is depicted by showing astral bodies flying through space and crashing into other earths.

The formation of cell-life, the evolution of fish to mammals and from mammals, step by step, to the civilized man, are all clearly handled in pictures and talk. Dr. Raymond Ditmars and the American Museum of Natural History played a large part in providing authentic data and con- siderable animal life to the film. For interest, pictorial value and genuine entertainment, this film should go well on any program.

COMING & GOING

H. M. WARNER has gone to Maine for his vacation.

JOHN D. CLARK, Paramount’s Western division sales manager, leaves New York for his vacation.

JAMES RENNIE sailed yesterday on the Californian for Europe.

GWEN HELLER of the Warner publicity department is spending the week in Hollywood. On her return she spent the past several weeks making a study of the firm’s product.

MEYER FISCHER, exchange executive of Cleveland, is in New York for a few days.

The Film Daily

Thursday, Aug. 25, 1932
Louis B. Mayer Predicts Permanent Improvement

CIRCUITS CONSIDERING BOOST IN ADMISSIONS

Fox Sales 11% Ahead of Last Year, Says Grainger

Silver Plaque, Token of Esteem, Presented to Distribution Chief

Fox has attained a new volume sales record for 1932-33 with an increase in contracts of 11 per cent compared to last year’s sales up to the last week in August. James R. Grainger told FILM DAILY yesterday, following the presentation to the Fox sales chief of a silver plaque by the home office and field sales organization. The plaque sup-

M.P.T.O.A. AND ALLIED MEETING IN SEPTEMBER

Memphis—President M. A. Lightman of the M. P. T. O. A. has informed Al Steffes, Allied chief, that he will be unable to confer with the Allied committee next Tuesday concerning the 5-5-5 contract, but will meet with the com-

Harry Arthur Obtains Picketing Injunction

New Haven, Conn.—An injunction restraining the union from picketing the Arthur Corp., the firm here was granted yesterday in Superior Court. Harry Arthur applied for the writ after the striking stagehands informed the U. S. Labor Department that they would not arbitrate the dispute. Stage shows will be resumed by Arthur’s houses Sept. 12 as scheduled, he announced, with non-union stagehands. The union will seek to dissolve the injunction.

$3,607,817 on Amusement Spent by Olympics Crowd

West Coast Bureau of THE FILM DAILY

Los Angeles—Approximately $3,607,817 was spent on amusements by the 352,000 Olympic Games visitors here, according to estimates just compiled. The sum equals 58 cents a day for each person during the 19 days.

William Fox’s Tri-Ergon Company Files Suit Over Fly-Wheel Patent

American Tri-Ergon Corp., controlled by William Fox, and Tri-Ergon Holding A. G., German company, have filed infringement actions against Paramount Publix and Will-mer & Vincent in the U. S. Court, Middle District, Scranton, Pa. Suits involve a fly-wheel patent.

In the action against Paramount the Grand in Huntington is specified.

(Continued on Page 8)

RKO is Against 5-5-5, Says Depinet

Through Ned Depinet, RKO has informed M. A. Lightman, president of the M. P. T. O. A., that the company cannot see its way clear to make available the 5-5-5 standard exhibition contract. “Grave doubts” exist as to the legality of such an agreement, as it may conflict with Federal laws, it was pointed out.

Southeastern Convention in Atlanta, Sept. 11-13

Atlanta—Fourth annual convention of the Southeastern Theater Owners Ass’n will be held at the Ansley Hotel here on Sept. 11, 12 and 13, it is announced by Love B. Harrell, secretary. O. C. Lam is president of the organization.

Optimism is Voiced by Mayer Following White House Visit

Moe Silver to Survey Warner Theas. Operations

Moe Silver, Warner Theaters executive, leaves today for Chicago, Milwaukee and Cleveland to confer for the next two weeks with all War-

Washington Bureau of THE FILM DAILY

Washington—A return to normalcy is gradually taking place, said Louis B. Mayer of M-G-M following a conference and luncheon with President Hoover. “Things are picking up by gradual steps.”

(Continued on Page 2)

Pickup in Business Noted by Sam Dembow

A pickup in business, attributed partly to seasonal factors, is noted by Sam Dembow of Publix. The increase, which he describes as slight, seems rational in scope. Dembow said to THE FILM DAILY yesterday.

TAX APPLIES ON DISCS, REVENUE DEPT. RULES

Washington Bureau of THE FILM DAILY

Washington—In a ruling designed to clarify the application of the ex-
cise tax imposed by the Revenue Act of 1932 in so far as it relates to discs used in sound film work, the Revenue Department states: “Photophone sound systems for recording and reproducing sound in connection with motion pictures are not taxable as such. However, if electrical transcription records or

2% Amusement Tax Proposed in Alabama

Montgomery, Ala. — A general sales tax, with a special provision calling for a 2 per cent gross tax on all amusements, is now pending before a special session of the Ala-

Library

Los Angeles—Approximately $3,607,817 was spent on amusements by the 352,000 Olympic Games visitors here, according to estimates just compiled. The sum equals 58 cents a day for each person during the 19 days.
CANADIAN, TEXAS DEALS
CLOSED BY WARNER BROS.

Product deals with the Famous Canadian Circuit and the Robb & Company Circuit in Texas have been closed by Warner Bros. A. W. Smith, Warner sales executive for the East and Canada, went to Toronto for the Famous contract, with Arthur Cohen representing the circuit. Robb & Company negotiated the Texas deal with Ed Bowley, who has been in New York for the last several days. Latter deal involves 27 houses and is in addition to the previously notified as now under contract for three Little Rock theaters.

M.P.T.O.A. and Allied
Meeting in September

(Continued from Page 1)

mittee for a day after Labor Day. Previous important engagements makes his attendance at a conference on Tuesday impossible, he said.

Allied is chiefly desirous of discussing its "eight points" at the proposed conference.

Resistance to Zoning is Pledged by Allied

Chicago—A resolution on protection in line with Allied's interpretation of the Youngclaus and other decisions, adopted by the Allied board at this week's meeting here.

It provides: "Allied States Association takes this occasion to reiterate its position that they are not engaged in this industry is basically contrary to law. We realize that some method of priority of run is essential. But unless and until other branches of the industry—including theater chains—agree to negotiate (and to submit to arbitration, if necessary) a fair and equitable system of priority run, Allied pledges resistance to every such system, backed by contract upon the individual exhibitor, by arbitrary withholding of play-dates, or by other methods."

This matter, as well as Allied's resolution against the use of the screen for political, purposes, and efforts of the organization to obtain a 25 per cent reduction in rentals, will probably receive further discussion at the joint Allied-M.P.T.O. meeting expected to take place here next month.

HUFFMAN RESUMES MATINEES

Denver—Matinees at the Aladdin have been resumed on a daily basis, due to demand of patrons. The Denver shows recently were cut on four days of the week when Harry Huffman changed the house to second-run.

SHAPIRO'S BOSTON EXCHANGE

Boston—William Shapiro has opened the Majestic exchange here, in the old Tiffany quarters on Piedmont St.

MAYER VOICES OPTIMISM
FOLLOWING HOOVER VISIT

(Continued from Page 1)

and with a readiness that indicates improvement will be permanent, Mayer declared. The Metro executive was accompanied by Joseph M. Schenck and J. Robert Rubin.

Tax Applies on Disces,
Revenue Dept. Rules

(Continued from Page 1)

phonograph records are used in such sound systems, such records will be taxed to tax; also, any parts used therein such as the tubes, power packs and reproducing units enumerated and specifically taxed by section 607.

"Motion picture records, that is, records on which are recorded the sound effects which when synchronized with a motion picture film through a suitable apparatus produce sound effects, shall be taxable if they are in the form of electrical transcription phonograph records, inasmuch as such tax is upon the records themselves and not on the manner in which they are used."

CHAPLIN SUES TO STOP SONS
West Coast Bureau of THE FILM DAILY

Los Angeles—Sue has been filed by Charlie Chaplin in an effort to stop his two sons from appearing in Fox pictures with their mother, Lita Grey Chaplin. The complainant contends that under a property settlement in which he established $820,000 trust fund for the boys, they could not be "employed, apprenticed or hired out" without his written consent.

RKO FILM BROADCAST STARTS

The first episode of "The Phantom of Crestwood," the RKO radio broadcast special, will go on the air today at 5 p.m. (EST) from KZTV, an NBC network. This is the first time in the history of the show business that a direct, interleaved tie-up of all media has been effected. William Hanley directed the radio broadcast, which was adapted by Finis Farr, leading NBC script writer, from the story by Bartlett Cormack and J. Walter Ruben.

ROCKY MOUNTAIN CHANGES

Denver—Recent staff changes in the Rocky Mountain division of Fox West Coast Theaters include the appointment of Lew M. Harris to manage the Egyptian, Delta, succeeding Roy Churchill, resigned, while J. A. McNally of Alexander Film Service replaces Harris at the Egyptian here.

THEATER MANAGER

Available

Experienced in American and foreign policy operation. Also has had varied experience in theatre and film business. Will consider post as manager or assistant in New York or elsewhere. Box 949, Film Daily, 1650 Broadway

THE INDUSTRY'S DATE BOOK

Aug. 27: Midsummer Dance of The Film Daily at Half Moon Hotel, Coney Island.

Sept. 1: Fourth annual convention of Southeastern Theatres Owners, Atlanta, Ga.

Sept. 4: New England Annual Film Gab Tournament. (Course to be announced)


Nov. 10: Apollo Awards Banquet, National Academy of Motion Picture Arts and Sciences, Hollywood.

B'WAY Ballyhoo Stunts

Conforming to New Code

Broadway picture houses are now staking their exploitation and ballyhooing in accordance with a new verbal agreement made with city agencies. Object of the code is to prevent accidents. Under the agreement precautions are taken against fronts and other exploitation paraphernalia falling on pedestrians. Wooding sidewalks must not come within 10 feet of the code was arrived at through conferences with representatives of four city departments. Its adoption followed the trend towards elaborate theater fronts.

GEORGE BECK BACK FROM COAST

George Beck, press agent and playwright, is back from Hollywood, where he filled a writing assignment. He will remain long enough to ready his new play "Of the People, Etc." after which he expects to return to the coast. Beck last year worked with Carl Winston, now associated with Paramount, with whom he won the Academy of the "Congress Dances" and "Monaco Madonna."

DISNEY STUDIO RECESS

"At Coast Bureau of THE FILM DAILY

Hollywood—A two weeks' layoff has been declared at the Walt Disney studios. Production of Mickey Mouse and Silly Symphony cartoons will be resumed next month. About 300 are employed at the Disney plant.

Sound Effects!!

Music Tracks!!

Original and Authentic—Of First Quality, available for all purposes on film and disc.

CUT YOUR SYNCHRONIZING

BILLS

SYNCHRO SCREEN SERVICE

2 WEST 43rd ST. (4) 4-4239
"BIRD OF PARADISE"

at Syracuse, Albany, Schenectady, Troy and Far Rockaway, New York, five pre-release engagements this week, is smashing and equalling the attendance figures established by Frank Buck's "BRING 'EM BACK ALIVE", the season's record holder! Further evidence that RKO-RADIO is making pictures... not promises!

KING VIDOR'S
"BIRD OF PARADISE"
From Richard Walton Tully's Most Successful American Play with
DOLORES DEL RIO, JOEL McCREA

RKO PICTURES

DAVID O. SELZNICK, Executive Producer
THEY'VE OPENED THE NEW LAUGH SEASON!

-HOLD 'EM JAIL-

... and drawing like an Army-Navy game in Chicago, New York, Cleveland and a dozen other pre-release dates.

The All American "Half-Wits"

Bert WHEELER.... Robt. WOOLSEY

Football's Greatest Drawbacks turn the Big-House into the Bug-House with a Funnytentiary Football Game!... and adding to the fun are

EDNA MAY OLIVER  ROSCO ATES  EDGAR KENNEDY

Directed by
NORMAN TAUROG

RKO Radio Pictures
Feather Sets and Mobs
Advocated in Stories

Develop your story with an eye to production economies if you hope to see it on the screen!

Estimated cost of filming today plays a vital part in the purchase or rejection of a script. With all producers putting in sleepless nights seeking ways and means of lowering operating expenses, the fewer the characters and sets required, the better.

Production people have discovered that it is not necessary to spend a million dollars or more to make a box-office smash, and the persons who can write an intriguing tale that involves less than the average cost of producing a film is the one who has the edge on all the writers.

The opportunity for beginners never was as great in Hollywood as it is at present, for the studios are depending more and more on the original story as a basis for their product.

-Howard Estabrook, Radio Pictures Scenarioist.

Keep Them in the Studios

Speaking of "in person" appearances brings to mind the fact that the quite general migration of film players from Hollywood is reaching alarming proportions. There ought to be a quota law that would keep most of them in Hollywood.

These personal appearances may bolster receipts during the time the players appear in the few houses, but they are costly to the industry in the end. Few screen players add to their following when they kill the illusion their screen work has created for them. Usually even their most ardent fans are disappointed by these personal appearances. Producers should keep their stars in the studios and let them show their faces only in their work on the screen.

Ben Shyle, Associated Publications.

Damita in "Match King"
West Coast, Calif. THE FILM DAILY
Hollywood—Lilly Damita has been signed by Warner Bros. for the feminine lead in "The Match King." William Walker is to have the title role, with Roy Del Ruth directing.

Along the Rialto

With PLM Daly

L.A.

As a token of loyalty to the organization and their sales leader, James R. Grainger, the Fox organization yesterday presented him with a beautiful silver plaque on which is inscribed the signature of every home office sales executive and branch manager, and in his acceptance address Mr. Grainger sounded the keynote of the Fox Sales Spirit admirably: "here it is in a nutshell... James R. Grainger speaking..."

"We are not concerned with past achievements, we are looking ahead... We are concentrating our effort on the upbuilding of the industry generally and that, we recognize, must be done only through the box-office through fair and equitable dealings with our exhibitors... We are evading no responsibilities, we are ignoring no duties... We will carry on, secure in the knowledge that there is no problem, just facts... that we have tasks to perform"...

Because of its unusual subject and treatment, the proper presentation of the Warner-First National picture, "Life Begins," is a tough problem... we were wondering how they would solve it... and now the pressbook is to hand and it looks to us as if the problem has been solved most cleverly and satisfactorily. Emphasis is placed mainly on the advance newspaper ads... In which there is no attempt to sell the story...

For sheer ingenuity in the employment of typography, white space, copy... these ads on "Life Begins" are unique in the entire history of the film biz... they give the public no definite, tangible clue as to the subject matter of the film... yet without exception they convey a sense of Bigness in production and story... and create a desire to see it...

The secret of their unusual appeal is that they do not appear like theater ads... Dignity and Class stick out all over them... it will be interesting and educational... to watch the public reaction to them throughout the nation... and if they turn the trick at the box-office... this may be the beginning of a New Era in theater newspaper advertising... getting away from the gross exaggerations and hectic blurs of the current mode... which would be a godsend to the biz... and the public...

And talking of "Life Begins"... reminds us of the striking contrast of the work of Eric Linden in this picture... with his role in Radio's "The Age of Consent" no two characterizations could be farther apart... and Linden handles them both with surprising artistry for such a youngster... in the first, a serious young husband handling tense dramatic scenes... in the second, a flip college youth who is the epitome of the callow, thoughtless youth of today... watch this young Linden... he should travel far...

From Hoover to Cosman is the luncheon record of J. Robert Rubin of Englem this week... with Louis B. Mayer he lunches with the President at Washington on Wednesday... then yesterday dined with Jack Cosman, another Metrolo... and which pleases Mister Rubin most on the second luncheon is that Cosman paid the Sardi check

Exploitelettes

A Clearing House for Tabloid Exploitation Ideas

Robinson for the Machine

Edward G. Robinson's next picture, following the completion of "Silver Dollar," will be "The Machine," the life story of a ruthless department store owner, said to be one of the most unusual characterizations ever allotted to this star. David Cohen is the author of "The Machine" and Roy Del Ruth will direct. It is expected that "Silver Dollar" will be completed within the next three weeks and the new film will probably enter production early in October.

Many Happy Returns

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

August 26

Richard Wallace Alice White Ruth Roland
**SHORT SUBJECTS**

"You're Killing Me"

Vitaphone 1401 11 mins.

Fair

A rehash of the "when crook meets crook" situation. Starts with a couple laying for suckers by having the man pose as dead while the woman works on the visitor's sympathies. One of the callers upsets their game by posing as an officer and taking all their dough as a bribe to let them off. He is in turn held up by a colored chauffeur, and so on, with the original couple finally deciding to go straight, but changing their minds the minute they hear the approach of a new victim. All Goulding directed, and the cast includes Ray Collins, J. C. Morton, Victor Kilian, Janet Rathbun and Owen Martin.

"Dear Old London"

(E. M. Newman Travel Talk)

Vitaphone 5711 9 mins.

Interesting

Although E. M. Newman goes in more for zoo stuff than for actual sightseeing in this edition of his travel series, it is an interesting subject of its kind. After some brief shots of London's bridges, Picadilly Circus, Hyde Park and other landmarks, Newman goes into a tour of the zoo, showing a few of the inmates, one of the most interesting of which is a dragon with a horned tongue.

"Bosko's Store"

(Jolly Tune)

Vitaphone 5412 7 mins.

Good Cartoon

A thoroughly entertaining animated cartoon number. Shows Bosko at work in a grocery store, where he performs various amusing antics in slicing, boxing and doing other chores around the shop. Lively and tuneful.

**Showman’s Daily Reminder**

Don’t overlook the month-

**THE LAST MILE**

World Wide

75 mins.


**FLAMES**

with Johnny Mack Brown, Noel Francis Monogram

64 mins.

MELODRAMA OF FIREFIGHTERS PAK CHASE, THRILLS IN SENSATIONAL RESCUES AT SKYSCRAPER FIRE.

The incident story does not amount to much, being a lot of routine business concerning the sentimental attachment of a couple of fire boys for two girls chums enough by chance. Johnny Mack finds his love for Noel Francis monogram in a constant stow of jealousy, as he suspects that her rich employer means no good by her. And he is right, even though the girl does not believe it. Then the old hokie of working after office hours, as the boss makes a play for her. A fire develops in the office building, and then the picture gets into real action and interest. The fire rescues are well handled, and to the accompaniment of some sensational and spectacular rescues as the two fire lads rescue the imprisoned office girls from a ledge high up on the building. The life rope with the fireman coming out of the window of the burning office, the fire girl, and spectacular leaps into the fire net furnish plenty of thrills.

Cast: Johnny Mack Brown, Noel Francis, George Cooper, Marjorie Beebe, Richard Tucker, Russell Simmons, Kit Guard.

Director, Karl Brown, no other credits listed.

Direction, Satisfactory, Photography, Fair.

**DIE LETZTE KOMPAGNIE**

(The Last Company)

In German

Proctex Pictures

71 mins.

FINE PERFORMANCE BY CONRAD VEIDT IN SOMBER WAR FILM MAKES THIS PRODUCTION WORTH WHILE.

This is a very somber and slow moving production, recording the reactions and emotions of a group of 13 soldiers condemned to die in the course of an attack. Yet it is a very impressive piece of work, beautifully photographed, and directed throughout with fine restraint. The work of Conrad Veidt as the commander of the small group is one of his best performances. He conveys a sense of power and conviction that makes the entire production very real and impressive. The action takes place in the time of the Napoleonic wars, with the French advancing on the retreating Russian army. Conrad Veidt in charge of a remnant of his command is assigned to defend an old mill in the path of the advancing French, and hold them back as long as possible to cover the retreat. Some nice sentimental touches are employed through the daughter of the mill owner remaining to care for the handful of defenders. The ending is tragic, with the death of all the 13 men and the girl.

Cast: Conrad Veidt, Karin Evans, Erwin Kalser, Else Heller, Maria Pederson.

Director, Kurt Bernhardt; no other credits listed.

Direction, Very Good. Photography, Excellent.

**NEWS OF THE DAY**

Lake Mills, Wis.—Charles Nebel, operator of two theaters in Mount Horeb, has taken over the Majestic here from O. A. Wodke.

Cheetak, Wis.—George Miner has taken over the Grand from A. T. Charles.

Cudahy, Wis.—Martin Grimm is again operating the Cudahy after an absence of three years.

St. Louis—A second stench bomb in two days was hurled into the lobby of the Gayetey this week, C. P. Crawford, manager of the house, reported to the police. The theater opened last Sunday with non-union projectionists.

Denver—Ethel and Marion Mann, on Tour Circuit last year, are conducting a dancing school at Boulder, Colo., and furnishing acts for Fox theaters in this section.

Denver—Safe crackers secured $350 at the Federal theater. The robbers punched the combination and smashed the safe door with sledgehammers.

Pittsburgh—Manager W. D. David was held up in his office in the Liberty theater and robbed of $300 by a well-dressed young man armed with a revolver.

Kenosha, Wis.—Dark for the past several years and formerly operated by the Saxe interests, Willow reopens Sept. 2 under the management of H. R. Vogel and Samuel Levinson of Chicago.

Chicago—The United Artists theater reopened yesterday with “White Zombie.”

Providence—Conn's Metropolitan has set a scale of 10 to 30 cents on its reopening.

Cleveland—W. G. Liebler has been appointed office manager in charge of city sales at the local Educational exchange. He was transferred from Albany.

**TO-DAY'S BIG EVENT**

**AS SEEN BY**

**THE PRESS AGENT**

"Bill Knight, make-up artist for the cast of 'Strange Justice,' is working on a permanent dull finish for flappin' noses."

—RKO Radio Pictures.
CIRCUITS CONSIDERING
BOOST IN ADMISSIONS

(Continued from Page 1)
been held with RKO theater department
heads in an effort to have the RKO
houses follow suit. Warner
is also contemplating admission price
increases in several houses
within the next few weeks, but no
move to advance prices in the ma-
jority of circuit houses will be con-
sidered until the colder weather sets
in.

Wm. Fox's Tri-Ergon Co.
Files Suit Over Patent

(Continued from Page 1)
cally named, and in the Wilmer &
Vincent proceedings, to be
made to the State in Harrisburg.
Trial of both cases is expected
within two months.

RKO is Against 5-5-5
Declares Ned Depinet

(Continued from Page 1)
addition the sales season has devel-
oped to a degree making such a
change impractical, said Depinet.
The RKO vice-president stated that
his company is always ready to con-
fer with exhibitors on matters of
mutual interest.

CANTOR PREPARING TOUR
West Coast Bureau of THE FILM DAILY
Hollywood—Eddie Cantor has in-
corporated himself, forming Eddie
Cantor Enterprises, Inc., as well as
Solax Holding Corp., in preparation for
a stage tour at the head of his own
revue starting about November
in New York. At least another
film star is expected to be in the show.
B. F. Holzman is associated
with Cantor as business manager.

PLAN DAY-AND-DATE
RKO is considering showing “The
Age of Consent” first run at the
Palace on Broadway and the Albee
Brooklyn, day and date.

COMING & GOING

DOUGLAS FAIRBANKS, JR., and JOAN
CRAWFORD will leave New York for Holly-
wood tomorrow via the Twentieth Century.

NAT WOLF, Ohio zone manager for War-
er Theaters, is at the Biltmore Hotel with
Mrs. Wolf for the wedding of Mrs., dur-
ing which he will, continue his conferences
with Warner Wood Office men.

TACK BELLMAN returns from the coast
today.

SAM MORRIS, vice-president of Warner
Bros., in charge of foreign sales and dis-
trubution, arrives in New York today, en-
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with Warner Wood Office men.
Million-Dollar Company to Run Ontario Studio

CLEVELAND PROTECTION CONTROVERSY IS SETTLED

Fox Sets Release Dates for 15 New Season Features

Two 1932-33 Productions Finished, 6 in Work, 6 Slated to Start

Release dates for the first 15 features in the new season's line-up have been set by Fox. The schedule covers 17 weeks beginning Sept. 4 and ending Dec. 25. Of the 15 pictures, two are completed, six in production, six have production dates set and one, the feature starring Lita Grey Chaplin and the two Chaplins, has been held up by manufacture.

ALL ALLIED ASS'N HOUSES AGREE TO BAR POLITICS

Washington Bureau of THE FILM DAILY

Washington—In line with the resolution adopted at the Allied States Ass'n board of directors meeting in Chicago early this week, all theaters under the Allied banner have decided to bar from their screens all personalities of a political character and to remain neutral in the presidential campaign which was announced yesterday by Abram.

Herbert Chatkin Named Publix Boston Manager

Boston—Herbert Chatkin has been named Publix district manager for Brighton, Allston and Newton, succeeding Charles Branham, who was transferred to another post in the middle west.

Sisk Says RKO Theaters Will Not OK Film Scripts

West Coast Bureau of THE FILM DAILY

Hollywood—Commenting on reports in New York that all Radio Pictures' film scripts hereafter would be submitted to the theater department for O.K. in order to give them the benefit of the Hays Office's screening, Robert F. Sisk, speaking for RKO, denies that any such action is to be taken. He stated that there was no discussion in the office on this point.

Double Feature Programs in Canada Make No Headway, Says A. W. Smith

Adolph Zukor to Address Chicago Gathering Aug. 31

Chicago—Local meeting in the series being held by Adolph Zukor in various key spots, is scheduled for Aug. 31. In addition to Paramount Publix representatives, there will be exhibitors and newspapermen present.

St. Louis Attendance Improves Following Ban on Bargain Nights

St. Louis—Following discontinuance of Penny Nights, Two-for-Ones and other cut-price stunts by all houses in this district, a gratifying increase in gross receipts of most theaters is reported according to Fred Wehrenberg, president of the M.P.T.O., who led the move against the bargain nights. Though improvement in general conditions is

Making of British Quota Films Is Aim of Canadian Studio Group

Publix Launches Drive Against Misleading Ads

A drive against misleading advertising has been launched by Publix, with Sam Dembow, Jr., John Salaban and Arthur L. Mayer jointly declaring the practice suicidal.

Double-feature is making no progress in Canada, said A. W. Smith, Jr., Eastern and Canadian sales manager for Warner-First National, yesterday, following his return from Toronto. Only a few houses in the Dominion are operating with dual feature policies, he stated. Triple feature policies are

Protection Reduced, Dual Bills Curbed Under Agreement

Cleveland—Settlement of the local protection controversy was reached yesterday, with dismissal of the suit brought by Cleveland exhibitors against the Hays organization. Under the agreement, protection is reduced and arbitration is established, while double features and bargain prices are curbed. Houses will cooperate with any policy.

UNITED ARTISTS ASSUMES OPERATION OF THE RIVOLI

Starting with the opening of "Mr. Robinson Crusoe" at the Rivoli, Broadway run house, United Artists takes over the operation of the theater. John Wright, present manager will be retained, with Ralph Stitt, press agent, being transferred to the Rialto. The Fairbanks picture follows the run of "T. V. Tonight."

Abilene Voters Approve Amusements on Sunday

Abilene, Tex.—Operation of motion picture theaters on Sunday has been approved by local voters following a hectic campaign. It was the second referendum on the question this year. In the first one financed by the ministers, the show interests were defeated.

First Soviet Comedy Planned by Eisenstein

First comedy feature undertaken by the Soviet film industry, which has heretofore turned out only serious pictures, is to be produced by Sergei M. Eisenstein, noted Russian director who recently visited the U.S. The word received from abroad is that Eisenstein is now in Moscow preparing the scenario for the picture, which will be the first comedy directed by him.
Misleading Ads

The company has issued repeated warnings that it will not stand for misleading advertising in its circuit. The company has appointed a team of investigators to ensure that all persons responsible for advertising which actually, or by innuendo and association, suggest that an age group is safer or more wholesome than it is, will be subject to immediate prosecution. Misleading advertising is a boomerang which never fails to hit the theater requesting it. RKO has invested such property too much in the community goodwill, one of the greatest assets a theater can have, to be ruined by malicious, short-sighted advertising. In the case in question, producers of the pictures were indignant and rightfully so. Pictures and picture titles are private property. They cannot be abused at will.

Responsibility for advertising rests with the persons who draw up the ads. Strengthened by this action will be RKO's efforts to prevent violations of the company policy against misleading advertising.—PUBLIX OPINION.

More Records Smashed by “Bird of Paradise”

RKO's “Bird of Paradise” has again broken several house records for opening day business, according to Ned Depinet, who told Film Daily yesterday that in Houston gross receipts for Thursday more than doubled the average opening day's take for the house. Similar reports have been received from Akron, Ill., San Francisco, Seattle, Burlington, Columbia, Des Moines, Grano Rapids, Kansas City, Milwaukee, Toledo, Cincinnati, Rochester, Atlanta and Waterbury.

Lasky on Hunting Trip

With Cour des Noues, France—Lasky and his assistant, the former Paramount vice-president and his son are on a hunting trip in New Mexico.

Projection Confains Abroad

Thad. C. Barrows, president of the Projection Advisory Council, is leaving tomorrow for Europe. He will meet with the vice-president of the Projection Advisory Council for Great Britain, and E. Bechet, regional vice-president for the United States, to discuss the work of the Council.

Book F. & M. Units

RKO has booked first and second units by Hunchin & Marco Ideas for two more situations, Kansas City and Omaha. Revues will be augmented by vaudeville in both towns.

Schenectady Deal Off

Schenectady — The RKO-Farley operating deal is off owing to a disagreement over the amount of interest that the latter wanted in the town. Each circuit has two houses which were to figure in the setup, which Farley was to operate.

Sally O'Neill for Play

Sally O'Neill has been signed by L. Lawrence Weber to appear opposite Hal Wilson in the stage play, “Manhattan Medley.”

ArliSS Delays Return

George Arliss, who had expected to sail for the United States this week, will remain in England for about a month to finish up in the stage play, “Manhattan Medley.”

Bartholomew Returning

George Arliss, who had expected to sail for the United States this week, will remain in England for about a month to finish up in the stage play, “Manhattan Medley.”

Tri-Ergon Patent Suit Slated for Fall Trial

An infringement suit brought by American Tri-Ergon Corp., containing letters from William Fox, and Tri-Ergon Holding A. G., German firm, against Paramount in connection with their “The Great Gatsby” patent process, is slated for trial this fall in the Eastern District Court, Brooklyn. A similar action instituted against RKO Pictures by Warburton-W. R. Saroyan will be heard the first of the new calendar year.

ST. L. PROPERTIES RECEIVERS

St. Louis—Under the direction of Circuit Judge Moses N. Hartmann and with the consent of the owners of the Central Properties Corp., James W. Barrett and Walter A. Nohl, receivers for Skouras Brothers Enterprises, have taken over the properties of the Central Properties Corp. This is another step to put control of the Ambassador, Missouri and Grand Central theater properties under the jurisdiction of the Circuit Court, and to resist the friendly Federal Court receivership suit brought against the St. Louis Properties last week. Holders of 7 per cent mortgage bonds of St. Louis Properties have formed a protective committee.

JACOB ENDEL DIES

Jacob Endel, first treasurer of the Seattle Opera, has died in Seattle, for 14 years connected with the management of that theater died Thursday from pneumonia at his home, 3540 East Yesler Way. Funeral services will be held at the Seattle Opera at 10 a.m. tomorrow, with interment in Elizabeth, N. J. Endel is survived by three daughters.

First Western Released

“Ride Him, Cowboy,” first of the series of six westerns starring John Wayne, being produced by Leon Schlesinger and released by Vitagraph, Inc., will be generally released today. The cast includes Ruth Hall, Henry B. Walthall, Harry Cullen and Charles Sisson. Sid Rogell is associate producer.

Promotions Announced

In Public Booking Dept.

Recent promotions in the Public booking departments include the following:

MAJORIZATION AT FETES

Major Dave Weshner, Warner Bros. Theaters executive, attended the New Jersey Governor's Ball last night and will again act in his official capacity as able-to-decamp to Governor Harry A. Moore today, Governor's Day, when Governor Franklin D. Roosevelt, Democratic candidate for Presidency, will be guest of honor. The Governor's Ball was held at the M cannabis Hotel, and Miss N. H. Skandia, Governor's Day is being held at Sea Girt, official summer headquarters of Governor Moore.

COMING & GOING

ROD LA ROCQUE, en route to London aboard the Europa to meet his wife, Viola Banks, plans to return to New York after a visit to the last two weeks to undergo repair and cleaning. L. R. Pierce will be the new manager.
Protection is Reduced in Cleveland Settlement

(Continued from Page 1)
icy, changing at any time and also changing protection with policy.
Pictures are now available to Class A houses on the 30th day, Class B houses on the 50th day, Class C houses on the 60th day and Class D houses on the 100th day. Classifications are based on admission prices and policies, dual bills putting houses in the later protection class. Arbitration provides for penalties for evasion and breaches. Exhibitors are pleased with the agreement stating they have won a great deal.

Attendance Improves After Ban on Bargains

(Continued from Page 1)
regarded by some as having a little to do with the situation, exhibitors who have studied the movements of cash customers observe that the average attendance on nights following these formerly set aside for cut-price shows is now considerably above the former figures.

Wehrenberg is now concentrating against the triple-feature evil which threatens to take hold here.

Loew Circuit May Extend "Name" Stage Show Policy

First week's success of the "big name" vaudeville policy at Loew's Paradise may lead to the adoption of similar policies by other houses operated by the circuit in New York, Louis K. Sidney said yesterday. With a bill of typically Palace-act names costing $15,000, the house is reported to have grossed $40,000 during the week ended Friday. Show which opened yesterday presents Ben Bernie, Belle Baker, Joe Frisco and Buck and Bubbles. Cost is figured at $13,000.

Johnny Green at Capitol

Johnny Green, composer and boyhood friend of Buddy Rogers, has joined the latter's band act now appearing at the Capitol.

DUAL BILLS IN CANADA NOT MAKING HEADWAY

(Continued from Page 1)

virtually unknown in Canada, said Smith.
Under the product deal which Smith closed with Famous Players Canadian, 115 houses of the circuit will play all Warner product.

Public Launches Drive Against Misleading Ads.

(Continued from Page 1)
cidal in the long run. Following some flagrant incidents in which pictures were advertised under the name of another and highly successful production of the same type, instructions have been issued to managers that future violations of this kind will mean instant dismissal.

In the recent Critics' Forum conducted by The Film Daily, 88.6 per cent of the nation's leading film publishers declared there is too much exaggeration in film advertising.

Must Win Back Patrons By Right Ads, Says Mayer

An entirely fresh attitude in the selling of pictures, something that will restore a note of glamor, romance and solid entertainment to advertising and publicity, is necessary to stir the public out of the apathy it has fallen into toward moviegoing. So declares Arthur L. Mayer, director of advertising and publicity for Paramount Publix. Mayer has advised Publix managers to keep away from giveaways and similar bargain stunts, and devote their time to selling pictures and stars. The good product coming along demands big-time selling methods to make the public big-picture minded, he says, adding that big pictures will not be sold under a greater budget allowance than in the past.

Many Happy Returns

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

August 27-28

Frank Heath
M. S. Bergerman
Maurice Zetter
Frank Elton
D. Manheimer
Joe Mason
Edgar Joseph
Gretchen Harmen
Ellen Mason
Alice White
HOLLYWOOD

DIRECTOR J. WALTER RUBEN used a clever stunt to get his cast of men and women players steeped in “spooky atmosphere” for their roles in “The Phantom of Crestwood,” the Radio Pictures broadcast special, the ending of which is subject of a $6,000 prize contest presented on the air. He worked them nights as often as possible. Nothing is spookier than a big picture studio after nightfall, deserted by its hundreds of workers it’s like the financial or wholesalers district of a large city. Footfalls echo through the dimly lighted streets,Execution by hanging is the punishment for a “產業” crime. Could this be a reference to Digital Europe油画 or a legal term? It seems like an unusual or poetic way to describe a scene. It might be worth noting that the term “產業” often refers to business or industry in Japanese, and “掛け” can mean “hanging” or “hanged.” However, without more context, it’s hard to say what the author intended.

Pauline Garon Prefers Hollywood

Pauline Garon, who arrived in New York this week and is now on her way back here following a stay in France, where she appeared in Paramount productions at the Joinville studios, also turned down offers from Ufa and Hakl since she preferred to resume her film career in American pictures.

Helen Chandler will appear opposite Charles Bickford in Columbia’s “Vanity Street.” Gertrude Pellet, Edward Roberts and Frank Cavett completed the screen adaptation.

Jules Furthman, scenarist on “Shanghi Express” and “Morocco,” has been borrowed from Columbia by Paramount to work on the screen play of the next Marlene Dietrich starring picture, as yet untitled.

Capitalizing on the hit scored by Wynne Gibson in “Lady and Gent,” Charles R. Rogers has signed the young Paramount player for a featured feminine role in his next production, “Metropolitan Garage.” Dickie Moore, one of the screen’s sensations, also will appear in this picture.

Shelley Terry, Lyle Talbot and Louis Calhern have been added to the cast of “Twenty Thousand Years in Sing Sing” at First National. The nite went into work this week with Spencer Tracy, Bette Davis and Arthur Byron assigned as the three principal roles. Michael Curtiz is directing.

Columbia has chosen William Janney for a role in “The Wild Horse Stampede.”

Marceline Day has the feminine lead in “The Telegraph Trail,” third of the Warner series of six westerns starring John Wayne and Duke the Devil Horse. The picture went into production Monday on location in Southern California with Tenny Wright directing, Frank McHugh and Otis Harlan also have prominent roles in the picture, which is based on a story by Kurt Kepler.

Richard Wallace, in addition to confessing with executives of three major studios, that as director has completed two original stories since he com-
FOX SETS RELEASE DATES ON 15 OF NEW FEATURES

(Continued from Page 1)

court proceedings. This feature will be titled "Divided by Two." The release dates set are as follows:


All Allied Exhibis Agree To Bar Polits on Screen

(Continued from Page 1)

F. Myers, chairman of the board. The decision was occasioned by the fact that Will B. Hays and Louis B. Mayer are lined up with the Republican party, while Jack L. Warner and Frank C. Walker are active in the democratic fold.

4 Oklahoma Golf Clubs Buy Bobby Jones Shorts

Norman H. Moray, Vitaphone sales manager, has completed deals with the Kingfisher, Beaver, Kan City and Oklahoma City golf and country clubs for showing of the Bobby Jones "How I Play Golf" series in local theaters to club members and guests.

BOSTON STAFF CHANGES

Boston 7—Tele Richmond, former assistant manager at the Paramount, was recently transferred to Scollay Square in the same capacity. But Fornell, former service chief at the Paramount, is replacing Richmond, and Lester Armstrong is replacing Fornell.

DICK CRUGER PROMOTED

Canton 0—With the recent resignation of George Riester as manager for Warner theaters, Dick Cruiger, for the past several months manager of Warners' Alhambra, becomes Canton manager.

TO-DAY'S BIG EVENT

AS SEEN BY THE★ SPECIAL AGENT

"Director Henry King visited all the ranches in the Oakland, Sacramento, Stockton, San Joaquin, Knight's Ferry, Modesto and Hollister district in search of a good equal to the task of playing Grand Champion Blue's "State Fair.""

FOX 

"THE NIGHT CLUB LADY" with Adolph Menjou, Skeets Gallagher, Mayo Methot 70 mins.

Columbia

GOOD MURDER MYSTERY WITH DRAMA AND SUSPENSE WILL MAINTAIN AND COMEDY SPOTTED AT FREQUENT INTERVALS.

As the first in the Antony Abbott detective stories connected by Colonel Claudio, this is a thoroughly enjoyable entertainment of its kind. Not only is it deeply mystifying as to which of several persons will do the deed, but there is a nice sprinkling of good incidental comedy supplied by Skeets Gallagher as the playboy friend of Adolphe Menjou, who portrays the detective with his usual finess. In keeping with a threat that she would be bumped off at midnight, the victim meets her death at the appointed hour even though she is in her parlor with about a dozen persons seated around her on guard. The murderer works out to be the girl's stage mother, who did it to avenge her son who was led by the actress. Mayo Methot appears as the young man with which Frank Friderici as the stage mother. Cast as a whole is excellent and the direction is in keeping with the mood of the story.


Director, Irving Cummings; Author, Alan Dzenok; Associate Director, Dzenok; Dialogue, same; Cameraman, Ivan Terslovsky; Recording Engineer, George Cooper.

Direction, Good. Photography, Good.

PARAMOUNT IS AFTER "EXTENDED PLAYING TIME"

Paramount product wherever possible is urged by Sam Dembow, Jr., in a memo to Publix theater managers. Dembow tells managers that, starting with the first day of a picture's run, they should make every effort to stretch the engagement.

TWO-A-DAY FOR GERMAN FILM

"Maedchen in Uniform," the German picture recently passed for distribution by the New York Board of Censors, will open Labor Day week at a Broadway theater. John Krinkus, president of Playchoice, the Play-of-the-Month Club, is making his debut as an exhibitor with this film, which tends to run it in a Broadway theater on a two-a-day schedule.

WEEKEND SELLOUT

"Life Begins," which is having a two-a-day run at the Hollywood, has been completely sold out for the five weeks' performance according to S. Charles Einfeld, Warner executive in charge of advertising and publicity, and who is handling the New York presentation of the picture.

OUT PRE-RELEASED

"War Babies," first of the series of Baby Burlesk comedies produced by Jack Hays for Educational, is being given a pre-release showing at the RKO Playhouse this week.

MILLION-DOLLAR COMPANY TO RUN ONTARIO STUDIO

(Continued from Page 1)

quota films at the Trenton studios, thus solving this growing problem for them. Production of enough good pictures to fill the quota, which jumps to 15 per cent for the next year, 17½ per cent in 1934-35, and 20 per cent in 1935-36, is already found extremely difficult, and it is believed that a studio in Canada, accessible to Hollywood, would simplify the situation. Two Canadian provinces, Ontario and British Columbia, also have film quota laws, though not as yet put into force.

A proposal by Canada Production, Ltd., is to have the American companies send their stars and directors of British citizenship to the Ontario, studios to make a number of features annually to fill the English quotas. In this way, the company having its distributing organization in Canada, the United States and Britain, and employing the services of screen stars and directors well and favorably known in the American theater, will be assured of release for its film productions.

The actors, and directors, now in Hollywood, who are British subjects and who are available for motion picture production in Canada under the British quota regulations, include:


There is a report that those interested themselves in this new Canadian film venture include Sir Herbert Holt, president of the Bank of Montreal, and E. W. Beatty, president of the Canadian Pacific Railway.

Out of about 350 movie theaters in Greece, approximately 50 per cent are open-air theaters operating only in summer.
Canton, Ok. — The judiciary committee of city council has reported adversely on passage of an ordinance governing operation of theaters. The committee contends adequate state laws now exist.

Youngstown, O. — The Park, controlled by Fiber and Shea, will interrupt its picture programs this season long enough to play available roadshows, several of which already have been booked, according to Joe Shagrin, manager.

Hartford, Conn. — Princess Theater Co. has been formed with authorized capital of $30,000 to operate the Princess. Incorporators are Foster E. Harvey, Irving C. and Alice L. Treat. Paid-in capital totals $8,000.

Boston — Dukes’ Lunch, just off Piedmont St., and a great favorite of all the film folks, has recently come under the ownership of Harry Decker of the Film Exchange Transfer Co.

Paukner, Mass. — The Royal is being reopened early next month by Mrs. Mendel, who formerly operated the Saugus theater.

Boston — Harry McCurdy was recently appointed manager of the Keith theaters here.

Bellingham, Wash. — Loren Wahl, operator of the Grand, has chosen "Tiger Shark," Edward G. Robinson's latest First National starring picture, to inaugurate Bellingham's "Greatest Show Season," beginning Sept. 10. Negotiations for the pre-release of the picture, general release of which is scheduled for the week of Sept. 24, in order to permit Wahl to get his campaign off to a flying start, were completed yesterday with Gradwell L. Sears, Warner executive in charge of southern and western sales and distribution. Wahl will show "Tiger Shark" at advanced prices.

Marx Bros. Beat Worth Record

Fr. Worth, Texas — "Horse Feathers." Four Marx Brothers picture, was held over for three extra days at the Worth. Attendance for the first four days was 25,621 persons, a new record for the Worth.

HERMAN RUBY, in charge of the writing staff of the Brooklyn Vitaphone studio, has assigned A. Dorian, and J. and Grant Hays, to write the script for the Rudy Vallee "Broadway Brevities" musical which goes into production soon. Since Ruby's arrival, Vitaphone's chief director, is already lining up Broadway specialty acts and principals for supporting parts in this two-reel musical which is to be built around Vallee's real life background, with the famous star playing himself in the film.

Glen Lambert and Jack Hensley, Brooklyn Vitaphone studio staff writers, are collaborating on a two-reel "Big V" comedy which will star William Devereux, popular vaudeville and musical comedy player. The cast is already being selected for this short, which goes before the cameras about the middle of next month.

"Major, Sharpe and Minor, the Singing Sinners," a feminine vaudeville and radio team, has been engaged to do a specialty in "The Big Broadcast," Paramount's story of the air waves, being completed at the New York studio. The girls, whose names are Josephine Riley, Anita Niteo and Barbara Johnstone, will do a novelty telephone switchboard number in the picture.

In order to stop once and for all the kidding of the Brooklyn Vitaphone studio staff, Ray Foster, computer cameraman, is on a special diet. Watch his calories and exercising helped Foster to take off 25 pounds in a month's time. And he says he feels as fit as a fiddle!

Louis De Francesco and E. Ruchette have been engaged to direct the 30-piece Exhibitors Screen Service Orchestra. They will direct for recording certain original compositions for the making of trailers.

Christine Maple, the comedy blonde who played the feminine lead opposite Jack Haley in "Then Came the Dawn," a two-reel "Big V" comedy completed last Wednesday at the Brooklyn Vitaphone studio, is a close friend of Virginia Bruce, recent bride of John Gilbert. Christine, Virginia and Claire Dodd were all brought from Hollywood by Ziegfeld for roles in one of his "Palace," and while Christine remained East for stage work, the other two beauties went to the west coast for picture contracts.

Lots of excitement at the Brooklyn Vitaphone studio, where Roscoe (Fatty) Arbuckle is hard at work making his first motion picture in 12 years under the direction of Alf Goulding. According to Sam Sax, head of the Vitaphone studio, much of the comedy action called for in the script will be in pantomime, with a minimum of dialogue. A most elaborate production is being given to the comedy, which has a total of 87 in the cast, including Addie McPhail, Arbuckle's bride of about two months.

The second of the series of Nick Kemaw "Radio Thrills," with Morton Downey and Vincent Lopez and his orchestra, supported by a cast of 20 New York society debutantes, and being produced by the William Rowland & Monte Brice Productions, is scheduled to go into production about Sept. 12, "Hotel Variety," the first of the series, starring Hal Skelly and Olive Borden, was completed last Thursday at the Fox Movietone studio.

An Italian talking and singing picture with Neapolitan background is scheduled to go into production next week at the Standard Studio, New York. Cav. Viro Formisano, noted tenor, is producing the picture as well as playing the leading male role with Nina De Cheury, costarring. The picture is being produced under the supervision of P. De Croce.

The original stage crew that started making Vitaphone short subjects at the Brooklyn Vitaphone studio about seven years ago is still working there today, with several additions. Eddie Savia, business manager of the Screenwriters Productions and studio, is among those who started there during the experimental stages of the talkies.

Bess Zimmerman, secretary to Monte Shafl at the Brooklyn Vitaphone studio, is sporting an engagement ring that reaches way out to her.

With the installation of two more cameras completed, and a full crew of artists now at work, production under the direction of E. W. Downey is now full swing at the Exhibitors Screen Service studio in Harlem.

**NEWs of the DAY**

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EASTMAN SUPER-SENSITIVE

PANCHROMATIC NEGATIVE (GRAY-BACKED)
Jaffe Assumes Post as RKO Production Manager

SUNDAY SHOW VICTORY IN ALABAMA PREDICTED

Warner-First National Releases Set to End of Year

18 Features on Schedule for the Next Three Months

Warner-First National, whose new releasing season started Saturday, has dates set on 18 features for the remainder of the calendar year. In addition to "Ride Him, Cowboy," released Saturday, the list includes: Sept. 10, "Blessed Event"; Sept. 17, (Continued on Page 8)

INTER-COMPANY EXHIBITS PROPOSED BY GRAD SEARS

Basing his recommendation upon enthusiastic reaction to the national exhibit which Warner-First National held recently in 35 key cities, Gradell L. Sears, western division sales manager, on Saturday suggested that distributors should hold annual inter-company exhibits to display their new season product, along lines employed by automobile shows.

Scores of letters have reached Warner Bros. home office and exchanges from exhibitors complimenting them on their exhibit. The (Continued on Page 8)

Harry Ascher Managing Balaban & Katz House

Chicago—Harry Ascher of Ascher Bros., who formerly operated a circuit here, is now manager of the Maryland, a Balaban & Katz South Side house. Two other former Ascher executives are connected with local theaters, Harry Beaumont being manager of the Avalon and Harry Newhafer district manager for Balaban & Katz.

Another Newsreel House Being Built in London

London—Davis & Silverman are reported to have acquired the Gaiety, silent house in Temple Court Road, with the intention of re-building it into a newsreel house. It will be renamed the Newsreel Theater.

Bill Against Blue Law in Southern State Has Strong Backing

Montgomery, Ala.—A sudden, unexpected move to do away with Alabama blue laws has been launched in the House at the special session of the Legislature here by Representative Carter Manasse of Walker (Continued on Page 8)

REGAL WILL DISTRIBUTE MONOGRAM IN CANADA

Negotiations have been completed between Regal Films, Ltd., of Toronto and Monogram Pictures, whereby Regal has obtained the Monogram franchise for the Dominion of Canada. Pictures in the deal include 24 features and 16 westerns. Regal distributes through branches in Toronto, Vancouver, Winnipeg, Calgary, Montreal and St. John. According to W. Ray Johnston, president of Monogram, the tie-up gives his company the widest distribution of any independent organization. Monogram has 30 branches in the (Continued on Page 4)

Plans for 8 Features Completed by Goldsmith

West Coast Bureau of THE FILM DAILY

Hollywood—Completion of plans for all of the eight melodramas to be made by Goldsmith Productions, Ltd., for independent release is announced by Ken Goldsmith, president. First of the series, "Out of Singapore," is now in the cutting room and a second is in preparation. East of the initial feature includes (Continued on Page 8)

Laurel-Hardy 'Cuckoo' On Phonograph Record

White in London recently, Stan Laurel and Oliver Hardy visited the Columbia Graphophone studios and made their first phonograph record, giving a humorous explanation of their famous 'Cuckoo' autograph tune on one side and a wrangling argument along the lines of their talkie material on the other.

Eight Release Dates Set by M-G-M;
"Grand Hotel" is Down for Sept. 11

Principal Finance Co.
Formed by Sol Lesser

West Coast Bureau of THE FILM DAILY

Hollywood—Principal Finance Co. has been formed by Sol Lesser, following his return from New York where he closed a releasing deal (Continued on Page 4)

14 Features on Leichter Schedule

West Coast Bureau of THE FILM DAILY

Hollywood—Having decided on eight pictures for the series of semi-westerns starring Wally Wales mounted on Silver King, while six features will comprise the group starring John Lowell, Mitchell Leichter has a total of 14 productions scheduled for the new season. All of the Wales pictures, to be produced under the banner of Napa (Continued on Page 4)

Sam Jaffe Joins RKO Studio

As Prod. Mgr.-Assoc. Producer

Harry Balaban Adding Chi. House to Circuit

Chicago—Harry Balaban, who has added the Pickwick theater in Park Ridge to his circuit now operating in Chicago and Detroit, will reopen the house under his personal direction Sept. 7. The theater is being completely rebuilt.

White in London recently, Stan Laurel and Oliver Hardy visited the Columbia Graphophone studios and made their first phonograph record, giving a humorous explanation of their famous 'Cuckoo' autograph tune on one side and a wrangling argument along the lines of their talkie material on the other.
**THE INDUSTRY’S DATE BOOK**

Sept. 11-13: Fourth annual convention of Southeastern Theater Owners’ Ass’n, Atlanta.

Sept. 12: New England Annual Film Golf Tournament, (Course to be announced)

Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.


Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences, Hollywood.

12 of 14 M-G-M Stars Recruited from Stage

West Coast Bureau of THE FILM DAILY

Hollywood—Indicating the important part being played by stage talent in the making of pictures at present, a survey of the 14 stars under contract at the M-G-M studios, shows that all but two had stage training, and many of them were outstanding stage successes before coming to the silver screen. John, Lionel and Ethel Vaughn are, of course, indubitably woven into the history of the stage. Marion Davies first won fame in the Ziegfeld "Follies." Wallace Beery was a Henry W. Savage comedian prior to his first attempts at the screen, Clark Gable was a stage actor for years. John C. Crawford appeared in "Innocent Eyes" and other musical shows.

Marie Dressler's stage career extended over a long period, John Gilbert was on the stage as a boy actor, Buster Keaton appeared in vaudeville as "Buster Keaton" until he was 17, and Robert Montgomery came to M-G-M from the New York stage.

Norma Shearer on the other hand never was on the stage, but started her career in films and grew up from an extra girl to a star. Jackie Cooper, youngest of film stars, has never been on the stage either—except for a recent personal appearance trip made after he had achieved stardom.

**GARLAND REJOINS COLUMBIA**

Denver—R. J. Garland, formerly manager for ERPI and Columbia here, has rejoined the Columbia exchange as a salesman. He replaced F. A. Wagner, who resigned and left for the west coast.

**Eastman Films**

J. E. Brulatour, Inc.

**LIL TASHMAN FOR CAPITAL**

Lilian Tashman will appear in next week’s stage show at the Capitol. Also in the lineup of names signed by Louis K. Sidney for this presentation are Sophie Tucker, Jack Pearl, Jack Benny, George Olsen’s Orchestra and Ethel Shatta.

**RICHMOND OPERATORS CUT**

Richmond—Operators in local theaters have absorbed a cut of five per cent, effective Sept. 1. Exhibitors had sought a 20 per cent reduction.

**FUTURE OPENINGS**

"Strange Interlude" (Aug. 31).—M-G-M. Warners. Ryan and Rose, Director. "70,000 Witnesses" (Sept. 2).—Paramount. Albatross. "Blonde of the Follies" (Sept. 4).—Paramount. "Down to Earth" (Sept. 4).—Fox. "Bleed Me" (Sept. 4).—Warner Brothers. "Richlofen; Red Ace of Germany" (Sept. 3).—Symon. "Phantom Express" (Sept. 3).—Majestic.

**FIRST RUNS**

"White Zombie" (20th week).—M-G-M. "Last Company" (13th week).—M-G-M.

**PICTURE**


**SECONd RUN**


**NEW YORK Stock Market**

(QUOTATIONS AS OF SATURDAY)

Columbia Pts. etc. 1744 1724 1704 + 4.

Columbia Films. 69 68 67 + 1.

Columbia. 178 176 174 + 2.


Paramount. 76 76 76 + 1.

Pathe. 85 76 8.

Pathe Exchange. 4 4 4.

Bosworth. 3 3 3.

Warner Bros. 4 3 4.

NEW YORK CURB MARKET

Technicolor. + 3 3 3 + 5.

NEW YORK BOND MARKET

Gen. Th. Eq. 6640 5166 5166 + 4.

Keith A. 106 105 107 + 1.

Keith Eq. 4356 4356 4356 + 1.

New 4 Cons. 89 89 89 + 1.

M-G-M. 64 64 64 + 3.

Pathe. 3546 43 4343 4255.

Warner’s 663 31 31 31.

**Hoot Gibson’s Next**

"West Coast Bureau of THE FILM DAILY"

Hollywood—With "Man from H," a star vehicle chosen for the leading feminine role, production has started on Hoot Gibson’s next Allied feature. "Cowboy Cou Sinelor." Supporting cast in cludes Bobby Nelson, Fred Gilman, Jack Rutherford, Al Bridge, Skeeter Bill Robbins, William Huyphon and Gordon DeMaine. William McGow- meck and Sam Allen. Story, which will be produced by M. H. Hoffman, will be written by J. L. Natterson and will be directed by George Mel- ford.

**PHANTOM EXPRESS** DATED

Opening of the "Phantom Express" at the Globe on Broadway has been set for Sept. 7, it is announ ced by John N. Weber, general sales manager of Majestic Pictures. Another first-run booking already contracted by Weber for this picture is Shea’s Colonial, Akron, Sept. 3. Majestic’s "Hearts of the Community" has been booked into the Fulton, Pittsburgh, the week of Sept. 1.

RICHMOND OPERATORS CUT

Richmond—Operators in local theaters have absorbed a cut of five per cent, effective Sept. 1. Exhibitors had sought a 20 per cent reduction.

**THE BROADWAY PARADE**

(Week of Aug. 26 to Sept. 1)

**PICTURE**


**SECONd RUN**

"Grand Hotel."—Columbia. Palace.

"I Kiss Your Hand, Madame."—Stanley Dist. Co. "Last Company."—M-G-M.

**FINANCIAL**

Paramount French Studio To Synchronize 18 Films

Plans have been completed by Paramount’s foreign department to vocally synchronize 18 recent Paramount pictures into the French, German, Italian and Spanish languages. The work will be done by Paramount’s studio at Joinville, France.

The films to be synchronized in French include "Shanghai Express," "Dr. Jekyll and Mr. Hyde," "Broken Lullaby," "World and the Flesh," and "This Is the Night." Those to be done in German include "Broken Lullaby," "Ladies of the Big House," "Strangers in Love," and "The Nick of Time," and "Twenty-Four Hours." The Italian films will include "Shanghai Express," "Dr. Jekyll and Mr. Hyde," "Broken Lullaby," "Ladies of the Big House," while the Spanish include "Shanghai Express," "Broken Lullaby," "The World and the Flesh," and "This Is the Night."
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Cleveland, Ohio  WVIZ
Detroit, Mich.  WJB
Hartford, Conn.  WTJ
Milwaukee, Wis.  WTMJ
Nashville, Tenn.  WSM
New York, N.Y.  WCAU
Philadelphia, Pa.  WCAE
Pittsburgh, Pa.  WCSS
Portland, Maine  WABA
Providence, R.I.  WRIA
Richmond, Va.  WBNA
Schenectady, N.Y.  WGY
Utica, N.Y.  WIBX
Worcester, Mass.  WTAG

41 in the West

Amarillo, Texas  WDAE
Bakersfield, Calif.  KERN
Bellingham, Wash.  KVOS
Boise, Idaho  KIDO
Casper, Wyoming  KDFN
Ciudad Juarez, Mexico  XEJ
Dallas, Texas  KLZ
Denver, Colo.  KCLE
Enid, Okla.  KMJ
Fresno, Calif.  KGMB
Houston, Texas  KTLC
Joplin, Mo.  WMBH
Kansas City, Miss.  WHB
Klamath Falls, Ore.  KFJ
Las Cruces, New Mexico  KOB
Long Beach, Calif.  KFOX
Los Angeles, Calif.  KNX
Los Angeles, Calif.  KHI
Medford, Ore.  KMB
Ogden, Utah  KJ
Oklahoma City, Okla.  WOW
Omaha, Neb.  KTAX
Phoenix, Ariz.  KFJ
Pocatello, Idaho  KSE
Portland, Ore.  KOIN
Pueblo, Texas  KHGF
Sacramento, Calif.  KFK
Salt Lake City, Utah  KSL
San Francisco, Calif.  KFRC
San Bernardino, Calif.  KFXM
San Diego, Calif.  KB
Santa Barbara, Calif.  KDB
Seattle, Wash.  KDL
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BELA LUGOSI
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WATCH FOX THIS YEAR
Principal Finance Co. Formed by Sol Lesser

with British International Pictures. Twenty adventure stories and 15 features are included in Lesser’s program. Three associate producers will make the latter group, with the Lesser company financing them.

8 M-G-M SHORTS RELEASES

Eight shorts are scheduled for release in September by M-G-M, four of which were Hal Roach comedies: The Taxi Boys in ‘Strange Intruder,’ Sept. 17; Charley Chase in ‘Young Ironsides,’ Sept. 3; Zasu Pitts and Thelma Todd in ‘Alum and Eye,’ Sept. 24; and Stan Laurel and Oliver Hardy in ‘Scrarm’ on Sept. 10; all of these are two-reelers each.


B. O. MADE INTO BAR

The box-office at Loew’s State has been converted into a bar, with a display of liquor bottles, to exploit “Speak Easily.”

 UNION CASE UP THURSDAY

Hearing in connection with the $200,000 damage suit brought by three theater operating companies against various subsidiaries of Local 306, New York operators’ union, against 17 concerns and individuals, including all major companies, will be held Thursday in the Supreme Court, Manhattan County. The hearing had originally been calendared for today.

COMING & GOING

STAN LAUREL and OLIVER HARDY who have been visiting Scotland and England with the past few shows, will arrive in New York tomorrow on the S.S. Paris after a week in New York, they will leave for California to begin their sixth season in Hal Roach’s comedy films.

WILLIAM STEINER, who is handling distribution for Ken Goldsmith Productions, is due in New York this week from Hollywood.

DON SHERIDAN presiding local of Local 324 operators’ union in Albany, is in New York working in connection with labor relations.

EDMUND LOWE and LILYAN TASHMAN arrived in New York this week from the coast.

EIGHT RELEASE DATES ARE LISTED BY M-G-M (Continued from Page 1)


N-E-W-S O-F T-H-E D-A-Y

Meeker, Colo.—The Princess will be reopened by Harlan S. Coulter on Sept. 4.

Denver—The following houses are reported permanently closed: Eads theater at Eads, Colo.; Ritch at Hobbs, N. M.; Opera House at Mulren, Neb., and the Avalon at Venango, Neb.

Flagler, Colo.—The Grand has been sold to Wright & Frulkley by R. E. Precht.

Palisade, Colo.—The Palisade has been sold by W. F. Widdow to R. W. Overby.

Wray, Colo.—Bianc M. Tyo has relinquished control of the theater to the owners, Blanchard and Tomlinson, who have changed the name to the Blanchard and will operate.

Chicago—A preliminary meeting of musicians’ union officials and picture house managers was held last week in an effort to reach an understanding regarding a new contract, but no agreement was reached. Another meeting is to be held early this week.

Chicago—The Cinema, art theater operated by M. Machat, will reopen Sept. 3.

Chicago—Charlie Kurtzman, who has been handling publicity for the Chicago (B. & K.) theater, has been transferred to Toledo, O., where he will become manager of a Publix house.

Chicago—Charles Previn, conductor of the orchestra at the Chicago, has resigned to go to New York and enter radio work. Adolff Dumont succeeds him.

Clanton, Ala.—The Wadesonian is now running every day instead of three times a week.

Schenectady, N. Y.—The Farsh Circuit, operating theaters here, was robbed of a day’s receipts of its theaters when thugs bound and gagged Frank Hutton, assistant treasurer and took $2,500 from him.

Newark, N. J.—Theater owners in this territory, both circuit and independent, have agreed to eliminate double features. The committee, unanimous in its decision, was composed of J. Un- ger of the Hillside, B. Davis of the Essex, and A. Bannon of the Court. All these houses are in Newark.

Buffalo—John Carr, manager of the Century, is now managing the Great Lakes. George Mason, former manager of the Hippodrome, has been appointed manager of the Century.

York, Pa.—Irving Dunn is the new manager of the Ritzy, replacing W. H. Wear. Dunn comes from the Grand in Wilmington, Del.

Almont, Mich.—The Star has reopened under management of Alfred Simpson of Detroit.

Detroit—The Whittier Theater, Co., 7237 East Jefferson Ave., has incorporated with a capital stock of $50,000. Stockholders are Charles A. Komer and Harry A. Komer.

Detroit—Joe La Rose is back with Publix again, managing the Easttown. He left Jake Schreiber in interests to return to his former employers.

Kansas City—The local Publix real estate department will be located in the Capitol theater building at Des Moines after Sept. 1.

Gonzales, Tex.—Robbers took $300 last week from the safe of the Crystal theater, managed by Lynn Smith.

Albany—Negotiations are under way between local theater men and operators for a one-year extension of their existing contract, which is due to expire next year. The producers are understood willing to accept a 10 per cent cut, effected through a rebate plan, in consideration of various concessions.

Beacon, N. Y.—American Society of Composers, Authors and Publishers has filed suit in equity against the Apollo, operated by Louis Baraca, charging unauthorized use of a copyrighted song. In addition to damages an injunction is sought.

Regal Will Distribute

Monogram in Canada

United States and Canada will be distributed in England through P. D. C. Regal Films formerly handled the Pathe product and will handle the M-G-M in addition to Monograms.

ALFRED NEWMAN HONORED

West Coast Bureau of THE FILM DAILY

Hollywood—Alfred Newman is the only motion picture director to be included among the seven guest conductors for the special post-season concert at the Hollywood Bowl tomorrow evening. He will conduct a symphonic tone poem composed by himself from his musical score for “Street Scene” which King Vidor directed for Samuel Goldwyn.

DOWLING-DOOLEY IN BOSTON

Eddie Dowling and Ray Dooley, who closed Thursday at the Capitol, New York, opened yesterday at the Ziegfeld, playing Loew’s Paradise, New York, the following week.

OWEN MOORE AT STATE

Owen Moore is appearing in the vaudeville bill at Loew’s this week.

New Incorporations

THE FILM DAILY

Monday, Aug. 29, 1932

14 FEATURES SCHEDULED BY MITCHELL LEICHER (Continued from Page 1)

Production, of which Leichter is executive head, will be directed by Jacques Jaccard, who has handled the megaphone for such stars as Tony Buter, Zenon Gibson, Joe Day- nard, Buck Jones and Harry Carey. Jerry Callahan will assist Jaccard, while Mack Stengler is to have charge of the camera. Arrangements for the use of Silver King were made through Dr. Sharon M. Atkins. First of the Wales features will be “The Desert Ghost.”

Edgar Lewis is to direct John Lowell, who appeared in the silent version of “Ten Nights in a Bar Room.”

New YORK CHARTERS

Enterprise Film Corp., motion pictures; H. Amster, 276 Fifth Ave. 10 shares common.

Cleveland Amusement Corp., operate the-aters; Crockett & Silverman, 405 Lexington Ave. $20,000.

Searsport Pictures, motion pictures; Floyd, Martin & Sheffield, Woolworth Building. 300 shares common.

Westport Productions, theatricals; Cook, Nathan & Lehman, 20 Pine St. $10,000.


DELPAW CHARTERS

Atlantic Amusement Co., Wilmington, Del., places of amusement; Corporation Trust Co. $15,150.

Atlanta Theaters Operating Co., Wilming- ton, Del., places of amusement; Corporation Trust Co. 190 shares common.

CAPITAL INCREASE

Majestic, 290 shares common, to 200 shares no par.

GIBSON INVESTMENT

Combined Century Theaters, Delaware, rail, 2,500 shares no par. Representative, Secretary of State.
Unique Campaign
On "Molly Louvain"
A very attractive newspaper ad showing Ann Dvorak in flimsy costume and copy along the lines that "Cleopatra in all her glory had nothing on Molly Louvain," was the main feature of the exploitation campaign that put over "The Strange Love of Molly Louvain" at the New Spreckles Theater in San Diego, Cal. Other features of the campaign, which was handled by Lou Metzger, included a newspaper tie-up in which free theater passes were given to people who recognized a girl who paraded the main streets of the town dressed as "Molly Louvain." The newspaper ran the details of the stunt for several days prior to the picture's opening. In addition to the above, Metzger arranged for a knock-out farmer ballyhoo which consisted of having a farmer and his wife walking up and down the streets, carrying a couple of suitcases which read, "We came all the way in from the country to hear about 'The Strange Love of Molly Louvain.'"

—New Spreckles, San Diego, Cal.

- - - IT SEEMS from the reports piling in to Ned Depinet's office at Radio City that "Bird of Paradise" is shaping up as one of the real box-office pix of the season practically equaling the record of "Bring 'Em Back Alive" in various key spots throughout the country . . . . and that in spite of the fact that we personally in our review of "Paradise" gave it what is graphically known to the trade as a lousy sendoff we just couldn't see it as Big B.O. . . . . and said so in no uncertain terms. . . . . we are funny that way . . . . we like to be emphatic . . . . whether praising or panning . . . .

- - - SO, WITH these b.o. grosses rolling in upon us like a tidal wave . . . . we flounder around confusedly as we clutch our panning review . . . . and come to a very clear conviction . . . . either the theater patrons of these Youessay are nuts . . . . or we didn't know what the hell we were talking about . . . . we give you two guesses . . . . but we only need one: the Public is right and we're wrong . . . .

- - - IT SO happened that a couple of weeks ago we rode the metropolitan newspaper critic for slamming "White Zombie" . . . . pointing out to these boys and gals of the press in our most erudite style . . . . that they were a lotta zanies for panning a pix that had Mass Appeal written all over it. . . . . and the b.o. results on that United Artists' opus have more than confirmed our judgment . . . . and now on "Bird of Paradise" we pulled the same boner ourselves . . . . we OVER-LOOKED the Mass Appeal. . . . .

- - - WHAT WE failed to get in this Radio pix was the lure of the primeval, idealistic Love Interest . . . . the back-to-nature stuff . . . . where a white man casts off the veneer of civilization . . . . and returns to his childlike and loving Eve in the Garden of Eden . . . . that's what gets 'em . . . . it will always get 'em . . . . because it is elemental . . . . strikes the primitive in all of us. . . . . and makes us yearn to go and do likewise. . . . . but we can't . . . . so every woman, gal and bimbette sits pop-eyed looking at "The Bird of Paradise". . . . . imagining that he or she is one of the fortunate young lovers in the Hawaiian paradise. . . . .

- - - OUR ONLY motive in writing all this is because this publication has a rep established through the years . . . . for presenting honest dope to the exhib in its reviews . . . . that they can rely on . . . . and go out and spend their dough accordingly . . . . so we don't want any exhib holding out on this pix because of our honest but misguided original opinion . . . . here is the Revised Opinion . . . . and this GOES . . . . we at least have the very personal satisfaction. . . . . of being the only reviewer on record who ever admitted in print that in one specific instance his critical opinion wasn't worth a damn . . . . and that's Something . . . . now we feel great . . . . how're you? . . . .

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On Dramatizing
the Screen Test

"Dramatizing" their screen tests have won many players roles. This is a little secret closely guarded by such players as know how to use it. The player who simply poses before a camera and says any kind of lines doesn't know the secret. For instance, a certain girl came up for a part in "Sky Scraper Soul" recently. She was asked to make a test. So she got a piece of short but very dramatic dialogue, learned it thoroughly, and, when executives saw it, they became interested as in a play. She got the part. The right lines in a test may make a poor player appear good and a good player better. Jean Harlow, when she made a test for "The Red Headed Woman," found a scene that told a little story in itself, and told it, very quietly and naturally. Two other actresses did scenes very dramatically— and Miss Harlow's naturalness stood out. When John Miljan made the test that won him the role of Griffin in "Hell Divers" he didn't wear a wardrobe specimen of a naval officer's uniform, but used his own, tailored to fit him. For his scene—he lit a cigarette. Others who quoted lines lost out against his casual familiarity with the role. I always advise players to search scripts for the psychologically-right material for tests. It pays big dividends.

—Charles Brabin.

---

Showman's Daily Reminder
Check up on your ventilating equipment.
"It's loaded to the last car with the kind of audience appeal that makes dollars click on the box-office window."

"Replete with action from start to finish, this picture is a thrilling mystery sweeping swiftly to a happy climax."

"Mister Exhibitor book this one by all means and save yourself a headache so-called major studio specials."

The Second
Follow the

MAJESTIC
1619 Brcc
Telephone - COlumbus 5-1728
MAJESTIC'S 26 Money-Makers

Royal Road to Profits with MAJESTIC

TURES CORPORATION

ay New York, N. Y.

Cable Address - MAJESTFILM
INTER-MODERN EXHIBITS

(Continued from Page 1)

showed were conducted virtually without cost to the company, owing to tieups with hotels and other concerns. With exhibitors who attended aware of the nature of the product Warner-First National are making, the showings have given important impetus to new season sales.

Fan Magazine Editor Sees
Demand for Virile Yarns

(Continued from Page 1)

Replying to fan magazine critics, Larry Reid, editor of "Movie Classics," yesterday declared that readers are tired of namby-pamby articles and stories and nowadays demand virile, human material. To publish atomic, medical material would have the effect of driving readers away from fan publications, he said, and thereby hamper the magazines in their effort to stimulate fan interest in players whom producers are trying to "build."

EXCHANGE LOCATIONS SET

J. Simmonds, who holds the Majestic Pictures franchise for California, has taken office space at 1965 South Vermont Ave. in Los Angeles and at 125 Hyde St., San Francisco. He will operate under the name of Majestic Film Distributors. The perennial of the Simmonds’ sales organization is now being lined up.

SUNDAY SHOW VICTORY
PREDICTED IN ALABAMA

(Continued from Page 1)

County. His bill received a favorable report by unanimous vote of the criminal law committee and will come up for debate tomorrow.

Manasco said that he had canvassed several areas of the county and felt that enough votes had been promised to pass the bill, which if passed would remove restrictions on Sunday movies in Alabama.

Plans for 8 Features
Completed by Goldsmith

(Continued from Page 1)

Noah Beery, Dorothy Burgess, Montagu Love, George Wilbur, Miriam Seegar and James Aubrey. Charles Hutchinson directed.

"Undeniable" is now being adapted by E. J. Thornton, with Hutchinson again slated to direct. Others on the Goldsmith schedule are "Sin Cargo," "Midnight Shadows," "Angel Sins," "Speed Monster" and "The Invisible Power."

Headquarters of the new organization have been established at 1434 Grond St. Goldsmith, who will personally supervise the series, is the producer of "Harrigan Detective shorts released last season by RKO. William Steiner will handle distribution.

COMPLETE CAST

West Coast Bureau of THE FILM DAILY

Hollywood—Sign up of four character actors completes the cast of Paramount’s "Lincoln," which Archie Mayo is directing. The quartet are Louis Calhern, Harry Wallace, Bradley Page and Marty Martyn.

PARA. SIGNS WES COTT

West Coast Bureau of THE FILM DAILY

Hollywood—George Wescott has been awarded a new Paramount contract. "The Bookworms," featuring Stuart Erwin and Alice Skippworth, will be his first picture under the new contract.

MANAGER HELD UP

Chicago—Harold Jacobs, manager of the Indiana, South Side house, was held up Wednesday as he left the theater and was robbed of $300.

THE SUNSHINE

IN THE DAY'S NEWS

Business sentiment is so favorable that several circuits and individual exhibitors are discussing restoration of admission prices which were cut.

WARREN-F. N. RELEASES
SET TO END OF THE YEAR

THORNTON

(Continued from Page 1)


HOLLYWOOD

RICHARD HARLAN will sail on Sept. 20 for Barcelona, Spain, where he will have complete charge of Spanish production for Sol Lesser. He plans to direct a series of Spanish pictures and will also send a unit to various parts of Spain for travelogue duty.

* * *

Preston Foster has heard of a banker who has turned his bank into an ice cream parlor—because of the frozen assets.

* * *

Dick Pritchard is now managing the new Fox Alcazar, Los Angeles. He pulled a spectacular stunt recently with Tim McCoy in person, attracting hundreds of children. He was the organizer of the Buck Jones Ranger club on the Pacific Coast.

* * *


* * *

Sydney Mitchell, long a composer, is now a member of the Fox scenario staff. In collaboration with L. G. Rigby, he wrote the screen play and dialogue for "Golden West," which David Howard is directing, with George O’Brien as the star.

* * *


* * *

Howard J. Green, whose option has been renewed by Warner Bros., is writing an original, "Dutch," which will serve as a starring vehicle for Bebe Daniels. Green also wrote the screen plays for "Blessed Event," "I Am a Fugitive" and "They Call It Love."

* * *

Oscar George Hendrian, better known as "Dutch" Hendrian, who was mentioned for All-American honors when he was at the University of Pittsburgh and who later distinguished himself as a player with the New York Giants and other professional teams, was the technical advisor on "That’s My Boy," the football picture made by Columbia.

* * *

Karen Morley will have a leading role in "The Mask of Fu Manchu," which Charles Vidor is directing for M-G-M. Boris Karloff has the title role, and the cast includes Jean Harlow, Claude Gillingwater, David Torrence and Lawrence Grant.

The next Chesterfield release, entitled "The King Murder," is in production under the direction of Richard and Thorpe, with George R. Batchelever supervising. Cast includes Conway Tearle, Natalie Moorier, Robert Hale, Dorothy Davenport, Don Alvarado, Marceline Day, Robert Ellis and Maurice Black.

* * *

Arthur Hoyt and Clarence Muse are the latest additions to the cast of Columbia’s "Wagoning Merry-Go-Round" in which Lee Tracy and Constance Cummings are featured.

Charles Middleton, who enacts the role of Theodore Hermit in the RKO Radio production, "Hell’s Highway," starring Richard Dix, was born at Elizabethtown, Ky., five miles from the birthplace of Abraham Lincoln. As a child he swam in the Old Swimming Hole where young Abe once splashed and paddled about.

* * *


* * *

"The Western Code" is the final title of Tim McCoy’s latest western picture, which was produced by Columbia under the working title of "The Bullet Trail."

* * *

William Collier, Sr., and Stanley Smith have been added to the cast of "Hot Saturday," which went into production last week at the Paramount studios under direction of William A. Selter.

* * *

Maureen O’Sullivan has been given a new long-term contract by M-G-M. She is at present appearing as the feminine lead in "Payment Deferred," with Lothar Mendes directing.

* * *

Having completed her vamp role in Columbia’s "Polo," starring Jack Holt, Nora Lane will next step into the feminine lead of Tim McCoy’s starring vehicle, "Bullet Trail." Wheeler Oakman was recently signed for the title role. John J. McCarthy is directing.

Actors just added to the cast of "Central Park," now shooting on the First National lot, are DeWitt Jennings, Irving Bacon and Wade Boteler. John Adlolf, assisted by Bill Cannon, is in charge of the direction.
Western Electric . . . a proven patronage builder year after year

Since 1926, Western Electric has maintained leadership by holding to the highest possible standards of quality for recording and reproduction. Outstanding results in 8836 Western Electric equipped theatres—including 2405 replacements of other equipments—prove the soundness of that policy!

ERPI's nation-wide staff of engineers—rendering a systematic trouble-prevention service—has protected exhibitors against costly breakdowns, assured maintenance of quality sound and made possible constant improvements over the six-year period.

Now—more than ever—Western Electric equipment is a sound capital investment. It affords financial stability, patent protection, assurance of highest quality of sound and continued development. Discriminating audiences will go to the theatre where Western Electric standards are maintained.

Get your house in order now!

Western Electric

SOUND SYSTEM

Northern Electric in Canada

Distributed by Electrical Research Products Inc.

250 West 57th Street, New York

1926
First commercial sound picture: recorded and reproduced by Western Electric.

1927
First talkie-talkie picture: recorded and reproduced by Western Electric.

1928
Leading producers contract to record by Western Electric exclusively.

1929
ERPI's nation-wide service staff reduces program interruptions to 1-in-10 of 1%.

1930
New equipment makes Western Electric quality available to smallest theatres.

1931
Western Electric Noiseless Recording does away with all ground and surface noises.

1932
Western Electric Wide Range Sound brings talkies even closer to perfection.
THREE ROUSING WAR-WHOOPEE!

You're Back in the Motion Picture Business with 12 Roaring Episodes of the Grandest American Outdoor Show that Ever Drove Fifty Million Kids Wild with Joy!

THE

COURTNEY RYLEY COOPER'S RED-BLOODED DRAMA of FIGHTING MEN AND FIGHTING DAYS

with CREIGHTON CHANEY,
DOROTHY GULLIVER, FRANCIS X. BUSHMAN, Jr.
JUDITH BARRIE, JOE BONOMO, WILLIAM DESMOND, YAKIMA CANUTT, PETE MORRISON

Supervised by Fred McConnell
Directed by Spencer Bennet
Men!...

LAST FRONTIER

Released Sept. 2 when Young America is taking its last fling at vacation... just before they sink their noses in the history books.

Men of daring cleave the savage West in the most dramatic of all the Indian campaigns, culminating in Custer's Last Stand. Thousands of Indians, herds of buffalo, wagon trains weaving their snake-like trail toward the Golden Gate. Historic characters re-live the blazing pioneer days.
A LITTLE AD—THAT TELLS
A BIG, HAPPY STORY!

CONTRACTS?...
THEY’RE KNEE-DEEP ON THE
NINTH FLOOR—
AND UP TO OUR
ADAM’S APPLE
IN THE FILE
DEPARTMENT.
EVEN THE MAIL
MAN IS ASKING
IF WE’RE GIVING
AWAY SAMPLES!

Records pop like wine corks as THE 4 MARX BROTHERS’
“HORSE FEATHERS”, CHEVALIER’S “LOVE ME TONIGHT”,
and HAROLD LLOYD’S “MOVIE CRAZY” sweep the nation.
We’re afraid everything is going to be all right... for
Paramount... Grand Old Rock of Show Business... and
15,000 exhibitors from the Florida Keys to the
China Seas!
Samuelson Blames Dual Bills for High Film Rentals

71% OF FILMS FOUND WORTHY BY CATHOLIC GROUP

Specialization is Industry's Big Need, Says Yates

The Rialto

...is alive once again

By Jack Alicoate

THERE'S business life, and excitement, along the Rialto's front. It's commencing to look like old times, and, stranger, perhaps the good old industry will fool the sheriff after all. Look in on any of the major outfits, and you will find enthusiasm, activity, and a general feeling of confidence. Product was never better. Theater attendance is on the rebound. We have just returned from a flying trip through the back country and exhibition of all styles and dimensions report optimistic progress along the battle front. We believe the industry is better geared now than at any time in its tempestuous history. One thing is certain. During its next cycle of prosperity, if it can keep its faults and transgressions of the past, it will have no one to blame but its own smiling self.

SIGNIFICANT is the statement of Mrs. Thomas A. McGoldrick, L.L.D., national motion picture chairman of the Interna
tional Federation of Catholic Alumnae that motion pictures in 1932 were 42 per cent more suitable to the standards of Catholic audiences than they were in 1929. This should be a rather compelling and convincing reply to those critics of screen enter-
tainment who continually harp on the moral quality of motion pictures. No group is more exciting in its standards of enter-
tainment than our Catholic brothers and sisters.

The other evening, during the argumentative hours, we sat in as one man jury on a fascinating controversy between a well-known director and an equally well-known writer on the relative merits of story vs. director. Which is the most important, a flawless story, containing all the basic elements to start with, or the directorial touch and treatment that a story receives in transit from conference to cut-
ting room? After all the arguments were in and there was no more White Rock to be had, we decided the contest a draw. No picture was ever great without a great story to begin with. And no great story ever turned out great on the screen with-
out the inspirational touch of an understand-
ing director. So there we are, but where are we?

BUSINESS UP 20 PER CENT
IN CLEVELAND FIRST-RUNS

Cleveland—Business in first-run houses here last week was about 20 per cent above the summer average. This was the third week of improved receipts in downtown houses, though neighborhood the-
aters generally reported no change.

New England Reopenings
Reported by Mekelburg

With approximately 850 of the 1,300 houses in New England now operating, announced plans indicate many reopenings scheduled for the next few weeks, said Marcel Mekel-
(Continued on Page 10)

Trowbridge to Supervise
All Fairbanks Activities

Supervision of all Douglas Fair-
banks' activities as they relate to his
organization is with the United Artists Corp.
both here and abroad will hereafter be handled by Carroll S. Trowbridge,
whose appointment as Fairbanks' personal representative was official-
ly announced just before the star sailed for the Orient. Trowbridge will make his headquarters at the U. A. home offices in New York. He is now preparing for the New York opening of "Mr. Robinson Crusoe" at the Rivoli.

(Continued on Page 10)

Dual Bills Chiefly to Blame
For High Rentals--Samuelson

Charlie Chaplin Enjoined
In Controversy Over Sons

West Coast Bureau of THE FILM DAILY

Hollywood—An alternative writ enjoining Su-
pervisor Judge H. Parker Wood from further hearing Charlie Chaplin’s injunction suit to prevent his two young sons from appearing in Fox pictures was obtained yesterday by the mother, Lita Grey Chaplin.

Declaring that the double feature practice is largely responsible for the higher rentals being asked by distributors for new product, Presi-
dent Sidney E. Samuelson of Allied Theater Owners of New Jersey, in a bulletin to members of the organiza-
tion, offers a plan for remedying the situation by consuming less product. Following a survey by
(Continued on Page 12)
20 Managerial Shifts
In Fox West Midwest Section
Kansas City—Twenty recent manager-
ial changes at Fox West Coast offices in the
area are announced as follows:
Harry Blake from Joplin, Mo., to Ft. Madi-
on, Iowa; Chester Bell from Council Bluffs,
Ia., to Brookfield, Mo.; Gerald Baker, from
Muskegon, Mich., to Muskegon, Ia.; Jack
Moore, from Emporia, Kan., to Springfield,
Mo.; Fred Soutter, from Springfield, Mo.,
to St. Joe, Mo.; A. R. Zimmer, from Dodge City,
Kan., to Springfield, Ill.; Jay Wooten, from
Liberal, Kan., to Liberal, Mo.; Casto, Kan., to
C. M. Moorehead, from Chanute, Kan., to
Lawrence, Kans., to Newton, Kan., to
Emporia, Kan.; C. H. Zile, from Lyons, Kan.,
to Newton, Kan.; Earl Hilton, from Nevada,
Mo., to Lyons, Kan., G. I. Hunter, from War-
wick, Kansas, City, Mo., to Chanute, Kan.;
Phill Hill, from Ottawa, Kan., to Ex. Springs,
Mo.; C. A. Stewart, from Fredonia, Kan.,
to Maryville, Kan.; T. M. Steele, from
Maryville, Kan., to Ottawa, Kan.; Jim
Long, from Joplin, Mo., to Kansas City,
Kan.; Art LaSalle, from Ex. Springs, Mo., to
Fredonia, Kan.; Fred Seely, from Meadville,
Ia., to Herrin, Ill., to Nevada, Mo.;
Bill Meaders, from Kansas City, Mo., to
Neosho, Kan.; John Creamer, from Maysville,
Mo., to Salina, Kan.

Hollywood Productions
Completes One-Reelers
Two one-reelers directed by Joe
Bonica, who also appears in one
has been completed by Holly-
wood Productions, and previews are
now being arranged. Bonica is edi-
tor of "Movie Album," new motion
picture magazine which plans its
appearance nationally next week.

Lou Moskowitz Opens
New Exchange Offices
Lou Moskowitz has opened his ex-
change offices at 630 Ninth Ave.,
operating under the name of the
American Film Exchange. He is
disposing 12 single reel travel-
eludes six novels and the "Book of Knowledge," produced by
the Film Exchange, Inc. He is also
now arranging to handle several
more shorts and features.

Managers Offered Prizes
For Best Exploitation
Theater managers in all parts of the
country, regardless of circuit affiliations, if any, are being offered
$100 in cash prizes by EKO for the
best advertising and exploitation campaign on "The Bird of Para-
dise," the summer prestige picture. A
limited number of EKO and will
include two trade paper representa-
tives and three advertising and ex-
position staffs. The contest was
originated by Russell Moon of the
EKO publicity staff.

M. J. Kandel Acquires
Hollywood Film Library
West Coast Bureau of THE FILM DAILY
Hollywood.—M. J. Kandel, presi-
dent of the Hollywood Film Library, who
recently opened coast offices here,
has purchased the entire Fred
King Films group of film negatives—
4,000,000 feet of original negative
stock shots. According to Kandel
this purchase, together with the
original General Film negatives and the
Kingrooms library recently acquired
by Kandel give General over 15,000,
000 of indexed negatives.

Academy Will Maintain
Record of Writers' Work
West Coast Bureau of THE FILM DAILY
Hollywood.—A permanent regis-
try of credits for motion picture writers is being
established as part of the
administration of the code of prac-
tice governing relations between
writers and film producers, it is an-
ounced today by the secretary-
treasurer of the Academy of Motion
Picture Arts and Sciences.

Hallmark also has contributed to
a film story but have not received
credit on the screen will be able to
register a certified record of their
worker for reference by prospective
employers or other interested par-
ties.

Fairbanks Film Lauded
By Atlantic City Mayor
Atlantic City—After attending the
premiere of "Mr. Robinson Crusoe,"
Douglas Fairbanks' newest starring picture, Mayor Harry Bachrach of
Atlantic City turned movie reviewer
and wrote the star a letter of com-
modation. He said: "I feel it
would be amiss if I did not take
this opportunity of personally
commending you for your splendid per-
formance in the title role of
'Verton Crusoe.'

Your acting is superb and the
photography is exceptionally
more picturesque than the scenes inland and
on the water. It is my earnest hope that
you will make more pictures of this type."

3 Steubenville Houses
Reopening This Week
Steubenville, O.—Warners' Capit-
ol, the Paramount and the Bigg-
brothers, Grand theaters, closed most of
the summer, are preparing to
reopen at the end of the week.

A. E. FIEGEL NOT INVOLVED
Alfred E. Fiegel, outdoor advertis-
ing organization, has no connection
with the Fiegel Corp., which went
into bankruptcy last week as report-
ed in the New York newspapers, ac-
cording to a statement issued by
the firm. Although Alfred E. Fiegel
organized the Fiegel Corp. in 1925,
he sold his interest to a group of
business men four years ago and
his interest is not connected in any way with that company.

Del Riccio to Produce
3 Yellowstone Shorts
Lorenzo Del Riccio left New York
last night with a production crew
to make three shorts in and around
Yellowstone National Park for his
Cinematographic Features series which
Stanley will distribute. He will use the
EPCI portable wide range record-
ing equipment, this, it is said, be-
ing the first time this apparatus has
been used for location work. Del
Riccio will away nine weeks. Three
pictures in the series have been
completed.
WELCOME HOME BOYS!

Sure, we heard how you took Europe by storm!

THAT’S GREAT! But we’ve got much better news! About your new feature length comedy!

“PACK UP YOUR TROUBLES”

It was previewed last week in New Rochelle. The audience howled from the first foot of film to the fade-out! Boys, it was a panic and a riot rolled into one! After the success of your first full length comedy “Pardon Us” exhibitors demanded another one. Will they be thrilled, delighted and jubilant about “Pack Up Your Troubles”? Dunt esk!

Hooray for Laurel and Hardy!

METRO-GOLDFWYN-MAYER
THE BIG ECLIPSE SHOW WORLD

HAROLD LLOYD
in "MOVIE CRAZY"
WITH
CONSTANCE CUMMINGS

4 MARX BROTHERS
in "HORSE FEATHERS"

MAURICE CHEVALIER
in "LOVE ME TONIGHT"
WITH
JEANETTE MACDONALD
A ROUBEN MAMOULIAN
Production
HAPPENED TO THE WEEKS AGO!

Soaring across the face of the show-world...crashing all records...as mighty a happening in our own sphere as the event which will have the whole world agape tomorrow!

Paramount's PARAMOUNT Year
$5,000 REWARD
to anyone who can find in any English
dictionary a stronger adjective than
these from New York reviews
of "Life Begins" World
Premiere!

Affecting Moving
Amusing Novel
Beautiful Poignant
Brilliant Powerful
Courageous Radical
Delicate Rich
Dramatic Startling
Entertaining Tender
Epic Tense
Exquisite Terrific
Fascinating Tremendous
Fine True
Four Stars Unforgettable
Great Unusual
Gripping Vivid
Impressive Witty

You can’t be in the know about picture but
every amazing word these key critics lavish

"A film for all the women of all the world. And for every man
born of woman, too. It's a startling, tensely dramatic subject,
treated with exquisite taste and deep understanding. It would
wring weeps from a stone god — or a living one. And with
its pathos there's rare mingling of comic and tragic masques,
as well.

'Life Begins' fulfills every promise, every hope. Seeing is
believing. And the world will be convinced. Every scene is
poignant drama that stabs its way to an ever-living memory."

—Regina Crewe in N.Y. American
ALONG THE RIALTO
with
PHIL M. DALY

• • • OVER AT Enaam... they are sounding one of
the first guns in the campaign to get the public back to the
theaters......with a very extensive billboard campaign on
"Strange Interlude"......and there is a strong bit of psy-
chology in back of it........

• • • HERE IS the way that Milly Ferguson dopes it out
Billy just having come up for his first breathing spell
after an all-summer campaign on roadshowing "Grand Hotel"
......he is strongly sold on the idea of the billboard to reach
the outdoor-minded public......the tourists......the week-
dend trippers......and the local crowds who jam the highways
in their cars to take the family out for a breathing spell
......coming on the fall......all these folks are beginning to think
of indoor entertainment again......so the "Strange Inter-
lude" posters will soon be smacking them right in the eye no
matter what highway they travel........

• • • FOR THIS campaign unusually attractive paper has
been selected......with eye-appealing yellow predominating
......with enormous lettering of "Strange Interlude"......
so billboards within a radius of 25 miles of the metropolis are
being used......just to plug the New York showing
......Connecticut, Long Island, New Jersey, Staten Island......
wherever folks ride in cars......this production will con-
front them......reiterating its message......so when they
decide to start visiting the theater again......the chances are

A GENUINELY DRAMATIC EMBASSY

a distinguished audience at the premiere; little comment
in HIT No. 1
for 1932-’33

of a distinguished audience at the premiere; little comment
can be added to that. It is a great photoplay."
—Rose Pelswick in Evening Journal

"FOUR STARS. Film epic. Genuinely dramatic. Will make
you weep and laugh."
—Kate Cameron in Daily News

"Ought to make Hollywood sit up and respect itself."
—Thornton Delehanty in Eve. Post
A film for all the women of all the world. And for every man born of woman, too. It's a startling, tensely dramatic subject, treated with exquisite taste and deep understanding. It would wring weeps from a stone god—or a living one. And with its pathos there's rare mingling of comic and tragic masques, as well.

'Life Begins' fulfills every promise, every hope. Seeing is believing. And the world will be convinced. Every scene is poignant drama that stabs its way to an ever-living memory."

— Regina Crewe in N.Y. American
"Life Begins" for a better motion picture turns all eyes to the others. This taste of wind arouses a thirst.

Eric Linden—Eston Foster
Directed by directed by
First National

This four-star film is a simple masterpiece of motion picture drama. A story boldly, wittily told. You'll laugh and cry over 'Life Begins.' Strong drama, powerful pathos, humor, everything which goes to make an entertaining went into this one. In oddity, the picture is terrific. entertainment, it is right there. 'Life Begins' is unusual, moving, impressive. Women will love it.

—Bland Johaneson in Daily Mirror

"Ought to make Hollywood sit up and respect itself."
—Thornton Delehanty in Eve. Post

"FOLK STARS. Film epic. Genuinely dramatic. Will make you weep and laugh." —Kate Cameron in Daily News

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BEGINS

ROS'. HIT NO. 1 for 1932-'33

VITAGRAPH, INC., DISTRIBUTORS
INDUSTRY'S BIGGEST NEED IS SPECIALIZATION-YATES

(Continued from Page 1)

poted the old-fashioned idea that a company could be self-contained. The attempt on the part of some companies to produce, distribute, exhibit and print their own pictures has cost them millions. Specialization makes for economy. Producers who have refused to be influenced by their own or others' prejudices and have studied the actual facts have found that a definite loss is incurred in operating their own film laboratories. Due to the nature of the film laboratory business, this is inevitable.

"The late delivery of negatives from the producing studios to the film laboratory imposes demands for rapid production without sacrifice of quality. Only a company equipped with men and machinery to operate continuously can take care of such demands.

"For a producer to maintain a film laboratory with a capacity that at all times accommodates a peak volume of quality printing and gives rapid delivery is wasteful and extravagant. Therefore, in a producer's own laboratory either quality and performance suffer or the cost is prohibitive.

"It is entirely different with a company like Consolidated whose business from various sources flows steadily and enables it to employ a full compliment of help throughout the year. Delays and poor quality are the penalties paid by organizations where employment is not continuous.

"What is more, Consolidated's huge volume permits it to buy raw materials at the very lowest prices. Such savings are naturally passed on to the customer.

"To the producer, making pictures is the all important thing. To the film laboratory, making prints is. As a consequence, the film laboratory is ceaselessly seeking the means by which to advance the science of printing. The producer laboratory is often satisfied with the existing methods of making prints, whereas an organization like Consolidated maintains a staff of technical and chemical engineers for the development of machinery and processes that will produce better prints with longer life and deliver them more quickly at lower cost.

"Consolidated's customer is always guaranteed perfect prints and prompt delivery at the price originally specified. He knows exactly what his release prints will cost him and can budget accordingly.

"The records of producers who have had their release prints made by Consolidated show that they have not only relieved themselves of a hazardous and burdensome responsibility, but that they have saved millions of dollars."

Demand for Name Players Felt by Indie Producers

West Coast Bureau of THE FILM DAILY

Hollywood—With new season production activities creating a renewed demand for players, especially those with box-office appeal, independent producers are beset with new difficulties in buying talent, a checkup of the situation discloses. Names which were available for independent pictures a few months ago are now in demand and in a majority of bidding incidents are signing with major companies which are better equipped financially to attract their services.

"BLONDE VENUS" PREMIERE

Marlene Dietrich in "Blonde Venus" will have its premiere Sept. 9 at the New York and Brooklyn Paramount theaters.

Check em yourself

because they're created by men who know their business—specialists in each distinctive field. Every Exhibitor Trailer has a definite selling point.

LOWER PRICED

because they're built expressly for and at the time when all exhibitors overhead is cut to the bone. All the work done in ONE studio.

DEPENDABLE

because we have distribution points covering the entire U.S. with main centers in Dallas, Chicago, Los Angeles, and New York and complete library to large and small exhibitors alike.

EXHIBITORS SCREEN SERVICE INC.

205 WEST 44TH STREET NEW YORK CITY EDGEcombe 4-6200

DALLAS CHICAGO LOS ANGELES

Tuesday, Aug. 30, 1932

CONN. MPTO QUIZ ARTHUR ON EXCLUSIVE RUN DEALS

(Continued from Page 1)

of Connecticut in New Haven. A preliminary meeting on the subject was held here last week. Those attending included Arthur, John Hier, of the Lyric here, Fred Fishman of the M. P. T. O., and A. Henry Weisman, attorney for Arthur.

New Australian Distrib Plans Wide Activities

Sydney—British Empire Films, Ltd., has been formed to handle the Australian distribution of films produced by British International Pictures and other British producers. B. I. P. product formerly was handled by Greater Union Theaters. The new company has absorbed this exchange, although the G. U. T. circuit will continue to be the releasing medium. The move allows for releasing of films to other circuits and theaters. The new company plans to extend its operations to the Far East and probably South Africa and Canada.

CLEVELAND EXHIB. OUTING

Cleveland—Annual outing of local exhibitors will be held Sept. 16 at Lake Forest Country Club in Hudson.
**EXPLOITETTES**  
A Clearing House for Tabloid Exploitation Ideas

---

**ALONG THE RIALTO**  
with PHIL.M.DALY

---

**TIMELY TOPICS**  
A Digest of Current Opinions

---

**Public Attitude On Stage and Screen Plays**

**Solution** of the differences between screen and stage lies not in any basic divergence as a medium of expression but in the attitude of the public. For some unfathomable reason, audiences look at the stage and the screen with different eyes. A player is judged on the speaking stage strictly on his ability to act. He may appear in several screen failures without its being held against him. The failure is attributed to the weakness of his vehicle. But let a player appear in the same number of pictures which fail and he loses his popularity. The failure of the picture is held against the actor on the screen. The same audience which distinguishes between play and performer in the speaking theater refuses to recognize this distinction in a motion picture house. If an actor fails in a picture it hurts his career. Probably it is because the public takes screen players closer to its hearts than it does stage players. But it is peculiar that this distinction applies to the same player when he is appearing either on the screen or the stage. Personally I believe that too much emphasis is placed on success or failure in screen plays. If a player gives a good performance in a weak picture, it should not be held against him as an actor.

—O. P. Heggie

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**Showman's Daily Reminder**

Look over your cooling plant, or other devices.

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**THE FILM DAILY**

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**OVER AT EMRENE**—they are sounding one of the first guns in the campaign to get the public back to the theaters....with a very extensive billboard campaign on "Strange Interlude".....and there is a strong bit of psychology in back of it.

---

**HERE IS** the way that Milly Ferguson does it out. Billy just having come up for his first breathing spell after an all-summer campaign roasting "Grand Hotel"...he is strongly sold on the idea of the billboard to reach the outdoor-minded public. The tourists...the weekend trippers...and the local crowds who jam the highways in their cars to take family outing for a breathing spell coming on the fall....all these folks are beginning to think of indoor entertainment again.

---

**FOR THIS campaign unusually attractive paper has been selected, with eye-appealing yellow predominating with enormous lettering of "Strange Interlude".....so billboards within a radius of 25 miles of the metropolis are being used.....just to plug the New York showing.....Connecticut, Long Island, New Jersey, and second wherever folks ride in cars...this production will confront them.....reiterating its message.....so they decide to start visiting the theater again.....the chances are that "Strange Interlude" will get a big play.

---

**IN TOWN** is Brymer, the Hollywood designer to the screen stars.....he just arrived from a vacation in France before he had a chance to start for the coast the Paramount theater drafted him to design a set of costumes for next week's show.

---

**ONE OF the finest novelty shorts ever offered the public is "Babe On the Run".....a revealing story of one day in the life of a baby.....which has just completed a five-week's run at the Winter Garden.....and now Jay Arr, who is responsible for it.....is completing the editing of "Dogs of Fate".....the life story of a war dog.....which is just as unusual in treatment as the other.

---

**A CERTAIN gent was complimenting Charlie Einfeld on the fine work he was doing in putting over Warners' current product.....and Charlie sez "Ain't, nuts, tuts, tuts. My boys did the work. I only supervised it."...now, this was not a pose with Mister Einfeld.....he is one advertising and publicity manager who is always going out of his way to show his boys that they are doing it.....which accounts in great part for the continuous enthusiasm of his gang. On the completion of a campaign on a recent pic, he wrote each one of 'em a personal letter thanking them individually.....just a l'il gesture.....but it went Big with every guy that received it naturally.

---

**IT GIVES us pleasure to report, that Frank Moser.....associate of Paul Terry, the cartoon creator.....takes a leap into the Unknown with Isabel Faircloth this Thursday.....then to Bermuda for a honeymoon.....where the girl can recover from the shock at leisure.
71% of Films Okayed by Catholic Alumnae

(Continued from Page 1)

the International Federation of Catholic Alumnae.

Preview committees of her organization on the east and west coasts, Mrs. McGoldrick reported, have examined 8,365 features and short subjects during the past four years. In 1929 they recommended 51 per cent of Catholic audiences; in 1930, 61 per cent; in 1931, 61 per cent and in 1932, 71 per cent.

 Cooperation with the industry rather than censorship has proved the most effective, and Mrs. McGoldrick said that the Alumnae have no objection to the screening of any picture where Catholic church officials are present.

New England Reopenings

Reported By Mekelburg

(Continued from Page 1)

burg of the Century Film Co., Boston, who was in New York yesterday. Mekelburg, who holds a Mayfair franchise, figures that about 85 per cent of the houses in New England are playing duals.

STATUE FOR RKO HOUSE

A young sculptor well known for his sketches of prominent motion picture players, has been commissioned by the Interna tional Film Co. of London to do a statue of Mona Lisa for presentation to one of the RKO theaters in New York in connection with the showing of "The Theft of the Mona Lisa."

Hollywood

KAY FRANCIS will play the wife in "I Have Been Faithful...." Samuel Goldwyn's screen version of the stage success, "Cynara," which is being staged in New York with Ronald Colman starred. Phyllis Barry shares honors with Miss Francis in the joint feminine leads in the story. Miss Francis was borrowed from Warners to replace Dorothy Hale, who withdrew from the cast.

Lloyd Corrigan and Walter Hart will direct Paramount's comedy-drama, "The Bookworm Turns," to be produced with Stuart Erwin and Alison Skipworth in the leading roles. Hart is a New York stage director and producer recently placed under contract by distributor. He directed the Broadway play, "Merry-Go-Round," and was director and co-producer of "Precedent."

Jack Holt, who has just completed work in the leading role of "This Sporting Age," will be seen in an entirely different characterization in his next starring vehicle, work on which will be started immediately. The title of the new picture, which will be made from an original story by Keene Thompson, Columbia staff writer. Jo Swerling will write the screen play.

"I Am a Fugitive From a Chain Gang," the Warner Brothers film starring Paul Muni, will reach completion on Saturday. Muni will leave immediately for New York when shooting is finished in order to be able to begin a stage engagement in Elmer Rice's play, "Counselor-at-Law," at the Plymouth Theater on Sept. 12. Hartleywellby is directing "I Am a Fugitive," which was adapted from the personal narrative of a recent escape, written by Robert E. Burns, Sherlock Gibney and Brown Holmes made the screen adaptation.

Rochelle Hudson, RKO Radio star, steps from the feminine lead in the Richard Dix vehicle, "Hell's Highway," to a place of prominence in the new road picture, "The Secret Lives of the French Police" which has Gwili Andre and John Warburton in leads. Rochelle is making rapid progress in pictures since her recent debut. Recently she had the leading woman role in "Beyond the Rockies" opposite Tom Keene.

Little Buster Phelps has become a brother and an orphan by the sameignorant gesture. He has been signed by Radio Pictures to play in the role of Mitzi Green in "Little Orphan Annie," a screen-comedy adaptation of the well known strip in the Sunday supplements.

Grant Mitchell and G. Pat Collins are among the latest additions to the cast of "Twenty Thousand Years in Sing Sing" at First National. Others who have just been signed for the picture story, currently in production under the direction of Michael Curtiz, are Edward J. McNamara and feeves, the leading role. The principal roles are being played by Spencer Tracy, Bette Davis, Warner Oland, and Newshy and Louis Calhern.

SIGNED FOR ITALIAN TALKIE

Dina Lanzi, dramatic actress who was seen at the Little theater on Broadway last season, has been signed by Giulio Amaiali, Italian producer, to star in "Genoveva." "Genoveva," a native costume talkie, Amaiali, who is directing the picture, also has the leading male role opposite Miss Lanzi. Originally seen in New York as a silent production, the picture will now have Italian and English dialogue and titles, in addition to a musical score by Prof. Giuseppe De La Ceca.

WARNER'S POLISH OFFICE

Warner Bros. will handle their output in Poland through a new office to be opened in about 60 days. Warner-First National product has been handled by various Polish distributors in the past.

YOUNGSTOWN REOPENING

Youngstown, O.—Local interests have taken over the Dome and will re-open it Sept. 6 with M. M. Steinberg as manager. House will play double feature bills with two changes a week.

MAYFAIR Completes First 2 West Coast Bureau of THE FILM DAILY

Hollywood — Mayfair this week will complete the first two features on its 1932-33 program. They are "Heart Punch" and "Red Heads Vs. Blondes," produced under supervision of George Weeks and Claude MacGowan. Program calls for 24 pictures.

Mayfair has made 26 features for the current year instead of 24, as originally announced. Last picture, just finished, is "No Living Witness," with Gilbert Roland, Noa Beery, Carmel Myers, Otis Harlan and Barbara Kent.

SIGNs Mayfair Lineup

Nat Leflon has acquired rights to Mayfair pictures in the Pittsburgh territory, releasing them through his Monarch exchange. His office is in New York on a business trip.

RENEE ADORÉ BACK

West Coast Bureau of THE FILM DAILY

Hollywood — Renee Adore has returned to her home town of Seattle, Wash., where she has been convalescing for the past year or so, and plans to resume picture work in a few months.

RKo Studio Launching 9 Features Next Month

West Coast Bureau of THE FILM DAILY


3 Independent Circuits Sign with Empire

(Continued from Page 1)

Consolidated signed with Local 366. According to James Adesso, vice-president of Empire, the deals give his organization 300 houses in the metropolitan district.

TO-DAY'S BIG EVENT

"Gifts for Tolosa, Gary Cooper's pet chimpanzee," is in Hollywood Daily from many quarters of the world."

—Paramount.
1932

Film Daily
Directors' Annual
AND
Production Guide

A Gold Mine of
Production Information

NOW BEING DISTRIBUTED
Only Films Off Beaten Path Have Chance--J. L. Warner

NEW-WS OF THE-DAY

‘Run of Mill’ Pictures Doomed, Says Production Chief

West Coast Bureau of THE FILM DAILY

Hollywood—Convinced that it is necessary to give the public stories off the beaten path in order to draw big crowds into theaters, Warner Bros. will pursue such a policy to the limit, says Jack L. Warner, vice-president in charge of production, in an interview yesterday.

"The public wants pictures that are different, stories that are unique, and subjects that are unusual. In order to fill that demand we are ready to go to the ends of the earth to find such stories and the men and women who can write such stories for our pictures," said Warner.

As an illustration of his company’s policy, Warner named as wide departures from the customary entertainment offered on the screen, such pictures as "Tiger Shark," "Life Begins," "I Am a Fugitive," "Silver Dollar," "The Match King," and "20,000 Years in Sing Sing."

"Not one of these," Warner pointed out, "is standard motion picture material. In each there is a combination of unusual story and unique backgrounds never before used in pictures. We have many other equally original and widely diversified.

"Is it different? That is the first and foremost test each new story submitted must undergo, regardless whether it comes from an inside source, or from the staff of 30 writers under contract to the studio, "Public Enemy," 'Little Caesar,' "Five Star Final," "The Last Flight," all of these were pictures that dared to be different, yet they proved sweet music to exhibitors and popular with audiences."

"Tiger Shark" is a tremendously exciting picture with a background of Tuna fishermen. It is totally different from anything either Edward G. Robinson or Warner Bros. have made before. "Life Begins" is equally sensational in nature from the theme standpoint. It has the most unusual setting ever dared in a motion picture.

"We are going to make a picture called 'The Lowdown,' which deals with the most modern of all American phenomena, the publicity racket. It is certain to be altogether different and mightily entertaining. 'I Am A Fugitive' is going to make us some enemies, but it is going to be the most talked about picture of the year. We are going to film 'The Miracle' with Louis B. Mayer, and Max Reinhardt here to help stage it properly. No one can truthfully say that this isn’t an unusual undertaking."

"Sensational stories based upon the life and career of Ivar Kreuger and his mysterious actress friend; on the Warden Lewis E. Lawes best selling prison story, on the colorful life of Hnw Tabor, Colorado’s ascended silver king, are already in work."

"There isn’t an ordinary story or a program picture on the lot. There isn’t a beaten path picture on the 1932-33 program. We feel that this is a year for big pictures with different stories, unusual setting and diverse compelling innovations."

"The run of the mill picture is out—if it was ever in. We are hunting for stories for pictures which will make every man, woman and child just can’t help wanting to see, because they’ve never seen anything like them before. We are not asking the general public to submit stories. We have a great staff of world famous writers and we are scouting everywhere available field for new talent. We have only one yardstick. What the writer says must be extraordinary. That means box-office for our exhibitors and real entertainment for the public—a unbeatable combination.”

MEMPHIS PALACE REOPENING

Memphis—Reopening of the Palace has been set for Sept. 6, according to Herb Jennings, Loew manager here. The Warner has opened under Edward Waugh as manager. B. W. Steerman, district supervisor, came here to aid in getting the theater under way. Loew’s State is going on an all-film split-week policy.

BUILDING IN DETROIT

Detroit—Construction has started on a 400-seat house at Livernois and West Davison Aves. Claude A. Dock, contractor who formerly was interested in theaters here, will own and operate the house. This makes the fourth new theater for Detroit this year.

NEW YORK CHARTERS

New York, Aug. 30—The American Motion Picture branch of the Screen Actors Guild, Inc., the organization representing the actors of the American motion picture industry, has announced the formation of a new charter for New York, under the leadership of Edward F. Schraeder, president of the Screen Actors Guild, Inc., and Basil J. A. Knapp, executive secretary. The charter will be enfranchised on September 8.

NEW JERSEY CHARTER

New York, Aug. 30—A new Screen Actors Guild charter has been granted to the Screen Actors Guild, Inc., by the Screen Actors Guild, Inc., for the state of New Jersey. The charter will be enfranchised on September 8.
Plays, Novels Dominate Powers Production List

A definite trend in story material that has been adapted from plays and novels by famous authors is indicated in the advance production schedule announced yesterday by Powers Pictures.

With George Bernard Shaw's play, "Arms and the Man," now in the process of cutting and editing, (Continued on Page 4)

Majestic Sells Branon
Southest Franchises

Thomas A. Branon, president of Affiliated Producers, Inc., of Atlanta has obtained the franchise for the distribution in the southeast, of all Majestic productions. Branon will open additional offices in New Orleans and Charlotte. The three offices will be named Majestic exchanges. (Continued on Page 4)

20 Permanent Franchise Holders for Remington
France Leads in Theater Construction Abroad

United Artists Expands Columbia Deal Abroad

British Isles and Latin Countries Included in Distribution Pact

In renewing its contracts for distribution of Columbia pictures abroad, United Artists has extended its arrangement with that company to cover the British Isles, Brazil, Spain, the Balearic Islands, the Canary Islands and Spanish Morocco, it was announced yesterday by W. K. Kelly, president and treasurer of U. A. Signing of these new contracts (Continued on Page 8)

New Fall Trailer Has Personal Touch

A fall announcement trailer designed along novel lines, in the form of a personal message from the manager to the patron, is being used by National Screen Service. It has a human voice, effective animation and fanfare all blended into a punch message which the audience will both see and hear.

Fox Studio Going at Fast Pace
With 11 Features Now Under Way

Harry Arthur Reopening Six New England Houses

The six dark houses in the Harry Arthur circuit in New England will reopen between Sept. 7 and 12, Arthur told THE FILM DAILY yesterday in New York. They are located (Continued on Page 8)

Nine Remakes Listed for 1932-33

Four major companies to a minor degree will continue the practice of remaking subjects into the new season product, it is indicated by production plans for nine features which were made silently some years ago. M-G-M leads in this policy with four pictures scheduled. They are "Kongo," based on "West of Zanzibar," "White Sister," (Continued on Page 6)

Remington Pictures Plans 20 Permanent Franchises

Buckley Will Supervise U.A. Operation of Rivoli

Harry Buckley, United Artists vice-president, will supervise operation of the Rivoli, which his company takes over about Sept. 15, following the run of "Love Me Tonight." This will supplement his other duties. Buckley said yesterday that the house will be opened to the product of all companies, (Continued on Page 6)

French Built 76 Cinemas Last Year, England 70, Germany 60

Washington Bureau of THE FILM DAILY
Washington—France led all European countries in number of motion picture theaters built in 1931-32, according to a report from U. S. Trade Commissioner M. H. Kennedy in London to the Motion Picture Division of the Department of Commerce. English theaters were built with total capacity of 154,700 seats. Great Britain comes (Continued on Page 8)

Blame Product Shortage For 5 Dark RKO Houses

Of the 17 RKO houses dark at present, five are closed owing to shortage of product, it was stated at the circuit's home office yesterday. They are the Palace and Paramount at Fort Wayne, HiPPodrome, Cleveland; Orpheum, San Francisco and RKO, Los Angeles. (Continued on Page 8)

Albert Lewis Resigns As Fox Story Dept. Head

Albert Lewis, head of the Fox Story department in New York and Hollywood since 1928, has tendered his resignation to S. R. Kent and Winfield Sheehan, effective as soon as he makes another connection. His contract actually expires Jan. 10, 1934. Lewis, in a statement yesterday, "will be the circuit's house office yesterday. They are the Palace and Paramount at Fort Wayne, HiPPodrome, Cleveland; Orpheum, San Francisco and RKO, Los Angeles. (Continued on Page 8)

Boston Censor Retiring After 28 Years' Service

Boston—John M. Casey, city censor for 28 years during which time he adjudged only two shows, one a play and the other a motion picture, will retire Nov. 1 at the age of 70 with a pension. His judgment was such that producers called him to New York and other cities to get his opinion on their productions. He also went to Hollywood on a similar mission.
Dallant to Reorganize Roumanian Film Industry

Reorganization of the Roumanian film industry is planned by P. L. Dallant, New York producer, who is now in that country working out a producing venture in which he hopes to have governmental co-operation. In a letter to the Roumanian prime minister he states that the company will be known as the Roumanian and Roumanian capital and points out the value of films for propaganda purposes. Among various concessions asked, Dallant, whose New York office is at 1560 Broadway, seeks protection against competing producers, right to make pictures anywhere in the country and exemption from certain taxes and import assessments.

PARAMOUNT BIOGRAPHIES


8 RKO WEEKS FOR CARRILLO

Hollywood—Following completion of "Second Fiddle," in which he is appearing for Radio Pictures, Leo Carrillo will start an eight-weeks' tour of RKO vaudeville houses opening Sept. 22 in Denver. The tour was arranged by the Leo Morrison office.

"MAGIC NIGHT" FOR RIVOLI

Jack Buchan in "Magic Night." British production being handled here by United Artists, will open at the Rivoli about the middle of October, following "Mr. Robinson Crusoe." The production goes into the middle of September. It is announced by Al Lichtman, Anna Neagle and Gina Malo are among other members of the "Magic Night" cast.

Nathanson-F. P. Deal Is Reported Dropped

Toronto—Reported negotiations for the acquisition of F. P. Deal, New York producer, who is now in that country working out a producing venture in which he hopes to have governmental co-operation. In a letter to the Roumanian prime minister he states that the company will be known as the Roumanian and Roumanian capital and points out the value of films for propaganda purposes. Among various concessions asked, Dallant, whose New York office is at 1560 Broadway, seeks protection against competing producers, right to make pictures anywhere in the country and exemption from certain taxes and import assessments.

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Announcing that

ALFRED E. FIEGEL

Outdoor Advertising

110 East 42 Street

has no connection with the Fiegel Corporation. 15 Park Row, the bankruptcy of which was awarded by New York, in the New York newspapers 110 East 42 Street, August 26, and is in no way affected by this bankruptcy proceeding.

The Industry's Date Book

Sept. 11-12: Fourth annual convention of Northeastern Theater Owners' Ass'n, Atlantic City.

Sept. 12: New England Annual Film Golf Tournament (Dates to be announced later)

Sept. 13: Meeting of Allied Theater Owners of New Jersey, New York, 303 West 42nd St., 2 P. M.

Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.

Sept. 15: Annual outing of Cleveland exhibitors, Lake Forest Country Club, Hudson, Ohio.


Oct. 31: Annual Banquet of Academy of Motion Picture Arts and Sciences, Hollywood.
Send for These Mats!
Address M-G-M Ad. Dept., 1540 Broadway, N. Y. C. We will supply them without cost to you!

CONGRATULATIONS to the greatest Cast of Stars since "Grand Hotel"!

Marion Davies, the noted screen queen, is back in motion picture news! In "Blondie of the Follies" Miss Davies has teamed up with the popular and versatile actor Robert Montgomery. The film is directed by Edmund Goulding, noted for such pictures as "Little Old New York," "Marianne," and "The Green Pastures." It is an amusing, sprightly musical comedy with a cast of stars.

Put them in the papers!
Put a sign in your lobby!

It is important that you screen "Blondie of the Follies" at once! It has leaped into the forefront of box-office news in its first engagements. It is comparable only to the greatest pictures of Marion Davies' career, such as "Little Old New York" and "Marianne." You will see "Blondie" in many head-lines of the trade press during coming weeks. There are big grosses in store for this picture. Get yours!

Metro-Goldwyn-Mayer
P.S.—Did you take our tip on "Speak Easily?" Well, here's another hot tip!
FOX STUDIO SETS PAGE
WITH 11 FILMS IN WORK

(Continued from Page 1) start this week, studio activity will be at near record pace. Several last minute additions have been made to the casts of the pictures just placed in production. Hale Hamilton, Jack O'Hara and Douglas Fairbanks have joined the cast of "Jubilo" which stars Will Rogers, with Marian Nixon featured, under John Blystone's direction. "Sherlock Holmes," which features Clive Brook and Miriam Jordan in the leads, rounds out its acting company with the addition of Reginald Mason and Ivan Simpson. The latter will also serve as dialogue director. William K. Howard directs.

Arthur Pierson has been given an important part in "Rackety Rax." Five other players, Marjorie Beebe, Stanley Fields, Ward Bond, John Keyes and Ivan Linow, former wrestler, have been added to the cast by Director Alfred Werker. Victor McLaglen and Marion Burns are the principals.

Janet Gaynor's "Tea Of The Storm Country" virtually completes its cast with the acquisition of Jill Dennett. Only one or two important roles remain to be filled by director Al Santell. Joel McCrea plays opposite Miss Gaynor. "State Fair," the screen dramatization of Phil Stong's novel, has a name cast headed by Janet Gaynor and Will Rogers and including Sally Eilers, Phillips Holmes, Spencer Tracy and Louise Dresser. Henry King directs.

Warner Theaters Effect Tieup With 100 Stores

Warner Bros. Theaters have affected a national tie-up with a chain store fan magazine sold in stores in 100 cities throughout the country where Warners' theaters are located whereby the windows of the stores will feature displays for the pictures in which the stars on the magazine cover appear, according to Mort Blumenstock, director of advertising and publicity for the circuit.

LEWTON DOING RADIO SKIT

Val Lewton has signed a contract to write a series of sketches for Hekter Flour broadcasting over NBC.

PLAYS, NOVELS DOMINATE POWERS PRODUCTION LISTS


Exhibit Boosts Sales, A. W. Smith Report

Largely as a result of the success of the recent national exhibit of new product, a marked upturn taking place in percentage sales, says A. W. Smith, executive in charge of eastern and Canadian sales and distribution. Bookings are especially heavy on George Arliss in "A Successful Calamity" for Class A situation according to Smith, and "Blessed Event" is another picture in store demand. Others include "Tig Shark" and "Life Begins."

D. W. GRIFFITH IN BERKSHIRE

D. W. Griffith is on vacation in the Berkshires, with golf constituting a prominent item on his schedule.

ST. LOUIS O. H. REOPENING

St. Louis — The Grand Ole House, RKO operation, reopens Sept 7 with a 10 and 15 cent policy. W. E. Elson will be manager.

MANY HAPPY RETURNS

Best wishes are extended to the following members of the industry who are celebrating their birthdays:

August 31

St. Seldler 65 Frederic March 65 Hugh Marman 65 Frank Marsales
Time and time again!
We’re a hard lot to please!

No one, two or three screenings suffice on NATIONAL SCREEN TRAILERS. We’re at ’em morning, noon and night, until they’re perfect (or as wellnigh perfect as mere mortals can make ’em).

We call in the best brains of the theatres—their advertising and sales experts—we view and review, we discuss (and we cuss), pull apart and build up again, until our trailer is down to weight and in the best possible trim—a powerful magnet to convert your prospective patrons to box-office CUSTOMERS!

National Screen Service trailers carry a mighty wallop! They are packed with all the punch and appeal of the distributor’s sales campaign plus our many years of trailer craftsmanship. You get the benefit—at your box office. TRAILERS BUILD BUSINESS!

A Message
from the Makers
of the World’s
Finest Trailers

National
Screen
Service
Ad-Vance Trailers

National Screen Ad-Vance Trailers are your first aid to better business!
20 FRANCHISE HOLDERS
PLANNED BY REMINGTON

(Continued from Page 1)

week at a coast studio. Mary Brian
will likely be cast in the leading
role. Before leaving the coast, Bel-
man appointed Lou Ostrow as pro-
duction supervisor for all Reming-
ton Productions.

Nine Remakes Listed
On 1932-33 Program

(Continued from Page 1)

"Smilin' Through" and "Turn to the Right." Fox has "Salomy Jane," "Sherlock Holmes" and "Jubilo" scheduled. Warner Bros. are re-
making "The Miracle," while United Artists has "Rain."

THIRD LAMBS CLUB SHORT

Joseph Santely, who is now pro-
ducing the Lambs Club series of shorts for Columbia, begins work on the third in the group within a few days. Lary Kent, who has been in charge of the work, withdrew owing to a readjustment of financial arrangements. He will devote his efforts to producing shorts for Edu-
cational release and other produc-
tion projects.

DUALS CLICK IN RKO HOUSE

Double features the last half of each week is proving a successful policy at RKO Keith's Jefferson, the circuit reports. Attendance has been good since the plan was started. Duas are run from Wednesday to Friday.

NASSAU-MIAMI
HANNA-CRUISES

$115...12% DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2
days in Miami, 2½ days in Havana. Or take round-trip to Nassau only and
stay 7 days at the Royal Victoria hotel for $125. Fortnightly sailings by S.S.
Munson on Saturdays.

BERMUDA

$45 Round Trip

Twice weekly sailings, 2,100-ton S.S.
Pan Am, sister ships, all air-
outside rooms mostly with beds and
private baths, 5 days, including day
to hotel in Miami, $75. S. S. Pan
Am goes direct to dock at Hamilton.

For Information on the Free Trip
Please direct to Mr. H. E. Munson
or write the Munson Lines.
All sailings from Pier 64, N.R. New York
For further information see local tourist agent or
MUNSON S. S. LINES
67 Wall Street, N.Y. Bowling Green 9-3300

SHORT SUBJECT REVIEWS

"Bring 'Em Back Half Shot" (Aesop Fable) 7 mins. RKO.

Swell Animated Cartoon. Van Beuren has turned out an ex-
cellent travesty on its own current
feature hit, "Bring 'Em Back Alive." One of the characters
incarnates Frank Buck as the in-
trepid explorer invading the jungles with
his camera. He finds most of the
animals easy to approach and
reporting themselves in languorous style, but there are also some sim-
ulated "battles for life" contests on the order of the Buck feature.
Amusing, timely and well done all around.

"The Trans-Atlantic Mystery" Vitaphone 6212 16 mins. Murder Complications

A generously complicated murder
drama, the fourth in the S. S. Van
Dine Detective Mystery series. Two
killings take place while a gang of
crooks are approaching New York
harbor with a bunch of stolen jewels
which they intend to smuggle through with the aid of an accomp-
cle posing as a newspaper camera-
man. Also aboard the ship is the
English nobleman from whom the
valuables were stolen. He stumbles
in some clues and notices the New
York authorities, whereupon detec-
tives come aboard the boat in the
harbor and solve the situation. Prin-
cipals in the cast include Donald
Mack, John Hamilton, Betty Pierce
and Walter Kingsford. Joseph Hen-
berly directed.

Robert L. Riplely in "Believe It or Not" (No. 9) Vitaphone 5309 9 mins.

Fair Material in this issue of Ripleys
series is not quite as strong as the
general run of items that he has been offering. Much of it is in line
with the average travelogues stuff
and includes a New York man's
clothing who caters only to fat men,
a collapsible automobile designed by
a German inventor, some disputed
land in Gibraltar, and a few other
most interesting bits.

"War Babies" Educational 16 mins.

A fine Kid Comedy

This is one of the first of the Baby
Bureaucracy series being produced
by Jack Jacks for Educational Re-
lease. It has an all-juvenile cast,
creating a love triangle situation in
grown up style in a Latin back-
ground a la "Cock-Eyed World.
Fun is used in place of liquor to
promote tap dancing. Altogether
refreshing and pretty certain to
pick on any bit, with grownups en-
joying it as much as the youngsters.

"Tee for Two" with Franklyn Pangborn, Esther Howard, Helen Lynne, Eddie Kane Vitaphone 5183 18 mins.

Good Musical

Another of the Technicolor musi-
cal series. Like the previous num-
bers, it is elaborate in cast and pro-
duction values and contains an un-
usual amount of diversified enter-
tainment packed into two reels. In-
cluding some short jiggling and
dancing bits, there is a bit of com-
edy plot revolving around Franklyn Pangborn's objection to admitting
feminine members to a golf club.
Then he is hit in the head with a
golf ball, and while unconscious he
begins roaming around the green and
disporting themselves in the swimming
pool, whereupon he wakes up with
change of mind. Roy Mack directed.

"Berlin Today" (E. M. Newman Travel Talk) Vitaphone S713 9 mins.

Okay Leading spots of the German
metropolis and its bright lights by
E. M. Newman in this issue of his
Travel Talks. As in the case of his
recent subject on London, animal
interest occupies a good part of the
picture. This time it's the training
and occupation of German police
dogs.

BRYAN, JR., OFFERED ROLE

William Jennings Bryan, Jr., has
been offered a motion picture contrac-
t under which he would play the
role of his famous father in the
historic motion picture, "Silver Dollar," it is announced by War-
er-National First.

JACK LEVIN LEAVES HOSPITAL

Jack Levin of the Copyright Pro-
tection Bureau left the Mount Sinai
Hospital yesterday for an up-state
camp where he will spend several
weeks convalescing. He underwent
an appendicitis operation on Aug.
12.

10 FEATURES IN WORK IN
BRITISH STUDIOS

London—Seven comedies and three
dramas are now in production in the
six major production studios here.
At Elstree, the following B. I. P. features are now in work, "The.Case of Lady Camber," with Gerald du Maurier and Gertrude Lawrence; "Sleepless Nights" with Stanley
Benson; "Double Trouble" and "Yes, Mr. Brown," with Jack Buchanan.
The latter is a B. D. production.

At Ealing, Gloria Swanson is making "Perfect Understanding," with Laurence Olivier and Genevieve Tobin also in a called "Three Men in a Boat," with William Austin in the cast is also in work at Ealing.

At Alington, "The Man from Tor-
onto" is in production. "Going Straight!" is being made at Tedding-
on, while at Sheppards Bush and Benceford the "71-U" Film, with Esther Ralston and Basil Rathbone, and "Sally Bishop," are nearing completion.

Clyde Elliott to Make
Jungle Picture for Fox

(Continued from Page 3)

pegs to sail in about two weeks with
two cameramen, one sound man
and three actors for the lead-
ning roles. The rest of the cast
will be made up of natives.

"FORBIDDEN" HONORED

"Forbidden," the Frank Capra pro-
duction for Columbia, with Barbara
Stanwyck and Adolphe Menjou head-
ing the cast, was hailed as a "masterpiece" at the recent International
Cinematographic Show
in Venice, according to word just received by Columbia. Senator Mar-
coni, Luigi Pirandello and other noted personalities were the judges.

PHANTOM EXPRESS" OPENING

Opening of "The Phantom Ex-
press" at the Globe on Broadway
has been changed to Sept. 5. This
is an Emory Johnson production on
the Majestic program. Cast is headed by J. Farrell MacDonald, William
Collier, Jr., Sally Blane, Eddie Philips and Hobart Bosworth.

New Incorporations

DELWARE CHARTERS

Flug Amusement Co., Wilmington, operate-
ners of amusement; Corporation Trust Co.,
Dover, Del., $3,000.

Springfield Lake Pavilion Co., Pittsburgh;
operators of pavilions in ball dancing
amenities; Capital Trust Co. of Delaware, Dover,
Del., $5,000.

NEW JERSEY CHARTER

Air-Conditioning Corp. of Paterson, Newark,
air-conditioned apartments in both Paterson, Green
Green, Newark, N. J., $25,000 paid
100 shares common.

NEW YORK CHARTERS

Film Trustor Corp., realty; B. J. Levy,
777 Seventen Ave., New York, 777 shares common.
A HIT!

Film Daily
Directors' Annual
and
Production Guide
Of 1932

13th EDITION

Just Out
FRANCE LEADS ALL EUROPE IN CINEMA CONSTRUCTION

(Continued from Page 1)

a close second with 70 houses seat-
ing 10,000, while Germany is third
with 60 theaters seating 25,000. A
construction plan carried out by
Pathé is largely respon-
sible for the high mark set
by France.

Albert Lewis Resigns
As Fox Story Dept. Head
(Continued from Page 1)
terday, said he has nothing but the
highest regard for Kent, Sheehan,
Sol Wurtzel, Richard A. Rowland
and others with whom he has been
associated at Fox, but as he would
like to confine his work to pro-
tuction or the creative end of the
business, which he says is not possible
under present studio conditions, he has
decided to accept the offer of re-
hired from his contract so that he may take his
chances elsewhere. Lewis was a partner
in Max Lippert, the legitimate the-
ater business and was
associated with Sam H. Harris in the
production of many stage hits. He
brought in a number of successful
stage writers and artists to Fox, as
well as contributing many suc-
cessful stories.

"Life Begins" is Only Film
On Warner Roadshow List

"Life Begins" is expected to be the
only Warner-First National
picture to be given roadshow
ment during the new year. This
picture, now at the Hollywood,
New York, will begin its roadshow
tour early in October.

OMAHA TRUST SUIT

Omaha—Suit asking triple dam-
ages amounting to $39,000 has been
filed against seven distributors and
the Omaha Film Board of Trade by
Victor Newton of Pacific Junction,
Ia., alleging restraint of trade.
New-
ton and Thomas Lueddy obtained a
$5,000 judgment last May after five
years of litigation. Another suit
against the Omaha distributors for
$2,100,000 brought by the Sun
Amusement Co. of Lincoln also is
pending.

COMING & GOING

STAN LAUREL and OLIVER HARDY
arrived in New York yesterday en route to the
from their sojourn abroad. MRS. LUCINDA
RICHMOND, widow of Harry L. Rich-
mond, and PAUL LEYSAC, French actor, also
left for Paris.

GEORGE ARLISS is due in New York
from England at the end of the week aboard
the Britannic. BORIS TIEFTE, also
arriving.

SCHURMAN, office manager in the
Warner Bros., Cleveland branch, arrived in
New York yesterday for conferences with A.
W. Smith, sales executive. Schurman will
return to Cleveland in two or three days.

A LITTLE FROM "LOTS"

By RALPH WILK

HOYWOOD

HIS EAST ABROOK, scene of
"Cimarron" and the for-
homing Hardin-Dix vehicle, "The
Conquerors," among scores of others,
having been out of the way for
more production for RKO Radio.
This story, in which Glivi Andre
will appear opposite Barrymore, is
being adapted from a French stage
success.

Lew Lipton has been signed by
M-G-M to write original stories for
the screen. Lipton is the author of
"A Man From Wyoming" and
"Fitzgibbon" and has written
still camera studies of that com-
pany's stars and productions. He
reports for duty at Movietone City
tomorrow and will remain until
Jan. 1.

Franklyn P. Sullivan, 80-year-old
father of C. Gardner Sullivan, ex-
ecutive scenario writer with M-G-M,
died recently. The elder Sullivan was
a native of Stillwater, Minn., who
tired from the farm business mach-
inery several years ago.

M-G-M has acquired picture rights to
"Congal," the novel by Harry
Hervey which was also made into a
feature at Carlton Hill.

Harry Arthur Reopening
Six New England Houses
(Continued from Page 1)
cated in Worcester, Hartford, New
Haven, Springfield, Bridgeport and
Meriden.

Maps Theater Operations
For the Next 4 Months

Pittsburgh—To facilitate opera-
tion for the next four months,
John H. Harris, Pittsburgh zone
manager for Warner Theaters, has
issued a schedule for all man-
gers in his territory to begin
September, October, November
and December. The bulletin, which
runs 50 pages, gives managers
insight into the mechanical oper-
ation of their houses, opera-
policy, promotion ideas, tie-up
suggestions, contest possibilities and
special material for holidays. Harris' op-
erations schedule coincides with the
national schedule for Warner Bros.
and will put behind their product during
the next few months in an effort to
improve general business conditions.

ACTIVITY IN HUNGARY

Budapest—Recent German and
French film regulations, narrowly
enforced due to difficulties during
production, together with local ex-
change restrictions, have caused
a boom in Hungarian production plans.
However, the only sound film studio
in operation is the Humna plant
now occupied by the French-Hun-
garian Osto-Minerva organization.
Ut a is also to start a picture there
within the month, and after that
the French interests are returning
again. In addition, a London com-
pany would like to do some produc-
ing over here.
Small Talk
...about nothing much
By Jack Alicoate

FOR three years we have listened to little praise, but to a great deal of criticism, of the motion picture. That's why we were doubly happy and no little impressed the other day at luncheon at the Bankers' Club when an outstanding figure of international political and financial importance stressed the value of motion pictures as a true basic art. "Bringing happiness to the lives of our peoples through screen entertainment," he said, "is the art, and the greatest of the entertainment arts is the motion picture." Here then, in a nutshell, is the key to the success of screen entertainment. It brings to the millions the talent and genius of the world, in its purest form, and at a price all can afford to pay.

WE HAVE a pet exhibitor in the middle West with whom we regularly correspond. At present he is bothered with politics. He doesn't care much whether it's Mr. Hoover or Mr. Roosevelt who gets tagged, but he is concerned with his regular patrons who are about fifty-fifty Democratic and Republican. Personally, we were running a theater we would steer clear of politics. Keep as little political stuff in the news reels as possible and keep entirely clear of propaganda. Neither party will bring back the patrons lost through running shots and views of the other fellow.

AND here are a few thoughts that we ran into during the day and tagged ad-referendum. Saving can be expensive. In other words, the exhibitor who saves a penny here and there in expense, and soap, and paint, but allows his house to run down as a result, is playing a losing game. Admission prices. Should be kept as low as consistent with the times, but under no circumstances less than ten cents. The business was built into a great industry upon the policy of clean, wholesome, cheap amusement. Taxed. No industry problem for the coming fall is more important. It is everybody's problem. No exhibitor should close his eyes to this serious situation by knowing the other fellow to do it. Vicious tax legislation is talked in several states. The time to prepare to combat this evil is now.

The Daily Newspaper Of Motion Pictures Now Fifteen Years Old

Vol. LX, No. 53
New York, Thursday, September 1, 1932
5 Cents

50% of Houses Reopened by Oct., Salesmen Report

New Music Deal Hinges on Claim Settlement
All 19 Stages at Warner Studios Working at Once

Columbia Salesmen Report Pickup in Theater Openings

Back Royalties Asked by Composers Before Signing Pact

World Audience Record Attracted by Eclipse

Strange Interlude
A smart premiere audience at the Astor last night put its stamp of approval on McGrew's screen presentation of Eugene O'Neill's play. In making a 110-minute picture of a five-hour, five-act drama of a woman's tangled love, no essential matter was lost. It remains a gripping, realistic affair, directed with superb finesse by Robert Z. Leonard, besides possessing the marquee names of Norma Shearer and Clark Gable. Keen interest was manifested in the screen handling of O'Neill's stage innovation of having characters voice their secret thoughts. It is done in a novel manner that is sure to create discussion. You hear the thoughts spoken, without the lip of the speaker moving. Both the nature of the story and its treatment are strictly in the adult class. Instead of a high-sounding plot, the play of emotional clashes are rather highbrow stuff. But it is a provocative picture that will cause much talk, and most welcome to everyone who hopes to keep abreast of things. A Review review by Jack Alicoate in THE DAILY of July 6, following view comment by Jack Alicoate in THE DAILY OF August 28.
Short Gets Timely Break

The breaks are sometimes with motion picture producers! Just as the first reel in "Broadway Gypsy," the series which Frank S.的父亲 is producing for Educational, is scheduled to be released, two subjects included in this reel become hot, fast material. One clip concerns the loyals of Rudy Vallée, with Fay Webb climaxing his affairs of the heart, while the other, an exclusive, shows Mayor Walker at the piano at home, exemplifying the manner in which Jimmie prefers to spend his evenings.

Tom Tyler Will Star In 6 Freuler Westerns

West Coast Bureau of THE FILM DAILY

Hollywood—Tom Tyler has been signed by Production Supervisor Burton King to star in the western unit of Freuler Film Associates, of which John R. Freuler is president. First picture, "The Forty-Niners," starts next Tuesday, with J. P. McCarty probably directing. Others to follow are "War of the Range," "Remember the Alamo," "Red Man's Country," "When a Man Rides Alone" and "Deadwood Pass."

J. D. Williams Forms First Choice Pictures

J. D. Williams will soon announce plans in connection with his new company, First Choice Pictures, with offices at 10 West 42nd St. Identified with the firm are William Vogel, W. J. Morgan, Roy Curtis and William Yearles.

BARTHELMESS IN STAR CAST

Richard Barthelmes, who sailed from Germany yesterday for New York, has been advised by cable that he has been added to the all-star cast now being recruited for "Forty-Second Street," in which nine celebrated picture players from both the Warner and the First National lots have been assigned. Those already listed for the picture are Warner Williams, Kay Francis, Joan Blondell, George Brent, Ruby Keeler, Helen Twelvetrees, Robert Armstrong, Clifton Webb and Frank McHugh.

FAIRBANKS FLOAT WINS

Ashbury Park, N. J.—A float depicting Douglas Fairbanks as "Mr. Robinson Crusoe" for which one of the leading prizes in the annual Baby Parade here yesterday. About 250,000 spectators saw the event. The Fairbanks film has its local opening tomorrow.

SCARFACE NIGHTS ONLY

In order to keep it away from juveniles, for which it is considered unsuitable, "Scarface" was sold at night at the Community Playhouse, Wellesley Hills, Mass., the first half of this week.

ADMISSION PRICES RAISED

Richmond — Admission prices at the Colonial are being restored to the former scale, and with the improved outlook it is expected that other Virginia theaters will follow suit.

THE INDUSTRY'S DATE BOOK

Sept. 11th: Fourth annual convention of Southeastern Theater Owners' Ass'n, Atlanta, Ga.

Sept. 12th: New York Annual Film Gala Tournament, (Course to be announced later.)

Sept. 13th: Annual meeting of Allied Theater Owners of New Jersey, New York Office, 20 West 62nd St., 2 P. M.

Sept. 14th: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.

Sept. 15th: Annual meeting of Cleveland Exhibitors, Lake Forest Country Club, Cleveland, Ohio.


Oct. 27th: Film trade exhibition, Parc des Expositions, Paris, France.

Nov. 10th: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences, Hollywood.

Laurel, Moore, Judels

Open New Ampa Series

Starr Laurel (of Laurel and Hardy), Owen Moore and Charles Judels will be the guests of honor at tomorrow's A. M. P. A. luncheon which will be the resumption of these Thursday noon gatherings after a summer recess. Same place, same restaurant — at 12:45, says President Ed Finney.

"MICKEY" FIRST-RUN HOUSE

When United Artists takes over the Rivoli on Sept. 14 with the premiere of Douglas Fairbanks in "Mr. Robinson Crusoe," the house will become the "Home of Mickey Mouse," it is announced by Harry D. Buckley of U. A., who is to supervise the theater operation. All first runs of the Mickey cartoons will take place here, although the other Walt Disney cartoon feature, "Silly Symphonies," will be sold to other theaters one at a time.

NO FOX-GAUMONT CONFAB

Conferences expected between S. Kent of Fox and M. Oster and W. J. Gell, both identified with Gaumont, British, did not materialize as the two British executives are now en route to the Coast in company with Arthur Lee of American-England Co., and Kent will go to the Coast from New York the middle of September.

THE 7th COMMANDMENT

A feature production with an all star cast

Available after October 15th

Address

Dwall EspeR

presents

"The 7TH Commandment"

Hand coloring of film

528 Riverside Drive

New York City.
"A PARISIAN ROMANCE"
with
LEW CODY, MARIAN SHILLING, GILBERT ROLAND, JOYCE COMPTON, YOLA D'AVRIL, NICHOLAS SOUSSANIN, GEORGE LEWIS, HELEN JEROME EDDY, BRYANT WASHBURN, PAUL PORCASI, LUIS ALBERNI, NADINE DORE
Directed by CHESTER M. FRANKLIN

"UNHOLY LOVE"
Suggested by Gustave Flaubert's Famous Novel "Madame Bovary"
with
H. B. WARNER, LILA LEE, JOYCE COMPTON, BERYL MERCER, IVAN LEBEDEFF, JASON ROBARDS, LYLE TALBOT, KATHLYN WILLIAMS, FRANCES RICH
Directed by ALBERT RAY

"THE STOKER"
By PETER B. KYNE
Starring
MONTE BLUE
with
DOROTHY BURGESS, NOAH BEERY, NATALIE MOORHEAD, RICHARD TUCKER
Directed by CHESTER M. FRANKLIN

"VANITY FAIR"
MODERN VERSION OF THACKERAY'S FAMOUS NOVEL
with
MYRNA LOY, CONWAY TEARLE, BARBARA KENT, ANTHONY BUSHELL
Directed by CHESTER M. FRANKLIN

"A MAN'S LAND"
By ADELE BUFFINGTON
HOOT GIBSON SPECIAL
with
MARIAN SHILLING, ETHEL WALES, SKEETER BILL ROBBINS, ROBERT ELLIS
Directed by PHIL ROSEN

"THE BOILING POINT"
By DONALD W. LEE
HOOT GIBSON SPECIAL
with
HELEN FOSTER, WHEELER OAKMAN, SKEETER BILL ROBBINS, LAFE MCKEE
Directed by GEORGE MELFORD

"FILE 113"
By EMILE GABORIOU
with
LEW CODY, MARY NOLAN, JUNE CLYDE, CLARA KIMBALL YOUNG, GEORGE E. STONE
Directed by CHESTER M. FRANKLIN

Bring Back Prosperity with Allied Productions
SPURT IN REOPENINGS REPORTED BY SALESMA.NS

(Continued from Page 1)

sewage, said that Columbia's volume of sales to date is 20 per cent ahead of the figures for the same period last year, and on this basis he foresees that sales for the entire selling season will be better than last year's record by about 16 per cent.

90 Metropolitan Houses Start Using Empire Men

(Continued from Page 1)
houses, 27 men; Century Circuit, 23 houses, 60 men; Carey and Wheeler, 10 houses, 30 men; Picture Guild, 5 houses, 15 men and several independent theaters in the Bronx and Washington Heights.

M.P.T.O.A. Allied Meet—Proposed for Sept. 20

(Continued from Page 2)pusty problems are made by Abram F. Myers, Allied general counsel, in a telegram to M. A. Lichtman, M. P. T. O. A. president. He expressed regret at obstacles to meeting in Chicago on Sept. 7 as President Al Steele and a few Allied officials would be unable to attend owing to previous commitments.

"Informal discussion between representatives of two organizations may be productive of good and certainly can do no harm," said Myers. "I am anxious that the spirit animating your proposal and our acceptance be not allowed to languish."

143 Individual Campaigns Set for "Blessed Event"

(Continued from Page 1)um is syndicated, according to S. Charles Einfeld. In addition the advertisement will carry the line, "Okay... (name of city), here's your "Blessed Event.""

WARNER CLUB BRANCH

Pittsburgh — The Pittsburgh branch of the Warner Club will be officially opened at a house warming to be held in the new quarters on the fourth floor of the Clark Building Sept. 11.

PUBLIC TO REBUILD HOUSE

Jackson, Tenn.—Publix is negotiating for a site on which to build a house to replace the store, destroyed by fire several weeks ago.

Linden in 3 on B'way

Eric Linden will be appearing simultaneously in a third house on Broadway starting next week. The play is "The Sign of Consent" at the Palace. The other two pictures in which he is featured are "Life Begins," at the Hollywood, and "Big City Blues," at the Winter Garden.

A LITTLE FROM "LOTS"

By RALPH WILK

HOLLYWOOD

Ricardo Cortez will have a leading role in "Flesh," where he is directing. The latest addition to the cast is "Farina," who has been a celebrated figure in the "Our Gang" comedies, directed by J. Walter Ruben. It is taken from the magazine story, "Sir Pie," by E. F. Zeidman, who will serve as associate producer for the Boyd picture.

WORLD AUDIENCE RECORD ATTRACTED BY ECLIPSE

(Continued from Page 1)ated as high as 100,000,000. Up in the New England sector where "totality" occurred, about 5,000,000 came from various parts of the country, according to the New York World Telegram. In New York, where a milder form of the eclipse was clearly discernible with the use of smoked glasses, the streets were lined with gazers.

M-G-M cashed in on the eclipse by having an auto-gyro circle over Times Square during the exhibition showing banners plastering "Strange Interlude," which opened at the Astor last night.

Fox had a battery of six cameras, photographing the showing from a vantage point in Maine, with cameras showing scientists at work observing the show. Negatives were rushed to New York by airplane. In New York Trumansburg's out-of-date 15 cameras to catch crowds and other angles on the eclipse. Other newsreel outfits also were on the job.

Anthony Coldeway is the latest addition to Columbia's impressive writing staff. He has been assigned to work on the story for "Mike."

Florence Lake, who appears opposite Edgar Kennedy in the Radio Pictures short comedy, "Parlor, Bedroom, and Breath," upon the completion of her role, will leave for the East to open a two-week engagement at the Palace in New York. Arthur Lake, her brother, will appear with her.

Another two-reel comedy just placed in production at the Educational, "The Story of the World's Sports Featurette tentatively titled "Football." In addition to Eugene Pallette, Lucille and Russell Gleeson, who are featured throughout the series, the cast includes Howard Jones, famous football coach, as well as several stars of the gridiron. James Gleason is directing.

Pat O'Brien was signed this week by Columbia Pictures to play Carole Lombard's "hero" in "Virtue," written for the screen by Robert Riskin. Eddie Buzzell will direct.

Imitate 4 Presidents

Hollywood's counterparts of four Presidents have been signed for a prologue to "The Phantom President," being produced at the Paramount coast studio. Carl Kolm, Claudette Colbert and Jimmy Durante in the leading roles. The four character players are Alan Mowbray as Washington, Charles Middleton as Lincoln, Ralph Bellamy as Jefferson and Victor Don ald as Jefferson. They will enact a rhythmical production which will be the Richard Rodgers-Lorenz Hart song "The Country Needs A Man."
NEW MUSIC DEAL HINGES
ON SETTLEMENT OF CLAIM
(Continued from Page 1)
day by John Gregg Paine, agent of the society.
Provided current negotiations toward a settlement are successful, the Oxford, Majestic and other theaters which will demand the right to use compositions will be assured of the service.

Exclusive Engagements
For 4 More Loew Houses
(Continued from Page 1)
N. H. Johnson continues as branch manager here.

COMING & GOING

JAKE WILK, Eastern story editor for Warner Bros., has just returned from a two-week trip through the New England States, where he covered new plays in several theaters and conferred with numerous authors and playwrights on potential material for future features.

MORRIS SEGAL, president of Majestic Pictures of Cincinnati and Cleveland, Ohio, distributed Majestic pictures, is in New York for conferences with home office executives.

JACK BARKOWITZ, president of Film Craft Enterprises of Buffalo, Albany and Detroit, is in New York.

WILLIAM D. SHAPO, president of Franklin Productions of Boston, New England distributor of Majestic pictures, has returned to Boston after a brief visit is New York.

M. OSTRE and W. J. GELL, owners of Associated Loew in Atlantic and Philadelphia, New York representative have left New York for a visit to the coast.

HELEN W. WILKES and her husband, Frank Woody, are on their way to New York via the PanAm Canal.

THE FILM DAILY

ALONG THE RIALTO

with
PHIL M. DALY

NEW YORK

SAN FRANCISCO

ALL 19 STAGES ARE BUSY
AT WARNER BROS. STUDIOS

(Continued from Page 1)
2,000, in "The Jazz Singer," starring Paul Muni, which will offer "Silver Dollar," starring Edward G. Robinson and Bebe Daniels, and "9900," standing Spencer Tracy, will be a special on this year's schedule.
Shooting on "The Telegraph Trail," third of the Westerns starring John Wayne, has been completed, and the picture is now in the final stages of cutting and assembling.


Stories in preparation include "Parachute," from the story by Rian James in which Douglas Fairbanks, Jr., will star in a role played by Myrna Loy in "The Lady Vanishes," starring Ruth Chatterton and George Brent; "The Lowdown," an expose of press agency by Houston Branch in which William Powell and Kay Francis will be co-starred; "Betrayed," starring Barbara Stanwyck; "The Wax Museum," from the story by Charles Belden; "Radio Girl," an original musical comedy in which Bebe Daniels will star; "Forty-Sex Street," from the novel by Bradford Ropes; "Grand Slam," the story by Edgar Hertz of a bridge expert in which William Powell will star, and "The Adopted Father," from the story by Edgar Franklin, for George Arliss.
Preparations are also going forward on "The Miracle," from the Max Reinhardt spectacle, in which Loretta Young is "Lawyer Man," an original comedy by Max Trell, and "The Mind Reader," from the play by Vivian Cosby.

FAY'S REOPENING
Providence—Fay's reopens Saturday following completion of various improvements, including the seating.
N-E-W-S O-F T-H-E D-A-Y

St. Louis — Jimmy Bradford has joined the Columbia sales staff, it is announced by C. D. Hill, local manager.

St. Louis — Although he put up a tough fight, Jack Shea, manager of the Montgomery, was overpowered by two bandits who robbed him of $200 in receipts the other night.

Louisiana, Mo. — The Loumo, operated by Daniel Roche, has been closed indefinitely.

Sullivan, Mo. — "Buck" Lewis plans to open his new theater next Sunday.

St. Louis — Andy Diets is now traveling in southern Illinois and eastern Missouri for Progressive Pictures. Johnny Walsh is in charge of the Progressive office.

East St. Louis, Ill. — Charles Byrne has reopened the Waverly in the Lansdowne district.

Ottawa, O. — The Ottawa, closed for three weeks for remodeling and installation of new equipment, has re-opened.

Eagle, Colo. — The Paramount has been sold by C. V. Crane to W. M. Wilson, who has renamed it the Eagle.

Denver — While on their way home after closing, Erwin and Mollie Moidel, brother and sister, owners of the Comet, were robbed of $200.

Walden, Colo. — The Star has been sold to Allen Risley by Sam Swiere.

Hopewell, Va. — The Beacon, a former Coulter circuit house, has reopened under new management.

Richmond, Va. — Leon Stepanian, one-time manager of the National, has given up the theatrical business and left for New York to engage in industrial exploitation work.

East Liverpool, O. — Local houses in the past three weeks have been getting some pictures for their first showings in Ohio, according to E. E. Bair, resident manager of the American Amusement Co., operating the American and State. Business here is holding on an even keel with most other localities, says Bair.

Milwaukee — The Alhambra theater, reopens this week after being closed four months. A. D. Kyola, formerly state supervisor for Fox-Midwestco, is house manager.

Denver — Top prices at the Paramount and Rialto hereafter will be 40 cents. Paramount has been 55 cents and the Rialto 50 cents. Aladdin, now a second-run, will be cut from 40 cents to 35 cents. The Rialto, first-run, will play split weeks on certain pictures.

Jefferson, Mo. — Suit of accrued indebtedness and liquidated damages has been instituted by Electrical Research Products, Inc., against Michael and Waller, co-partners, and Pinkelstein Theaters, Inc., operators of the Iowa theater here. The suit charges breach of contract covering the installation and use of Western Electric sound equipment.

"PHANTOM EXPRESS" TIEUPS

Tieups with some of the big railroads have been made in connection with "The Phantom Express," Majestic production being distributed by Capital Films, according to Stewart B. Moss, who is handling exploitation and publicity for Capital. A hookup also has been made with H. H. Macy's department store whereby the story will be dramatized over WOR. Picture opens Sept. 5 at the Globe.

SOVIET FILM HOLDS

"Sniper," Soviet picture of the World War, is being held a second week at the RKO Cameo.

Martin Beck's Motto

"Work faithfully for twelve hours a day... and don't worry. Then, in time, you may become a bigger executive and work sixteen hours a day... and have all the worry."

DEBRIE 8 MM. PRINTER

A new printer to reduce 35 mm. film to 8 mm. has been developed by Andre Debrile of Paris and is being distributed here by Andre Debrile of America, Inc. This is in line with Eastman Kodak's new 8 mm. camera and projector. Two 8 mm. prints are being obtained at the same time with the 16 mm. film being used as a printer. The film is split after developing.

NEW CANTON ENTERPRISE

Canton, O. — The Canton Civic Amusement Co. has been formed to sponsor theatrical, film attractions and sport programs in the city auditorium. H. J. McKee, D. G. Grigsby and Earl H. Shadrach are incorporators. Johnny Lennon, formerly with Lonev's theaters, will handle the theatrical and film bookings while T. E. Lennon will look after the sport promotions.

Forty Years Ago the BROOKLYN BRIDGE was the WONDER OF THE WORLD

But since we've seen BIGGER and BETTER BRIDGES... and so it is with THE TRAILER BUSINESS

TOO BIG TO BE MONOPOLIZED AND THE FUTURE CONTROLLED by a few individuals

IF EXHIBITORS were SATISFIED with the QUALITY of trailers served them from ONE SOURCE and the cost was consistent with the times and they had enjoyed FRIENDLY CO-OPERATIVE SERVICE there would be no reason FOR A BIGGER AND BETTER TRAILER AT A LOWER COST that is why EXHIBITORS SCREEN SERVICE was organized at the urgent request of a large number of EXHIBITORS

EXHIBITORS SCREEN SERVICE IS NOT A FLY-BY-NIGHT SERVICE our competitors would have you believe WE HAVE THE TRAILERS - THOUSANDS OF THEM - LIKE BRIDGES.. BIGGER AND BETTER and WE ARE READY TO SERVE YOU

Exhibitors Screen Service

NEW YORK CHICAGO DALLAS LOS ANGELES
Production Starts Next Week Under Allied Deal
LASKY EXPECTED TO PRODUCE SIX FOR PARAMOUNT

Nine German Stars, Two Directors Signed for America

David Diamond Bringing Foreign Artists to Make Films Here

Nine of Germany's leading screen stars and two directors have been signed for future productions in this country by David Diamond, president of the newly formed Continental Authors and Players Guild. The players are Dorothea Wieck, Albert Prejean, Herta Thiele, and others in work. "The Phantom Express," initial production is scheduled for release on Sept. 15 after its Broadway opening in the Globe. "Hearts of Humanity," with Jean Hersholt and Jackie Searl, also completed, will be released two weeks later. First of the Jack Hoxie westerns, "Gold," will be re

Import Tariff on Negatives Is Boosted 400% by Germany

New Orleans Exchanges Protest Express Rates

New Orleans — Nine local exchanges have filed proceedings with the Louisiana Public Service Commission against the Railway Express Agency and the Southeastern Express Agency, in an endeavor to reduce express charges 50 per cent on films returned to Baton Rouge and

Barnstyn to Establish Dubbing Plants Abroad

Opening of dubbing plants in Paris and Berlin is planned by Jack Barnstyn, who sails Sept. 7 for Europe on the Manhattan. His brother's new dubbing process, developed in Holland, will be installed in each plant at a cost of $25,000

Business Steadily Improving, Says Zukor

Chicago — Motion picture business has shown steady improvement for the past four weeks and faces continued betterment as the more favorable weather comes along, said Adolph Zukor, who came here from New York this week to address Paramount Public relations, exhibitors and newspapers.

Deal for Three Pictures A Year is Under Negotiation

West Coast Bureau of THE FILM DAILY

Hollywood — A deal is practically set whereby Jesse L. Lasky will produce six features for Paramount. Under the negotiations now in progress, Lasky would make three pictures a year for the next two years.

15 EDUCATIONAL RELEASES ON HEAVY OCTOBER LIST

Fifteen subjects are scheduled for October release by Educational. Five of the shorts introduce new series on the 1932-33 line-up. First release in the Torchy Comedy and Battle For Life series, titled "Torchy's Vocation" and "Rat's Tale of the Century," respectively, will be re

Leon Lee-Louis King Starting Production Under Allied Deal

Philby MPTO to Survey Problems of Exhibitors

Philadelphia — A survey of exhibitor problems will be conducted by the M. P. T. O. through a contact

Leon Lee and Louis King on Thursday begin production on the first of 18 features for Allied States as a result of their alliance.

Publix - Dubinsky Deal Has Nine Years to Run

Publix's deal with Dubinsky Brothers in Kansas City has nine more years to run, said Austin C. Borg, Paramount secretary and general counsel, in New York yesterday, denying reports that on his recent trip to that city he conferred on a new management contract. Current deal was made for 10 years, he stated.
Donald Campbell Named Buyer for India Film Co.

Donald Campbell, well-known international film distributor, has been appointed exclusive representative in New York for the East India Film Co. of Calcutta, a new company recently formed to produce motion pictures and other stories in English and other languages. The U.S. product for exhibition in India, Calcutta banking interests are understood to be in back of the enterprise. Campbell will make his headquarters at 125 West 45th St.

New Orleans Exchanges Protest Express Rates

(New Orleans—The exhibitors west of the Mississippi. Their complaint states that the express firms’ western rates are twice that charged for all points east of the Mississippi, and between the states of Mississippi and Louisiana.

Local 366 Damage Suit Continued to Next Week

Arguments were heard yesterday in the Supreme Court, Manhattan County, in the $200,000 damage suit brought by Local 366, operators’ union, through its three theater operating subsidiaries, against major distributing companies and other organizations, charged with conspiring to prevent the union units from obtaining films. Hearing was carried over until Tuesday, when briefs will be submitted. Eleven attorneys represented the defendants, and the case is under the counsel of record for the plaintiffs.

Penn. Anti-Blue Ass’n Continuing Its Efforts

Harrisburg, Pa. — Continuing its fight against a closed Sunday in Pennsylvania, the Anti-Blue Law Ass’n of the state has written Gov. Pinchot to sponsor, “in behalf of the thousands of unemployed in Pennsylvania, a movement to open motion picture houses and other places of clean amusement on Sundays during this period of depression.”

2-YEAR AGREEMENT IN CLEVE.

Cleveland—Agreement on protection and other practices entered into between local exhibitors and the Loew interests will run for two years from Jan. 1, 1933, instead of one year, as previously reported.

GIVE UP GARDEN JAN. 1

Warner Bros. relinquish the Windsor Garden, New York, Jan. 1, upon expiration of the present lease. The company will use the Strand and Hollywood as its Broadway houses, and probably the Warner may be reopened.

PARA SIGNS WRITER

Lawrence Hazard, whose play, “The Good Thing,” recently was purchased by Paramount, has been placed under contract by the company and will report to the Hollywood studios in October. Hazard is remaining in New York a few weeks to supervise preparations for the production of two of his plays which will open on Broadway this Fall.

NEW HARTFORD COMPANY

Hartford, Conn. — Rivoli Theater Co. has been incorporated with authorized capital of $50,000 to operate the Rivoli, Park St. Officers are T. R. Wilkes, president and treasurer, and Isadore Pinskey, vice-president and secretary.

ONTARIO ALLIED MEET

Toronto—Next monthly meeting of Allied Theater Owners of Ontario will be held Sept. 14. Oscar R. Hanson is general manager of the organization.

Ohio Governor to Hear Zukor Speak in Columbus

Columbus, O. — Governor George W. Rightmire of Ohio State University, Director of Education B. O. Skimmer and Mayor Henry C. Worley, will be among the guests at the dinner to be given to Adolph Zukor on Sept. 7 in the Deshler-Wallick Hotel. About 250 newspaper, publishers, editors, exhibitors and others from Ohio, Kentucky and West Virginia are expected to attend.

WARNER-PRUDENTIAL SHORT

Prudential Theater, headed by Joe Seider, and operating principally on Long Island, will play Warner First National product during the next six weeks. At present closed, A. W. Smith, Jr., eastern division sales manager for the producer-distributing company, closed the deal.

CAROLE LOMBARD RESIGNS

West Coast Bureau of THE FILM DAILY—Carole Lombard has signed a new contract with Paramount for an indefinite time.

COMING & GOING

E. C. MILLS of the American Society of Composers, Authors and Publishers has gone to Chicago on matters pertaining to radio. He returns in New York next week.

MOE SILVER returns to New York on Tuesday from a survey of Warner theaters. BETTY DOYLE has returned to New York from an extended trip in California. Below is a selection from the Warner publicity service picture story.

WILTON J. JONES, editor of advertising for Warner Theaters, is in Philadelphia advertising coast-to-coast with some heads.

EARL BALDWIN, First National scenarist, who was in Chicago last week, has arrived in the city two weeks ago from the west where he was working on a new script for a major studio. BOB HAYES will return from the coast Tuesday.

Published daily except Sundays and holidays at 1560 Broadway, New York N. Y. by The Film Daily, Inc. J. W. Alicate, President; Editor and Publisher, Donald P. Paris, Managing Editor; Thomas C. Brown, General Manager; Arthur W. Edley, Assistant Editor; Francis W. White, Display Advertising Manager. Entered as second class matter, Feb 21, 1919, at the post-office at New York, N. Y., under the act of March 3, 1879. Terms (postage free) United States outside of Greater New York $10.00 one year, 6 months, $5.00; 3 months, $3.00. All orders accepted.订户请用英文或法文订阅。
IT'S A BIRD!

"A SMASH PICTURE . . . DEPRESSION CHASER."
— Hollywood Reporter

"A NATURAL. ACE ENTERTAINMENT ALL AROUND."
— Film Daily

"PACKS A PUNCH IN EVERY SCENE, HILARIOUS."
— Los Angeles Times

Talk about delivery! Last week Warner Bros. dropped "Life Begins" in the lap of a grateful industry. . . . Today, at New York Strand, Warner Bros. give birth to another cycle with —

"BLESSED EVENT"

With LEE TRACY—MARY BRIAN — DICK POWELL
Directed by ROY DEL RUTH

Here at last! The hit every company tried to buy . . . The show your creditors have been waiting for for one solid year—ever since the first announcement of a stage production that would expose the private life of the man who rose from a keyhole to a national institution!

WARNER BROS.: HIT NO 2 for 1932-33

He ought to hate it— but he loves it!
WALTER WINCHELL SAYS:
"That 'Blessed Event' flicker is something to thrill about...It is magnificent movie magic!"

"I'LL SEE YOU IN THE PRESS SHEET!"
Just one of scores of striking press sheet ad and exploitation ideas that will make it easy to make money with "Blessed Event."

THERE IS ONLY ONE "BLESSED EVENT"
—and that's the stage hit that ran for months at the Vanderbilt Theatre on Broadway. Don't fool your public with quickie imitations. Give them the real thing!
GERMAN STARS, DIRECTORS SIGNED FOR WORK IN U.S.

(Continued from Page 1) Gernot Rilla, Gustav Froehlich, Ralph von Goth, Elsie Elster, Wolfgang Klein and Annie Markart. The directors are Gustav W. Pabst and Geza von Bolvary. According to Diamond, who has already signed 75-M and other clients, negotiations are under way with two other large producers for the use of Continental's players and scripts. In addition, Diamond is about to close a deal with one of this country's leading publishers, George Gumpel has been appointed representative for Vienna, Budapest and Berlin, with headquarters in the latter city. The Guild also has agencies in London and Paris.

5 Finished, 3 in Work On Majestic Schedule (Continued from Page 1) leased in September, "Al's Pana- min Jack" and "Law and Lawless," the October and November Hoxie rele- ses, have also been finished. "Crusade," nearing completion under the direction of Frank Strayer, Evelyn Brent, H. B. War- ren, J. C. Cody, Ned Sparks, Wal- ter Byron and Lucien Littlefield head the cast.

Production has also been started on "The Betrayal," H. B. Warner, Aileen Pringle, Barbara Kent, Ray- mond Hatton and Huntley Gordon are in it. Christy Cabanne is di- recting. Preparations have also begun for early shooting on "The Comeback," with Benny Rubin.


Closed Saturday Paramount, Warner Bros., First Na- tional, RKO, Fox and Columbia, will be closed tomorrow in advance of the Labor Day holiday.

THE FILM DAILY

Friday, Sept. 2, 1932

PRODUCTION IS STARTED UNDER ALLIED STATES DEAL

(Continued from Page 1) handle distribution, it is understood. Initial picture will be made at Ideal Studio. The deal was considered by Allied board of directors at its sum- mer conference in Atlantic City.

Imported Negative Duty Boosted 400% in Germany (Continued from Page 1) and positives also will pay 2,000 reichsmarks per 100 kilos against the former rate of 400 reichsmarks, while exposed, developed negatives are admitted free, the levy of 400 reichsmarks per 100 kilos here- fore charged being removed. It is stated that the new duties are only an emergency measure in an effort to place the country on a sounder economic basis.

Barnstyn to Establish Dubbing Plants Abroad (Continued from Page 1) in each instance, Barnstyn said yesterday, Barnstyn, who will be away three months, will visit England, France, Germany, Austria, Holland and Scandinavia. He will sell foreign rights to 17 features made by Prin- cipal Pictures and a number of shorts.

Philly MPTO to Survey Problems of Exhibitors (Continued from Page 1) trip throughout its territory to be made by George P. Arons and George H. Kline, members of its board of managers. The canvass will be made this month, with Penn- sylvania and Delaware visited first, followed by New Jersey. Development of increased harmony within the or- ganization is expected to result from the contact work.

STONE TO SEE ROGERS FILM 

Fred Stone, his family and the entire cast of the Stone show, "Smiling Faces," will attend the 1:30 performance at the Roxy today to see Will Rogers in "Down to Earth."

5000TH ISSUE

(Continued from Page 1) all the way around the world, that is the main thought for the 5000th issue of the Film Daily with its usual stirring articles, editorials, and news.

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(Continued from Page 1) all the way around the world, that is the main thought for the 5000th issue of the Film Daily with its usual stirring articles, editorials, and news.

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(Continued from Page 1) all the way around the world, that is the main thought for the 5000th issue of the Film Daily with its usual stirring articles, editorials, and news.
Film Stock Values Up $41,766,278 in August

SHORT SUBJECT SALES BOOM SEEN AS DUALS DROP

19 Features in Various Stages at Paramount Studio

Eight Pictures in Work and 11 Are Being Prepared

West Coast Bureau of THE FILM DAILY

Hollywood—Paramount now has eight features in actual production with 11 more in preparation. Two pictures, "Blonde Venus" and "Heritage," (Continued on Page 4)

EXPECT SETTLEMENT SOON IN ERPI MUSIC SITUATION

Electrical Research Products and producer-licensees expect to reach an agreement with the Music Publishers' Protective Ass'n, represented by John Gregg Paine as agent and trustee, next week, said an Erpi statement issued yesterday. Erpi and its licensees have made temporary arrangements to use music beyond the control of the protective society, it was stated. No temporary agreement toward settling differences with the music association has been reached, Erpi said.

Arthur Jawitz, Sam Reiss Open New York Exchange

Arthur Jawitz, son of the late Charles Jawitz, and Sam Reiss have opened the Royal Film Exchange in the Film Center Building. Among the first pictures to be handled by them in the Metropolitan area are "The War Dog," a Jay Arr production; "The Spirit of '87," an Ed Hurley picture, and "The Hollywood Mystery."

Federal Trade Commission Curbs Song Sheet Sellers

Under an agreement obtained by the Federal Trade Commission from a corporation and an individual who have been putting out the song sheets hawked in the streets, the unwarranted use of such captions as "stage and screen song hits" will be discontinued.

Acquire Rights to Walker-Schmeling Fight

Exclusive rights to photograph the Walker-Schmeling fight, Sept. 19, and sale of the picture, have been acquired by Madison Pictures, Inc., of which Murray Beyer is general sales manager.

Fox Reports Loss of $4,728,328 In First Six Months of This Year

Fight on Monand Suit Is Slated for Sept. 15

Oklahoma City—An attack by defendants in the suit brought by A. B. Monand, charging major companies with conspiring in restraint of trade, will be launched before Federal District Judge Edgar S. Vaughn (Continued on Page 4)

NO PAPER MONDAY

Owing to the legal holiday, Labor Day, there will be no issue of THE FILM DAILY on Monday, Sept. 5.

MPTOA Exec Body to Vote on Allied Meet

Memphis—President M. A. Lightman of the M. P. T. O. A., has referred to the organization's executive committee the invitation of Allied States Ass'n to confer on industry problems Sept. 20 in either Washington or Chicago. He will advise Abram M. Myers upon receipt of replies from the committee members.

Market Value of Film Stocks Rose $41,766,278 in August

Al Lewis Through Today

As Story Editor at Fox

Al Lewis today ends his connection with Fox as story editor. His duties in the east will be absorbed by Richard A. Rowland and Florence Strauss. Lewis expects to announce his new plans within a few days. Julian Johnson is coast scenario editor.

Market value of five leading film company shares on the New York Stock Exchange increased $41,766,278 in August. Loew, with a rise of 10½ points, led the list, adding $15,740,204 to its value. Others were Paramount, $11,406,491; Fox, $7,276,980; Warner, $5,702,016; RKO, $1,640,587.

PITTSBURGH, SYRACUSE IN WARNER-RKO POOL

Houses in Pittsburgh and Syracuse will be affected by a management deal just completed between RKO and Warner Bros. RKO will manage the Strand, Syracuse, for Warners, and Warners will handle the Sheridan Square, Pittsburgh. The deal, which runs for one year, becomes effective Sept. 9.

Denver Houses Sign New Union Contracts

Denver—New agreements, involving about 5 per cent cut in scale but the same number of men, have been signed with the operators by the Publix, Huffman and RKO-Huffman houses. Publix is still negotiating for cuts in Greeley, Colorado Springs, Pueblo and Grand Junction. Fox, whose four local houses are contracted for a year, also is seeking cuts here and in other towns.

Skirball Predicts Jump of 25 Per Cent in Shorts Sales

With the dropping of double features this month by the majority of houses in Detroit and a similar move in Chicago next month, short subject sales are expected to immediately advance at least 25 per cent in those territories, according (Continued on Page 4)

West Coast Bureau of THE FILM DAILY

Hollywood—Paul Stein, director, may go "Strange Interlude" one better. He has been experimenting in "thought photography," and it is claimed he has proven that thought images may be recorded on a sensitive photographic plate.
Official personnel of executives and artists at the Fox Studios on the coast. As of Sept. 1, embracing executive changes since receipt of the list published in The Film Daily Directors' Annual and Production Guide, is as follows:

WINFIELD SHEEHAN
SOL M. WURTZEL...Executive Producer
AL ROCKETT, WILLIAM GOETZ, Lyt. ROBERT MOROSCO,
MYLES CONNOLLY, RUFUS LE MAIRE, JACK WHITE.
Associate Associates
EDWARD W. BUTCHER...Producer Manager
WILLIAM CRAWFORD...Legal Department
JACK GAIN...Casting Department
DIALOGUE DIRECTORS: Daniel Jarrett, Milt truck, and E. M. Reiss Welch, Wright, J., Paul Porter, George Hadden.

MARTIN SCHIFF TAKES LEAP
Martin Schiff, well-known film actor and exlich man, was married yesterday to Helen Kalman. Following the ceremony they left for a honeymoon trip to Havana, Schiff was a traveling auditor in this country for years, and later was stationed in London, prior to his present exchange post in New York.

CHAPLIN WINS FIGHT
West Coast Bureau OF THE FILM DAILY
Hollywood—Sidney Chaplin has won a court ruling to prevent his two children from being placed in motion pictures under their mother, Lita Gray Chaplin.


PUBLICITY DEPARTMENT: Al Price, Frank Perrett, Asst.

DISTRIBUTORS:

TOY BROS.

COOL YOUR THEATRE WITH
KOOLÆRAIRE

EXCLUSIVE DISTRIBUTORS OF "RUSTIC SOUND and Talking Pictures

AMKINO CORP.

NOW RELEASING "TANGLED DESTINY"

Ready Reference Directory
With Addresses and Phone Numbers of Recognized Industry Concerns

The Film
DAILY
Vol. LX, No. 55 Saturday, Sept. 3, 1932 Price 5 Cents

JOHN W. ALICATE...Editor and Publisher

Published daily except Sundays and Holidays at 1650 Broadway, New York, N. Y. by The Film Daily. John W. Alicate, President, Editor and Publisher, Donald M. Messerlian, Secretary-Treasurer and General Manager, and Arthur Ely, Associate Editor; Don Carle Gillette, Managing Editor. Entered as second class matter, May 21, 1918, at the post-office at New York, N. Y., under the act of March 3, 1879. Terms (postage paid), United States outside of Greater New York $10.00 one year, 6 months, $5.00; 3 months, $2.00. Foreign. $15.00. Subscribers should remit with order. Address all communications to THE FILM DAILY, 1650 Broadway, New York, N. Y. Phone, Circle 7-4729. Cable address: Filmday, New-Ferry, Hollywood, California—Ralph Wilf, 6243 Hollywood Blvd., Phone Granite 6007. London—ERNEST W. FREDRICK, The Film Theatre, 89-91 Wardour St., W. 1, Berlin—KARL WOLF, London—J. P. A. HAR, La Cinematographie Francaise, Rue de la Cite-des-Neues, 19.

FINANCIAL

NEW YORK STOCK MARKET

High     Low     Close
Columbia Pictures....131 1/8 128 1/4 128 1/2
Cons. Fm. Ind., pfd. 73 3/4 72 1/4 72 1/4
Ent. Fm. " 61 3/4 58 7/8 58 3/4
Loan " 83 3/4 81 3/4 81 3/4
Metro-Goldwyn " 57 3/8 56 1/4 56 1/2
Paramount " 79 3/4 79 3/4 79 3/4
Pathé Exchange " 33 3/4 33 1/2 33 1/2
" A " 34 1/2 34 1/4 34 1/4
RKO " 58 5/8 57 5/8

NEW YORK CURR MARKET

Technicolor " 4 4 3/4 4 3/4
Trans-Lux " 2 7/8 2 7/8

NEW YORK BOND MARKET

Gen. Th. Eq. 6640, 5 5 3 5
Keith A. 0648, 42 42 1 42
Loew 444934, 41 41 1 41
Paramount 65 47, 41 41 1 41
Pathe 90 31, 31 31 1 31
Warner's 63 32 32 1 32

Rival Candidates Running For 2 S.M.P.E. Offices
Two contests for offices in the S. M. P. E. are taking place during the election now being held via ballots mailed to all members. W. C. Kunz and J. H. Hardy are nominated for vice-president and H. T. Cowling and M. W. Palmer have been nominated for treasurer.

STAFF THEATER TO BE SOLD
Momested, Pa.—The Stahl Theatre, building erected by John Stahl at a cost of about a million, will be sold by the sheriff Sept. 12. McClure & McClure are attorneys in the sale.

PETTITJOHN INJURED
C. C. Pettijohn is recovering from a painful injury to his eye sustained recently at his home in Rye. He is expected to resume his duties at the Hays office next week.

B. & K. PREFERRED DIVIDEND
Chicago—Balaban & Katz has declared a quarterly dividend of $1.75 on the preferred stock, payable Oct. 1 to stock of record Sept. 15. Common dividend has been passed.

RKO STORY EDITOR HERE
H. N. Swanstrom, former editor of "College Humor," and now associate editor at the RKO studio, has arrived in New York for an indefinite stay in search of story talent and material.

In Commemoration of the Beloved Friend and Theatrical Mentor
MARCUS LOEW
Who Passed On Sept. 5, 1927
Lee Shubert New York Theater Managers

FRANK SCHROEDER

Acknowledgments

YoHo Air Conditioning Co.

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Simple—Low Priced—as good as the best

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IMPERIAL DISTRIBUTING CORP.

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SARI MARITZA

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720 7th Ave.

BRYNAT 5-6760

253 W. 42 St. N. Y. C.

W. 7-1292

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STUDY

TO

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720 7th Ave.

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Ace of Travel Series

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BUY

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STUDY

TO

TEN

OF

INDUSTRY

FOR

Redeemable
BOOM IN SALE OF SHORTS
PREDICTED AS DUALS DROP

(Continued from Page 1)
to J. H. Skirball of Educational. Dual feature programs are also expected
to be dropped in Cleveland, Buffalo and Milwaukee by the end of
October.

"We anticipate an unprecedented demand for the "shorts,"
said Skirball. "Exchanges have been notified to re-arrange these fe-
monts," said Skirball. "Every exchange has agreed to re-arrange
many excellent subjects made in 1931-32 that have not as yet been released.
It is possible that the demand will exceed the supply, according to present indications."

Similar predictions were made by Harvey Day, who is now handling "Territories"
 exclusively for Educational. Day, who returned yesterday from a tour, reports an
unusual increase in sales volume on the car-
toons.

HAROLDE'S FATHER BURIED
Pittsburgh — Ral Harold came
der by plane from Hollywood this
week to attend the funeral of his
father.

DAVIS RE OPENS
Pittsburgh — Warners’ Davis,
closed during the summer, has re-
opened.

NEW LILIAN HARVEY FILM
Ufa’s “Zwe Harzen und ein Schlag” (“Two Hearts That Beat As One”), starring Lilian Harvey, who
scored in “Congress Dances,” will have its American premiere next
Thursday at the Little Carnegie.

GIVE UP HIPP LEASE
RKO has decided not to renew its
lease on the Hippodrome.

BEN KALMENSON IN N. Y.
Ben Kalmenson, Pittsburgh branch
manager for Warner Bros., is in
New York for conferences with
A. W. Smith.

JACK NELSON QIU T W. W.
West Coast Bureau of THE FILM DAILY
Los Angeles—Jack Nelson, World
Wide exchange manager, has re-
signed, after being associated with
Educational interests for the past
nine years. No successor has been
named as yet.

BRANSON RETURNS TO CHI.
Walter Branson, RKO midwest di-
vision sales manager has returned
to his headquarters in Chicago after
conferences with Ned E. Depinet and
other sales executives in New York.

“BOSKO”
AUGUST 25

(Hugh Harman—Rudolf Ising)
In Association With
LEON SCHLESINGER

“BOSKO”

STARRING IN
LOONEY TUNES

HUGH HARMAN—RUDOLF ISING

Produced by

THE FILM DAILY

SALON ALONG THE RIALTO
WITH PHIL M. DALY

ON THE arrival of Laurel and Hardy on the Paris the day
other they stepped off the boat with a l’l white
French postman—the newspaper boys were in better
note that the mutt’s white fuzz had been clipped on one side
leaving the letters “L” and “H” outstanding.
“A new Parisian craze,” the comedians explained to the news-
hounds.

• • •

THEN ONE of the boys called Laurel’s attention to the
fact that the “L” standing for his name was on the hind-
quarters of the animal—a little white spot—so Laurel
remonstrated with Hardy that it wasn’t fair
Hardy sez, “Ain’t it Laurel and Hardy? It’s
gotta be that way.”

• • •

AFTER SCRATCHING his head and giving the mat-
ter thought—Laurel disappeared with the dawg
when he reappeared he proudly exhibited the other side of
the postman to the reporters. There was an “L” up front and the “H” was on the rear end—
it was Hardy’s turn to bawl Laurel sez, “Ain’t it
Laurel and Hardy? It’s gotta be that way, you dummy!”

• • •

A NEW idea is being launched by George Harvey
called All-In-One Ad Service—a cooperative unit
that meets today’s competitive demands, working
with a service combining price cuts and advertising
at one price—the firms involved are Harvey Agency, Cirkle
Press and Century Photo Engraving Co., a single rep-
resentative contacts the client, who saves on fuses, worry
and headaches.

Saving Sanity Service

“70,000 WITNESSES”

with Phillips Holmes, Dorothy Jordan,
Charlie Ruggles, Johnny Mack Brown
Paramount 71 mins.

SWELL COMBINATION FOOTBALL
AND MURDER MYSTERY STORY WITH
CLEVER PLOT AND NICELY SUSTAINED
SUSPENSE.

This Charles R. Rogers production is
both a good football story and an intriguing
murder mystery. Opening a new career
along at the right time to make it pretty
much a pushover for the box-office.

The mystery revolves around an all-Amer-
ican halfback who suddenly falls dead as
he is dashing for a touchdown in a big
game. Suspicion falls on an innocent play-
or, but, through a plan suggested by a
detective, the game is re-enacted and
thereby it is discovered how a gang
of gamblers executed their fatal plot in order
to have the game run according to their
betting. The football action is particularly
well done, while the human interest side is
dramatically effective. Phillips Holmes does
a nice job as the suspected hero and
Johnny Mack Brown is good in the role
of the victim. Dorothy Jordan supplies
the love interest. Charlie Ruggles con-
tributes fine comedy.

Cast: Phillips Holmes, Dorothy Jordan,
Charlie Ruggles, Johnny Mack Brown,
Jarrell McDonald, Lew Cody, David Land-
sau, Keith Thomson; George Rosener,
Big Boy Williams, Walter Hiers; Paul Page,
Reed Howes, John David Horsley.

Director: C. S. Jobson; Asst. Dir., Cort-
land Fitzsimmons; Adapters: Garrett Fort,
Robert N. Lee; Dialogue: P. J. Wolfson,
Alles Rivkin; Cameraman: Henry Sharp.

Direction, Fine; Photography, Fine.

Bill Cody in
MASON OF THE MOUNTED
Monogram 64 mins.

THIS WESTERN MOVES WITH A ZIP
AND PILES A LOAD OF FIGHT AND AC-
TION THROUGH A STRONG PLOT.

They provided Bill Cody with a surefire
thriller in this one. There is a wealth of
action—plenty of excitement, exciting
right through to the climax. There is some-
things doing in practically every frame. It
departs a little from the regular formula
by having Cody as a Northwest Mounted, train-
ing a killer all the way from Canada down
to the Mexican border. Here the real
story starts, as the Mountie becomes mixed
in a cattle rustling plot which eventually
leads him straight to the capture of his
man. For the fugitive is one of the leaders
of the rustling gang. Andy Shuford, the
youngster, plays a strong part as the hero’s
ap, and has much to do with helping his
big partner get the goods on the rustlers.

The suspense is heightened at various points
by having the hero get the worst of
the deal, and he has to start all over again
to recover lost ground. You can book this
one safely in the knowledge that it packs a
troubling act that will satisfy the
fans.

Cast: Bill Cody, Andy Shuford, Nancy
Dorothy Jordan; Jack Carlyle; Lefty Mason;
Joe Dominguez, James Marcus, Frank Hall
Cranes, Gordon McGee, Capt. Art Smith.

Adaptations: Same; Adapter; same; Camera-
man, Archie Stout; Recording Engineer,
Baldy & Phillips.

Direction, good; Photography, okay.

19 FEATURES UNDER WAY
AT PARAMOUNT STUDIO

(Continued from Page 1)
tage of the Desert," is being edited.
In production are: "Night After Night"
"Merchant of Venice," "Hannover President,"
"Big Broadcast," "A Very Private Seaside,
"Signs of the Sun," "Hot Saturday" and
"Night of June 13." Pictures in preparation
are "The Book of Mormon," "Laurel and Hardy’s Own," "If I Had A Million," "Chance of
Heaven," "Island of Lost Souls," "Deep Night,
"Some of My Son's" "B. U. R. R.," "Lives of a
Bengal Lassie," "All My Love" and "Evenings for Sale."

Fight on Momand Suit
Is Slated for Sept. 15
(Continued from Page 1)
in federal court for the western dis-
trict of Oklahoma on Sept. 15, the
date set for arguments on motion of
tion company attorneys to strike out
port of Momand’s petition.

McCOY ON PARA. TESTS
Frank McCoy, stage director and
manager, has been placed in charge
of Paramount tests in the East, suc-
ceeding Louis Cline, resigned. He
was stage manager for "Fine and
Dandy" and various other Broadway
shows.

E. J. SPARKS IMPROVING
Jacksonville, Fla. — E. J. Sparks,
circuit operator who recently under-
went a major operation, is reported
improving nicely in North Carolina.

TURBULL TO COAST
Hector Turnbull, producer former-
ly with Paramount, has gone to the
coast following his arrival in New
York from abroad.

RAWLINSON IN TOWN
Herbert Rawlinson has returned to
New York from Nantucket.

ECKELS SUCCEEDS EDDY
West Coast Bureau of THE FILM DAILY
Hollywood—Eddie Eckels has suc-
cceeded Don Eddy as director of
cost advertising and publicity for
RKO.

HARVEY DAY BACK
Harvey Day of Educational is
back from a trip to the middle west.

MANY HAPPY RETURNS
Best wishes are extended to
THE FILM DAILY to the following members of
the staff who are celebrating their birthdays:

Sept. 3-4
Mary Doran
H. C. Smith
George Melling
Pete Smith
Jane Laurel

March 25
Dailyn

March 28
Jack Duffy
Gigantic New Industry Seen in Air Conditioning

Films with Radio Tieup Loom as Next Cycle

120 British Films Exceed Quota by Big Margin

Output for 1932-1933 Is 10 Per Cent Above Requirements

London—Plans of producers here to make 120 features this season against about 500 expected from the U.S., indicate the British quota, now at 12½ per cent, will be covered by (Continued on Page 2)

Four Melodramas Added To Ken Goldsmith List

West Coast Bureau of THE FILM DAILY
Hollywood—Having dropped all regional territories on a series of eight features planned by Goldsmith Productions, President Goldsmith announces that four action melodramas known as Pyramid Productions will be added to his list. First will be "Modern Muskeeters," with Charles Hutchison directing. Others are "Under Age," "Children of the Doomed" and "Grand Gesture." William Steiner will handle distribution.

Ferrone Heads New Firm To Produce, Distribute

Production and distribution of both features and shorts is planned by Screenart Pictures, Inc., which has just been incorporated with Frank D. Ferrone as president. Marcel Le Picard for years was D.W. Griffith's ace cameraman and Flick was formerly with Ufa.

Whole State of Conn. Without Legit. House

New Haven—As a result of the Shubertts giving up their house here, the entire state of Connecticut is now without a legitimate theater. The Paramount in Hartford closed last year, but the old Shubert house will be dark this winter, unless a subscription drive is successful.

Studio Crafts' Strike at Paramount May Extend to Publix DeLuxe Houses

Steubenville De Luxers Are Resuming Operation

Steubenville, O.—After being dark for months, the three de luxe theaters here have resumed operation. Houses are the Grand, Paramount and Warners' Capitol.

Stage Shows for 7 Arthur Houses

New Haven—Seven houses in the Arthur Theaters circuit will get stage shows in about a week, following settlement of the union controversy. Vaudeville musical comedies will play the Palace, Bridgeport; Capitol, Hartford; Palace, Wescos-ter; Poli, Springfield. Audubon is to be the policy at the Lyric, Bridge- port; College, New Haven, and probably the Palace, Meriden. Eddie Hitchcock is in charge of the shows. The Palace, Hartford, and Nelson, Springfield, will reopen with straight film.

Canton Operators Take 10 Per Cent Scale Cut

Canton, O.—A reduction of 10 per cent in wage scale, the second cut in a year, has been accepted by the operators' union here in signing new contracts with three major houses, Loew's, Warners' Palace and Warners' Alhambra. Four other houses, the Strand, Valentine, Mozart and McKinley, dropped union operators and are using imported men at a lower scale.

Expansion of Air Conditioning Seen as Next Major Industry

Some Minneapolis Houses Going for Dual Features

Although double featuring is beginning to creep into policies of neighborhood houses in the Minneapolis territory, indications are that the movement will not gain importance (Continued on Page 2)

Five Productions Having Broadcasting Angle Already on Way

Radio broadcasting tie-ups with films will be numerous during the new season, it is indicated by current production plans. In addition to the elaborate air exploitation on (Continued on Page 2)

Pittsburgh Managers See Uptown Under Way

Pittsburgh—Basing their predictions on the steady improvement in the last few weeks, local theater managers are of the opinion that the uptown is definitely here. John H. Harris, general manager of Warner theaters, points to the reopening of the Davis here, the Columbia in Erie, the Capitol in Steubenville, the Majestic in Johnstown, the Strand in Greensburg and the Columbia in Warren as just a few indications of the trend. With the strong product coming along this month, Harris says showmen throughout the country should enjoy much better business. Michael Cullen, manager of Loew's and United Artists, reports (Continued on Page 2)

Frank Keeney Back In Exhibition Field

Frank Keeney, who retired from the business some years ago after operating houses in Brooklyn, Kingston and Elmira, is reported planning another circuit. He is understood to have acquired the Carlton in Jamaica, Long Island.

Paul Bern, M-G-M Exec. Shoots Himself to Death

West Coast Bureau of THE FILM DAILY
Hollywood—Paul Bern, M-G-M executive and husband of Jean Harlow, was found dead in his home yesterday, apparently having shot himself. He was discovered by a butler, who called Irving Thalberg. David Selznick also was summoned, and Thalberg made the call to the police. Miss Harlow was visiting her parents at the time.
FILMS WITH RADIO TIEUP
Loom as Next Big Cycle

RKO’s “Phantom of Crestwood,” which is being plugged through a midnight serial over the air, with $8,000 in netters in a solution contest, Fox has arranged an extensive hookup on “Chandu, the Magician,” and planned Exposition Pictures’ majes- tic production, is being dramatized over WOR. Reliance Pictures is making “Joe Palooka,” with radio and comic strip affiliations. Columbia is to produce “Mike,” a radio story which lends itself to other exploitation, and several other possibilities for air tie-ups are in the offing.

PITTSBURGH MANAGERS
See Upturn Under Way

(Continued from Page 1)

a steady upward movement for the last five weeks, ordinarily a slow period, and he looks forward to a substantial upturn this month. Other managers are equally optimistic.

AIR CONDITIONING SEEN AS NEXT MAJOR INDUSTRY

(Continued from Page 1)

in this field are General Electric, General Motors, Westinghouse, American Radiator and others.

12 STORIES IN PREPARATION
AT WARNER BROS. STUDIOS

West Coast Bureau of THE FILM DAILY


C. C. JONES IN NEW YORK

C. C. Jones, managing director for Pathe in London, is in New York.

CROSS, LEVINE WITH SHAPIRO

Boston—Gene Cross, associated with William D. Shapiro when the latter had the Tiffany exchange, is again with him in the new Majestic office, which formally opens today. Sam Levine, formerly with Educ- tional also has joined the new office.

ACQUIRES 4 WELSH FILMS

Unusual Pictures has sold to Invincible Pictures the Greater New York and Northern New Jersey rights to the four productions being handled by Herbert E. Wexler, Joe Storhoff, Greenblatt and Dave Rosengarten head Invincible.

WASH. EXCHANGE CENTER

Washington—Washington is set to have a new exchange center, situated at New Jersey Ave. and K St. Columbia and United Artists are moving into this section Oct. 1, at the latest, joining M-G-M, Warners, Fox and others.

Some Minneapolis Houses
Going for Dual Features

(Continued From Page 1)

strength, declared Joe Stone, of Capital exchange, Minneapolis, in New York on Saturday. Larger houses in the picture are staying away from the policy, he said. Aurora is in town conferring with W. Ray Johnston and Edward Golden of Mono- gram, at which Stone holds his territory. He said that business is definitely on the upgrade in his locality.

STUDIO CRAFTS’ STRIKE
Threatens Publix Houses

(Continued From Page 1)

engineers, costumers, script clerks and makeup artists, members of affiliated unions, went on strike. Unless the scale is met, union officials threaten to withdraw affiliated scenic artists from every Publix theater presenting stage shows.

120 BRITISH FILMS EXCEED QUOTA BY BIG MARGIN

A margin of about 10 percent of those imported—American and British—and A. B. C. will make 120 for each, while British Dominions is down to 10 to 15.

FOX K. C. HOUSE REOPENS

Kansas City—Fox’s Uptown, former first-run, has reopened after being closed all summer. Its new policy is first suburban showings. Bernard Jofee is manager. The Fox Plaza takes over first-runs.

WINGART RETURES

Earl Wingart of Paramount returns to his office today following a trip to Montreal.

J. SKORA ACQUIRES HOUSE
Chicago—J. Skora, who operates the alma of Fifth and Wentworth has taken a ten-year lease on the Triangle, 73rd and Wentworth, and reopened the house under the name of the Sunnyside.

5,000 HABERDASHERS TIEUP

Paramount has tied up with 5,000 haberdashers on a one-year contract for the display of “George Raft shirts and accessories.” During the run of every Raft picture, local stores will feature the “Raft” products.
A Little from "Lots" By RALPH WILK

HOLLYWOOD

NAT LEVINE, president of Mas- cot Pictures, has started pro- duction on "Pride of the Legion," the first of four feature productions which he will make during the 1932- 33 season. The cast includes Sally Blane, Barbara Kent, Glen Tryon, Jason Robards, J. Farrell MacDon- ald, Tom Dugan, Matt Moore, Ralph Ince, Lucien Littlefield, Bob Cortman, and Douglas Dumbrille. Rint- Tin-Tin, Jr., makes his screen debut in this production, which was to have been his famous sire's first talking feature. Victor Jory, who will play the leading role, is another Nat Levine find, for whom the pro- ducer predicts early stardom.

Casey Robinson has been assigned the direction of "Raggedy of the West," starring Tom Keene. It is based on a magazine story by Frank Richardson Pierce.

Donald Cook will play a leading role in Radio Pictures' "The Con- querors," co-starring Richard Dix and Ann Harding. It is being di- rected by William A. Wellman from an original story by Howard Estabrook. Robert Lord wrote the screen play.

Lionel Atwill has just signed with Warner Bros. to play the leading masculine role in "Wax Museum," a screen adaptation of the novel by Charles S. Beiden, which is soon to start production at the Burbank studios. "Wax Museum" will be produced entirely in Technicolor.

Sheila Terry, Preston Foster, Ralph Ince, Jimmy Eagles, Walter Walker and Oscar Apfel have been added to the cast now supporting Joe E. Brown in "You Said a Mouthful" at First National.

Jack Hays, producer of the Educational-Baby Burlesk series, has just signed Daniel Boone, the eighth lineal descendant of the famous Daniel Boone. He will appear in the new Baby Burlesk tentatively titled "The Kid's Last Fight."

Katharine Hepburn, now on her way back to New York after appearing in "A Bill of Divorcement" for RKO, has been given a five-year contract by the company calling for two pictures a year. She will also continue stage work.

New Incorporations

NEW YORK CHARTERS

Clarence J. Thorne & Co., 60 East 23rd St., New York, 100 shares common.

Carl J. S. Adams, 116 East 38th St., New York, 100 shares common.

William M. Delahunt, 239 East 44th St., New York, 100 shares common.

Flexible Record Corp., sound recording devices: A. H. Goodman, 29 Broadway, New York, 100 shares common.

Short Shots from New York Studios

By "C. A."

ELY CULBERTSON, famous bridge expert, returned to New York last week to start his series of bridge talks for RKO Radio Pic- tures. Mr. and Mrs. Culbertson have been in Europe for the past nine weeks. The Culbertson series will be known as "How I Play Bridge" by Ely Culbertson and will consist of 12 or more subjects. Jack Chuet, humorist and bridge expert, is writing the screen stories in collabora- tion with Culbertson and Zion Meyers, the latter being the director. The series will be produced in a New Jersey studio. Zion Meyers will direct.

After completing Fatty Ar- buckle's two-reel "Big V" comedy, the Brooklyn Vitaphone studio staff made fast time in filming "The Lease Breakers," a "Melody Masters" short which features Maurice Chevalier, better known as Aunt Jemima. Included in the roster of performers ap-pearing with him are Willie Creager and his comedy band; Maurice Coleano, member of the world's famous family of wire-walkers; Isabel Brown, Broadway acrobatic dancer, and Willis Stiles. Roy Mack di- rected.

Barnet Hershoy, scenarist at the Brooklyn Vitaphone studio, is busy completing the script on a two-reel Broadway Brevities musical comedy which is to star Rudy Vallee. Roy Mack will direct.

Harold Godsee will act as as- sistant director on the first of a series of features being pro- duced by Leon Lee and Louis King at Ideal studio.

Dick Willis, make-up man at the Brooklyn Vitaphone studio, is going in for amateur camera work in a big way. Dick held the lucky number in Ray Foster's raffling off of an Elco camera.

"Flowers and Trees" United Artists 9 mins. Color Cartoon.

The first of the Walt Disney Silly Symphonies in Technicolor. Here is a genuine novelty that bids fair to put the cartoon on a new plane of importance. The color work is ex-ceptionally well handled. The theme lends itself admirably to color treat- ment, being a humorous little con- ceit of a romance between two trees, with the hero and the villain, and all the rest of the incidental busi- ness that makes up a regulation human romance. It is a finely artisti- cally produced, with plenty of com- edy, and it looks as if it will have defi- nitely scored in the animated field.

"Seeing the U. S. by States" No. 1—Georgia Picture Classics 18 mins. Exceptionally Interesting

This is the first in a series of 48 to be produced under the supervision of Max Linder, which will give every state in the union will be repre- sented. The reel shows unusual things about many cities in the state, largely with their mod- ern and historical buildings, and small hamlets with their industries and unique modes of living. The narrative, excellently delivered by Don Gordon, is well off the beaten track of most film descriptions. It kept up to the pace of the release, the series will do much to satisfy the inherent spark of wanderlust in everybody.

"Seeing the U. S. by States" No. 2—Maryland Picture Classics 18 mins. Another enviable release in this series. The producer has brought out many facts regarding the states that geographies seldom explain. Practically every city of any impor- tance in Maryland is described and shown in beautiful photography. The resin and turpentine industry, sedi- ment covered in motion pictures, is carefully and interestingly described of which many features in this release. The narrative is read by Kenneth Roberts.

THE FILM DAILY

TUESDAY, SEPTEMBER 6, 1932

First of Four Feature Production starts for Nat Levine.

"Raggedy of the West" starring Tom Keene.

Lionel Atwilllinks with Warner Bros.

Additional Cast Members: Joe E. Brown, Barbara Kent, Glen Tryon.

Sheila Terry, Preston Foster, Ralph Ince, Jimmy Eagles.

Clarence J. Thorne & Co. incorporate in New York.

ELY CULBERTSON back in New York last week for a series of bridge talks for RKO Radio Pictures.

Fatty Arbuckle begins production of his two-reel "Big V" comedy.

Maurice Coleano, widow of famous family of wire walkers, joins the cast.

Barnet Hershoy on script for Rudy Vallee's new musical comedy.

Dick Willis, make-up man at the Vitaphone studio, starts a new career in amateur camera work.

NEW YORK CHARTERS

Clarence J. Thorne & Co., 60 East 23rd St., New York, 100 shares common.

William M. Delahunt, 239 East 44th St., New York, 100 shares common.

Flexible Record Corp., sound recording devices: A. H. Goodman, 29 Broadway, New York, 100 shares common.

Many Happy Returns

Sam Sax, Doris Kenyon

Jerry Safron, Anos Hatt

Rowland B. Lee, Dorothy Gulliver

Best wishes are extended by THE FILM DAILY to the following members of the industry who are celebra- ting their birthdays:

Sept. 5-6

Corky, Charley, and Bill over the hill—

 brokers and accountants.
The CROO

RAVE REVIEWS Star's

AS THEY COME

In the mystery-comedy division, this one is as sweet as any comedy division. Mr. Huber has produced a hit, and Mr. Darragh has directed it so well that the audience is always on the edge of their seats. The script is well-written, and the acting is excellent. The humor is clever, and the suspense keeps the audience engaged throughout the film. It's a must-see for fans of the genre. —The Hollywood Reporter
Here is a comedy thrill picture that ought to prove better than average audience pleaser. Taking the old formula of "terror" pictures—a haunted house, a mysterious gang of criminals, weird characters, all kinds of trick doors, graveyards and strange goings on—the producers have loaded it up with a lot of foolish comedy supplied by James Gleason and Zasu Pitts that should alternately give your audiences the creeps and then send them into spasms of laughter.

As far as the story is concerned, any attempt to give it a logical description would be just as funny as the picture itself. It's so cleverly and smartly mixed up, with surprising developments and unanticipated events, that the element of suspense is maintained at high pitch.

The start is a little slow, creating the impression that another spine-tingling mystery picture—full of melodrama—is under way. But when the locale is moved to the haunted house and James Gleason as a dumb motor cop and Zasu Pitts go to work, the fun begins. It's the kind of fun that kept a preview audience (that didn't know it was going to see a preview) sitting in tense suspense, then roaring with laughter, then breaking into the picture time after time with bursts of applause.

Because "The Crooked Circle" is such a clever mixture of squeammy mystery and downright farcical comedy, you should have no difficulty in selling it. The title is catchy and can be worked into all sorts of gags that will convey the nutty idea of the picture. Names are there a-plenty and, although Ben Lyon is billed as the headliner, he plays second fiddle to Gleason and Pitts. Yet they are the only ones who play "straight" all the way through.

As far as the others are concerned, the story alternately puts them on both sides of the fence—right down to the final climax, which is a surprise that will confound all the amateur sleuths of your audience who know just how the picture is going to turn out before it is half over. They won't analyze this one—a thought which suggests a good idea for your interest-creating campaign. Defy them to figure it out.

"The Crooked Circle" can be shown to any type of audience any time. The kids should eat it up and it might be a good idea to have as many of them in the house as you can get at each performance to launch the enthusiasm. But the grownups, who are looking for something new and a little different, will find plenty to thrill them and plenty to make them laugh. Smart showmen, who are looking for something unique to offer their patrons, will get behind this one with a real campaign.
AND THAT'S NOT ALL. Tie-ups with the radio sponsors—White King Soap Co. in the West and Beech-Nut in the East—give you special dealer tie-ups with thousands of retail outlets...reams of free exploitation material...marvelous local co-operation in a hundred ways. See the press sheet for full sensational details!

The wise ones are whispering WATCH FOX
A strong statement...but absolutely true. Look at that map! Every square foot of the U.S. blanketed by super-power broadcasting stations that have been building up the story of “Chandu” nightly...for months. You needn’t lift a finger to cash in. And for a picture that’s jam-packed to the final frame with romance and weird thrills. Fox showmen have done it again.

Chandu
The Magician

with

EDMUND LOWE
BELA LUGOSI
IRENE WARE  HENRY B. WALTHALL

From the radio drama by Harry A. Earnshaw, Vera M. Oldham and R. R. Morgan. Directed by Marcel Varnel and William C. Menzies
Unusual! is the word!

Why kid yourself? Or ourselves? Or anybody?

Year in and year out, this company announces fifty pictures, that company announces twenty, and some other company announces twelve.

But why kid ourselves?

The Independent Exchange—life-saver for the exhibitor year in and year out—buys twenty pictures, or twelve, or eight. The exhibitor buys a hundred and four, or fifty-two, or twenty-six.

Kidding themselves. Why?

Because they hope out of the batch to get two, three, or four UNUSUAL pictures! Bread-winners, mortgage-lifters, brick and mortar pictures—the pictures that carry the hod and buy the cake.

We are not kidding ourselves. Our exchanges are not kidding themselves. Nor you. We—and they—are concentrating on UNUSUAL pictures. Four of them.

"LEGION OF THE DAMNED!" "DOWN TO THE SEA!" "JUNGLE GODDESS!" "HOUSE OF FEAR!"

There’s box office in “them thar” titles. There’ll be more box office in the casts.

There’ll be box office in the advertising—and in the pictures.

Made by showmen! For showmen! UNUSUAL in another way. No phoney exchange deals based on a prospectus and a hope. Only real deals with real people. Assuring the exhibitor real delivery on real product.

UNUSUAL?

Rats!—Isn’t it funny that when finally defined that word just means what every exchangeman and exhibitor has always wanted?

There’s nothing UNUSUAL about the word UNUSUAL is there?

Even to the fact that the pictures are personally supervised by BOB WELSH—which means, as the historians put it, "Not a penny for overhead tribute, but every dollar for entertainment."

Four pictures. Only four. That’s enough. Four mortgage-lifters. Don’t need any more. Four times a year. That’s also enough. Stop worrying about the other forty-eight weeks in the year—tie to that exchange with the FOUR MORTGAGE-LIFTERS.

In the New York territory:

It is INVINCIBLE PICTURES EXCHANGE!

Why?

Because Greenblatt and Rosengarten are SHOWMEN.

Selling to SHOWMEN!

And only prospering when SHOWMEN make money out of SHOWS they sell.

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For Territorial Rights—Write or Wire

UNUSUAL PICTURES, Inc., 729 Seventh Ave., New York City, Phone BRyant 9-5395
Franklin and Schiller Note Definite Business Upturn

$100 MUSIC TAX ON FEATURES, $50 ON SHORTS

Skouras-Springer-Cocalis Join in Admission Cuts

All Busy
... on the Western front
— By Jack Alicate

Major Ted Curtis, crack flyer of the Eastman forces, has just returned from the Hollywood front and reports no fewer than 58 companies as shooting last week. We have no records at our finger tips, but we will bet our ear-muffs against a new bathing suit that here is a record for something or other and certainly more camera action than good old Hollywood has seen since the golden cinema honeymoon days of long, long ago. If industry generally is gaining momentum as fast as this motion picture business, the sun of prosperity may soon be shining again, and no foolin'.

We have reached the rather definite conclusion that the starting of a critics' round table discussion is somewhat softer than ending one. This war of words is still on, for our controversial mail is heavy and we continue to find fellow critics militantly crossing pens with each other in defense of their views. At that, being a sort of critical father confessor to some of the writing lads and lassies on the outskirts is not without its compensating consolation. Some of the confidential slants we receive are priceless. Long live the critic! Like the ladies, it's hard to live with or without 'em.

Just wondering, for no particular reason, how many folks, both within and without the industry, realize the vast amount of flesh and blood talent employed in the picture houses of the country. We just caught, in a string, the stage shows at the Roxy, Paramount and Capitol, and here stranger, is a million dollars worth of talent. The legitimate dog formerly wagged the movie tail. 'Tis now the other way 'round. It's our guess that there are umpteen times as many artists and musicians employed in motion picture houses as in the legitimate and so what?

Seven Upper Broadway Houses Affected by Price Agreement

Seven theaters on upper Broadway will decrease admission prices from 55 cents to 40 cents starting Sunday, according to an agreement reached between Skouras Brothers and the Springer-Cocalis circuit. It is possible that the two latter will be (Continued on Page 4)

Quota Pictures Planned by New Victor Studio

Making of quota pictures, using talent known to the American public, is planned by Commonwealth Productions, Ltd., which has been organized in Victoria, British Columbia. George H. Callahan, 220 West 42nd Street, has been appointed sole representative for the company. (Continued on Page 4)

Huber Voight Joins Sam Goldwyn Forces

West Coast Bureau of the Film Daily, Hollywood—Hubert Voight, who recently resigned as publicity man at the Columbia studios, has joined Samuel Goldwyn. He will handle coast publicity, with a likelihood of taking over the New York end also if Lynn Farnol joins Paramount, as variously reported.

Loop Up 30 Per Cent Chicago—Moviegone in the Loop increased about 30 per cent last month. A survey by theater officials reveals several exceptionally good pictures have been shown at the larger houses in recent weeks and grosses up to a summer high mark.

Cleveland Attendance Goes to Year's Peak

Cleveland—Following gradual improvement for four weeks, theater attendance last week spurted to a new peak for the year. Besides increases in movie houses, the Ohio, where Robert McLaughlin is presenting dramatic stock, had to run (Continued on Page 11)

Slander is Charged

In Suit by Local 306

Hearing will be held today in the Magistrates Court, First District, in a suit brought by Local 306, Operators' Union, against Philip Mandel, manager of the Dectaur, Brooklyn, charging slander because the exhibitor swore in an affidavit that pickets assigned by Local 306 caused crowds to collect in front of his theater. This is the first case of its kind and is said to indicate the union's determination in its controversies with theater owners.

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No Public Financing
By Industry This Year

A "definite upturn" in theater business is reported by H. B. Franklin, head of RKO Theaters, on his return yesterday from a trip to the coast. Similar signs are noted by Col' onel E. A. Schiller of Loew's. Both executives told THE FILM DAILY yesterday that a "gratifying increase" had taken place in houses (Continued on Page 13)

Expect to Sign Agreement
This Week for Use of Music

Negotiations will likely be completed this week between John G. Paine, agent and trustee for 157 American music publishers, and all major producing companies for a standard contract whereby picture companies will be charged $100 each

RKO, Warner and Loew Raise Prices in Ohio

Columbus—First moves in the campaign to restore admission prices are taking place in this territory. In addition to discontinuance of the summer scale by leading theaters here, increases have been put into effect by four major Akron houses, the RKO Palace, Colonicl, Warner's (Continued on Page 14)

M. A. Chase Heads Unit
Planning Six Features

M. A. Chase, veteran exchange-man, has formed a new producing and distributing company which plans to make six features for release during the new season. Al Fineman, who has been engaged in film publicity work, will be in charge of production, starting in three weeks at the Coast. First release is scheduled for Nov. 1. Chase was formerly associated with Excellent Pictures and for years in the exchange business in Buffalo.

199 French Talkers
Produced in 1931-32

Paris—French talkers submitted to the export board from July 1, 1931, to June 30, 1932, totalled 199. Of this number, 140 were direct, short versions, of which 112 were made in France, including 28 at Paramount's Joinville studio, while 59 were dubbed either here or abroad.
Unusual!
is the word!

Why kid yourself? Or ourselves? Or anybody?
Year in and year out, this company announces fifty pictures, that company announces twenty, and some other company announces twelve.
But why kid ourselves?
The Independent Exchange—life-saver for the exhibitor year in and year out—buys twenty pictures, or twelve, or eight. The exhibitor buys a hundred and four, or fifty-two, or twenty-six.
Kidding themselves. Why?
Because they hope out of the batch to get two, three, or four UNUSUAL pictures! Bread-winners, mortgage-lifters, brick and mortar pictures—the pictures that carry the hod and buy the cake.
WE are not kidding ourselves. Our exchanges are not kidding themselves. Nor you. We—and they—are concentrating on UNUSUAL pictures. Four of them.
"LEGION OF THE DAMNED!" "DOWN TO THE SEA!" "JUNGLE GODDESS!" "HOUSE OF FEAR!"
There's box office in "them thar" titles. There'll be more box office in the casts.

There'll be box office in the advertising—and in the pictures.
Made by showmen! For showmen!
UNUSUAL in another way. No phoney exchange deals based on a prospectus and a hope. Only real deals with real people. Assuring the exhibitor real delivery on real product.
UNUSUAL?
Rats!—Isn't it funny that when finally defined that word just means what every exchangeman and exhibitor has always wanted?
There's nothing UNUSUAL about the word UNUSUAL is there?
Even to the fact that the pictures are personally supervised by BOB WELSH—which means, as the historians put it, "Not a penny for overhead tribute, but every dollar for entertainment."

Four pictures. Only four. That's enough. Four mortgage-lifters. Don't need any more. Four times a year. That's also enough. Stop worrying about the other forty-eight weeks in the year—tie to that exchange with the FOUR MORTGAGE-LIFTERS.

In the New York territory:
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or abroad.
EIGHTY PER CENT OF SHORTS

Eighty per cent of current shorts are being recommended by previewing groups as suitable for showing to family audiences, said Carl E. Milliken of the Hays organization in New York on Saturday. He declared that there are plenty of pictures, both features and shorts, which fit into programs for "family nights."

Comicony, to Handle 30 Features, 18 from U.S.

Pathé Distributors, Ltd. will have 30 features on its new season program, about 18 of which will be acquired from American independent producers, said J. C. Jones, director and general manager, in New York yesterday, following his recent arrival from London. The English company will also distribute a program of shorts, he stated.

Fully 75 per cent of United Kingdom theaters are now double-featuring, Jones asserted, and the policy is growing, particularly outside of the bigger first runs. Approximately 4,000 theaters are operating in that territory at present, he stated. There are no difficulties in securing distributors operating in United Kingdom will try out the exclusive first run sales policy, said Jones.

"PARADISE" BROADCAST

Richard Walton Tully, author of "Bird of Paradise," will go on the air tomorrow night to tell the rest of the interesting history of this product which has been produced in cinema form by WKO Radio. The program will be broadcast over WEAF and the NBC Red network from 9:30 to 10 o'clock p.m. Eastern Daylight Time. Erno Rapi and orchestra will introduce "Bird of Paradise" music, to be played on the air for the first time.

BERN'S BROTHER TO COAST

Henry Bern, youngest brother of Paul Bern, M-G-M executive who was found dead in his home Sunday, is on his way to the coast by air plane.

PARA. BUYS STORY

West Coast Bureau of THE FILM DAILY

Hollywood — Paramount has bought "In for a Penny," Sophie Tucker's "Red Book" series, as a vehicle for Frances Dee and Gene Raymond. Julian Josephson and Brian Marlow are preparing the script. Thornton Freeland will direct.

CINEMOTION STUDIO MOVES

Cinemotion Studios, Inc., makers of optical tricks, effects, animation of all types and special effects operated under the direction of Marvin Jacobs and Eddie White, has moved into a new and larger quarters in the Powers Building, 721 Seventh Ave.

Lightman Expected in New York Today

President M. A. Lightman of the M. P. T. O. A. is expected to arrive in New York today from Memphis, according to a statement from the national headquarters of the organization. Lightman is understood to be planning to attend the annual convention of the Southeastern Theaters Owners Ass'n in Atlanta, Sept. 11-13, and also will take up matters in connection with a cooperation with Allied leaders to be held this month.

STUNT FLIER DIES

Cleveland — Al Wilson, film stunt flier, died yesterday in the Berea Hospital of a fractured skull, result of a crash at the air races Saturday.

ROY'S THURSDAY OPENING

Beginning this week, the Roy will inaugurate a new policy of changing its full program every Thursday at 11:00 A.M., instead of Friday.

HARRY GOLD ON SURVEY

Harry Gold, assistant to Al Lightman at United Artists, has gone to Cincinnati for a week's survey of the territory.

SECOND PARA. WESTERN

West Coast Bureau of THE FILM DAILY

Hollywood — The "Wild Horse Mesa" will be the second "Zane Grey story to be placed in production by Paramount. Randolph Scott is to be featured. Harold Shumate is now preparing the script and production starts immediately.

FILM BROADCAST IS SET

Arrangements have been completed by Charles Reed Jones for the broadcasting of Mayfair's "The Phantom Express," in two episodes, over seven local radio stations. Those are: WOR, WINS, WEVD, WRNY, WCBA, WBXN, and WMGG. Jones was assisted by Stewart B. Moss of Capital Films in putting over the deals.

NASSAU-MIAMI HAVANA-CRUISES $115...12 DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2 days in Miami, 2 days in Havana. Or take round-trip to Nassau only and stay 7 days at the Royal Victoria hotel for $125. Fortnightly sailings by S. S. Monarch. On Saturdays.

BERMUDA $45 Round Trip

Twice weekly sailings, 21,000-ton S.S. Pan America and sister-ships, all air conditioned, outside rooms mostly with beds and private baths. 5 days, including day at hotel in Bermuda $61; 7 days $73. S. S. Pan America goes direct to dock at Hamilton.

SUNDAY FOR FREE TRIP Slogan Contest, see a new face, make a new friend: It's a Fox adventure. All sailings from Pier 64, N.R. New York. For further information see local tour agent or call MUNSON LINES. 67 Wall Street, N.Y.
EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Buck Jones Outing
Gets Big Publicity

COMBINING wholesome outdoor sport with some of the most novel exploitation stunts, the Buck Jones Rangers Club's first inter-district outing on Aug. 24, in Luna Park, Coney Island, proved a tremendous success. The campaign started with a tie-up between Luna Park, Baron Collier and Columbia. This deal gave the Rangers one of the most talked of displays ever to be featured on Broadway. For the first time in history, a subway entrance was being used for display purposes—and on one of the most busy spots in the world, Broadway and 42nd St. This entrance, and one on Seventh Ave., between 41st and 42nd Sts., were entirely covered with huge placards and cutouts informing 400,000 passersby a day that the Buck Jones Rangers are holding their outing and swimming meet in Luna Park on Aug. 24 and 31, respectively. A microphone loudspeaker is blaring out the news over 42nd St. Prior to the activities in Luna Park for the outing, a parade was staged on the Coney Island boardwalk. Some 15,000 Rangers, together with huge floats and the Luna band, were led by Harold Davis Emerson, Ph.D., D.D., National Chairman of the Rangers. From 2:30 to 3:00 P. M. the affair was broadcast.

—Columbia

Showman's Daily Reminder

Keep cool colors in lobby displays.

ALONG THE RIALTO
with PHIL M. DALY

• • • YOU FELLERS in the publicity departments of the big producers don't realize what a soft snap you've got compared to the boys who churn out the ballyhooey for the indie companies. When it comes to handling the advance publicity on a feature your publicity dept. at the studio sends you practically everything—complete detailed stories of the pix, highlights, catchlines, feature stories, and stories on the cast and director—and all kinds of slides, stills, or funny pictures in your lap and if you gum up the job it's your own fault.

• • • BUT CONSIDER the plight of the indie publicity man who has no publicity dept. in Hollywood to work with for some unknown reason indie producers as a rule don't make provisions for any studio publicity. They shoot the bankroll on the production and assume that the New York office that has to launch and sell the pix can somehow smell what it's all about.

• • • SHORTLY BEFORE the print arrives from the coast the New York office receives an advance story of the plot, which is usually a couple of pages of scanty copy poorly written by someone who evidently does not know the elementary principles of the writing craft. It looks as if they had asked the property man to dash off the junk during his lunch hour and with the casting list, which is about all the harried publicity guy has to get out his pressbook. No wonder so many indie pressbooks are so lousy.

• • • AND THIS lack of system recently resulted in an amusing yet tragic denouement. Tragic at least for the publicity man in New York who was made the goat. He received the advance story of the plot. It was a murder mystery thriller and with horror angles. And he wrote his pressbook accordingly. When the print arrived it was found that the director had played the comedy angles and the thrill stuff was just the background.

• • • THERE SEEMS to be a very simple and effective remedy for this dumb way the average indie has for handling its advance publicity. Why not have the director—who is a fairly intelligent person—able to write understandable English and sit down and knock off a detailed story of what it's all about and what he has attempted to do giving the selling angles; the director will be only too glad to do this for he is very vitally concerned—In having his production properly presented—but somehow no indie producer has thought of introducing this simple system which means so much to him—and the proper introduction of his new product.

• • • A NIFTY stunt that of George Brown, publicity director of Columbia. He has issued a 20-page compilation of photostatic reproductions of reviews and editorials on "American Madness" appearing in newspapers in all the key spots, every Columbia salesman and exploitation man has been provided with copies and that's about all they need to sell this pix.

• • • AND NOW that Jimmie Walker has resigned as head man of this village wonder if Columbia will change "The Night Mayor" to "Good Night Mayor."

TIMELY TOPICS
A Digest of Current Opinions

Lack of Interest of the Extra

The extras are making it tough for the directors to make their pictures on scheduled time these days, and the directors, in turn, are very much peeved at the way some of the extras are conducting themselves. And rightfully so, for extras, in many instances, beg for the jobs and when they get them they become clock watchers. One director, while the Editor was watching the filming of one of the big scenes of a picture, we noticed the extras paid as little attention as they could to the instructions being given them, and many had to be upbraided for not keeping their wardrobe intact as it should be in the scenes. One director, who is known to have a heart of gold and who is the extras' friend, complained how annoying it was for him to get cooperation from those he has helped most. They annoy him for jobs, and then do everything that they should not do on the set. Rules should be put into effect to stop card playing and, and all sorts of annoyances that the extras are now getting away with during working hours. Time is money to the producers, and whatever time is lost by the directors through the misbehavior of the extras, proves very costly to the company. If checked up it will prove to be mostly the newcomers in the business that cause the complaint—the old timers know better.

"Hollywood Filmograph"

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry who are celebrating their birthdays:

Sept. 7
Arthur W. Kelly Merna Kennedy Roscoe Karns
SKOUARS AND SPRINGER
JOIN IN ADMISSION CUTS

(Continued from Page 1)

increased to nine, should RKO and Loew enter into the price arrange- ment with the Astoria-Manhattan theaters. Houses in line for the reduction in prices are the Adelphi, Symphony, Japanese Garden, River- side, Nemo, Olympic, Stoddard, Key- stone and Essex.

The move is contrary to the gen- eral trend sponsored by several ma- jor circuits to advance prices where cuts were made the early part of the season. According to a Public official, no cases in admission prices already have been put into effect in several southern and middle west houses and no further raises are anticipated. Loew and Warner have raised prices in several situations, with RKO likely to follow suit.

MAY RUN FOUR WEEKS

"Blessed Event" may stay at the New York Strand for four weeks, and in the Brooklyn Strand two weeks, according to Warner Bros. The company figures a $38,000 gross the first week on the New York house and $22,000 in Brooklyn.

"Life Begins," in its two-a-day run at the Hollywood, grossed $22,125 the first nine days, with business building, the company says. For the roadshow run of "Blessed Event" at Warner’s Hollywood on the east, it is stated that Facilities performances have been sold out.

"BLONDE CAPTIVE" BOOKED

Columbia’s "The Blonde Captive" has been booked by the Fox-Skoura Circuit for approximately 60 runs it Kansas and Missouri.

NORTHWEST REOPENINGS

Minneapolis—The following the- aters have been reopened: Star, Chippewa, Minn.; Liberty, Hinkley, Minn.; Neche, Neche, N. D., and Crystal, Onida, S. D.

LIEBER SUCCEEDS ECKELS

West Coast Bureau of THE FILM DAILY

Hollywood — Perry Lieber, who has handled fan magazine contacts for RKO for the past two years has been appointed by Bob Shisk to succeed Eddy Eckels as advertising aide at the RKO studio. Eckels is now in charge of all RKO pub- licity and advertising here.

"BIRD OF PARADISE" DATED

RKO’s "The Bird of Paradise" opens at the Mayfair Friday night at 8.30.

Seventh Return Date
San Jose, Cal. — "Winners’ Nighs."
First National musical film with Alex- ander Gray and Vivienne Segal, has played its eighth showing at the Hester here, with attendance topping since bookings.}

WORDS AND WISDOM
from within and without

"We have had ample proof of the weakness of the policy of taking every- thing on quality production.“—GEORGE J. SCHAFFER.

"I don’t care how good a picture is, if it isn’t properly advertised it loses considerable of its business po- tentialities."—NED E. DEPINET.

"Successful exhibitors are those who have both eyes on the screen."—FELIX F. FEIST.

"Every community has its own problem . . . every theater is dis- tinctly different . . . there is no room for standardization."—HAROLD B. FRANKLIN.

"Smiles are taking the place of frowns. Men are planning instead of worrying. Prosperity has found its return ticket."—M. H. HOFF- MAN.

"1914: THE LAST DAYS BEFORE THE WAR.

(German and English dialogue)

Capital Film Ex. 78 mins.

ENGROSSING HISTORICAL DOCUMENT. KNOWLEDGE OF GERMAN NECESSARY FOR FULL APPRECIATION.

Whether intentional or otherwise, this film production makes an attempt to solve the problem of Germany, Russia and Austria from blame in starting the World War. The presentation is in the form of an interview by an American newspaperman with an international financier just returned from abroad. Dialogue between these two is in English, while the flashbacks illustrating the financier’s explanation of the pre-war activities are in German. As the latter are of chief interest, only those under- standing German will get the full value of the picture. It is a handsomely staged and well acted production. Counterparts of the Kaiser, Czar, Emperor Franz Josef of Austria and others are shown trying to prevent the inevitable hostilities. The question of who actually did start the war, however, is left still unanswered.


Director, Richard Oswald; Authors, Heinz Goldberg, Fritz Wendhausen; English Pro- ducer, Dr. Eugene Fischer; Cameraman, Mutt Greisbaum.

Direction, Good. Photography, Fair.

"The producers have awakened to the demand for more humanity and less smart bombk, more wholesome comedy and less stilted satire, more red-blooded action and less swank."—ELMER RHODEN.

"Selling the theater as an institution rather than selling individual stars or pictures is a policy that I have always followed and one which I believe could be profitably adopted by the majority of theaters."—S. L. (Roxy) ROTHAFEL.

"Let us restore a note of glamor, romance and solid entertainment to our advertising and publicity, and our business will improve."—ARTHUR L. MAYER.

"Mere extravagant praise of a feature doesn’t constitute a news story. Every city editor demands a fresh and original slant in a yarn to justify its publication."—JOE REDDY.

"PERILOUS EXPEDITION AMONG SA- VAGE HEADHUNTERS MAKES UNUSUAL AND AUTHENTIC ENTERTAINMENT.

Here is a good novelty feature of 45-minute length recording the adventures of an expedition into the wilds of Papua, a country that has seldom been explored by the white man, and claimed to have been never before recorded in films. The expedition was headed by Capt. Frank Hurley, and the subject matter covers many of the experiences related in his travel book, "Pearls and Savages." The wildness and beauty of this tropical country are well photographed, and intimate studies of the natives make it an entertaining film rank- ing with the best of the travel-adventure pictures. The kick when the ex- pedition hits into the interior and actually encounters the headhunters. Their ghast- ly trophies are shown planted over the landscape and also stored away in a sort of tribal museum. An aquaplane was part of the equipment of the expedition, and some beautiful panoramic shots are shown of the coral seascape and the mountainous interior. A very interesting descriptive talk by one of the members of the expedition gets this film over nicely. For audiences interested in travel entertainment, it will please with its novelty. The native life is different from that of the wilds of Africa or any other country, and because of this the film adds a new note in the travel-adventure list.

PRINCIPAL SETS TITLES
ON 1932-33 PROGRAM

Titles and description of Principal Distributing Corporation’s lineup for 1932-33, including 12 adventure features and 37 short subjects to be handled by the Sol Lesser-Frank R. Wilson organization are detailed in an attractive announcement book just off the press.


Two Indian subjects in natural colors are titled "Walpi" and "The Indian of Today."

"Seeing is Believing" is the title of a series of 15 one-reelers on freak subjects.


ITALIAN TALKIE STARTS

Angelo De Vito began work yester- day on "Eva la Volante," "L'Ou- namurata" ("Love’s Tragedy"), Italian musical drame which he is producing for Cinema Productions, Inc. Harold Godwin photographed the production at the RCA Sound Studios. Miriam Battista is among the members of the cast, while A. Gandolfini and Nick Rogalli are handling cameras.

Regular Loew Dividend
Regular quarterly dividend of 75 cents on the common stock was declared by Loew yesterday. It is payable Sept. 30 to stockholders of record Sept. 16.
GRETA GARBO  
JOHN BARRYMORE  
JOAN CRAWFORD  
WALLACE BEERY  
LIONEL BARRYMORE  
Lewis Stone—Jean Hersholt

Directed by  
EDMUND GOULDING  
From Vicki Baum's Play

NOW AT POPULAR PRICES

ROAD SHOW ENGAGEMENTS  
Twice Daily—Advanced Prices  

NEW YORK - 5 MONTHS  
LOS ANGELES - 10 WEEKS  
CHICAGO - 9 WEEKS  
PHILADELPHIA - 8 WEEKS  
BOSTON - 5 WEEKS  
PITTSBURGH - 5 WEEKS  
CLEVELAND - 5 WEEKS  
DETROIT - 5 WEEKS  
WASHINGTON - 4 WEEKS  
BALTIMORE - 3 WEEKS  
MONTREAL - 3 WEEKS  
BUFFALO - 3 WEEKS  
NEWARK, N. J. - 3 WEEKS  
BROOKLYN, N. Y. - 3 WEEKS  
SAN FRANCISCO - 3 WEEKS

Extended runs of two weeks or more

ROCHESTER  
NEW ORLEANS  
MINNEAPOLIS  
KANSAS CITY  
NEW HAVEN  
HARTFORD  
PROVIDENCE  
ATLANTIC CITY  
MILWAUKEE  
ALBANY  
MIAMI  
BINGHAMPTON  
ASBURY PARK  
TOLEDO  
ST. LOUIS

and hundreds of other cities where "Grand Hotel" played from one day to one week at $1.50.
No previous attraction ever came to the fans of America with such a background of advance promotion. 700 Road-shows at $1.50 admission have played throughout the country spreading the fame of "Grand Hotel" to every town and hamlet of the United States. In this nation of 123 million, the surface has barely been touched among potential ticket buyers of "Grand Hotel" who will see it now at popular prices!
Of course, it's--

METRO

GOLDFYN

MAYER

They make the Best Pictures
H. B. FRANKLIN NOTES
DEFINITE IMPROVEMENT
(Continued from Page 1)
of their respective circuits. Theaters playing vaudeville as well as those on a straight film policy are showing up the upturn, they stated, and indications are that the betterment will continue.

Cleveland Attendance
GOES TO YEAR'S PEAK
(Continued from Page 1)
newspaper ad announcing that no seats were left. The 10-day National Auto Races at the Cleveland airport drew a reported daily attendance of 45,000.

Stage and Screen Parade
PRECEDES DEMOCRATIC BALL
A parade of stage and screen stars will precede the banquet and dance to be held Oct. 2, at the Hotel Astor, by the Stage and Screen Division of the Democratic National Campaign Committee of which Richard B. Gillett is chairman. The parade which starts at 7:30 p.m., will consist of scores of open automobiles, followed by the stars who ride. It will move from the Biltmore Hotel, west on 42nd St., up Broadway to 59th St., and south to Broad St. Tickets are $10 per person and the sale is limited to 3,000.

TABOR REOPENED
Denver — The Tabor, one of the houses in the RKO-Huffman pool, reopens tomorrow and will continue on second-run policy until last year's pictures are finished. When the new product is available the house will change to grind policy.

CHICAGO S.M.P.E. MEET
Chicago — Local section of the S. M. P. E. will hold its meeting of the 1932-33 season tomorrow evening at the Burton Holmes Studios, 7510 N. Ashland Ave. Walter Holtz will give a talk and demonstration on the new RCA Phonophone High Fidelity sound system.

NEW INCORPORATIONS

NEW YORK CHARTERS
Hollywood Film Exchanges, motion pictures; Filemon & Maysers, 70 West 40th St., New York. 200 shares.

Yonkers Theater Corp., theatricals; Frenzel Hall, Inc., 20 Exchange Place, New York, 100 shares common.

DISSOLUTIONS

The Cape Playhouse, Inc., New York City; theater proprietors; United States Corporation Co., Dover, Del. 878 shares common.

10 VITAPHONE RELEASES ON SEPTEMBER SCHEDULE

The two-reel releases are; Jack Haley in "Sherlock's Home" with June O'Dea, a "Big V" comedy; "C'Est Paree," a Technicolor musical comedy with Paul Gregory, Richard Powell and Virginia Sale; and "Passing The Buck," a "Broadway" musical with Alexander Gray, Dorothy Dell and Nia Mae McKinney.

MONOGRAM IN 36 LOEW SPOTS
"The Thirteenth Guest," Monogram picture, is currently playing 36 Loew houses, stated Donald H. Lincoln, general sales manager, yesterday. Feature is getting a large number of key city bookings, he said.

LOEW'S FRIDAY OPENINGS
Friday opening for all Loew houses in the New York area will begin this week.

COMING & GOING

THOMAS MEGHAN is back in New York from the coast.

HAROLD W. FRANKLIN returned from the coast yesterday, BOB SISK and PHIL RISMAN will return from the coast tomorrow.

FRED M. JACK, southern district manager for Warner Bros., arrived in New York yesterday for conferences with Gradwell L. Hopping of the New York office for a week.

KATHARINE HEFURN, New York stage actress recently signed to a long con-
tract, is appearing in the Broadway production of "A Bill of Divorcement," in New York and sails Friday for the Europa on the Queen Mary.

FRED ALLEN, stage and screen star, has left New York for Canada and Maine.

WILLIAM SHAPIRO has returned to New York from Hollywood.

WILLIAM HUMMELSTOCK, director of advertising for Warner Theaters, conferred with John Harris, Pittsburgh zone manager, and George Tyne, zone advertising manager, yesterday before leaving for Philadelphia to confer with William P. Goldman and Julius Curley.
$100 Music Tax Fixed
For Each Feature Film

(Continued from Page 1)
for the complete use of any copyright musical selection in any feature picture and $50 as the charge on short subjects. Paine is authorized to grant licenses to motion picture companies for the use of copyright music. The deal will be made by the Music Publishers Protective Assn. with Electrical Research Products acting as spokesman and go-between for the producers.

In case only part of a song number is used in a feature, the charge will be $50.

“If the contract goes through, it will be worthed so as to include any independent producers who wish to use popular music in their films,” said Paine. “As I see it, the whole matter has been brought about by the motion picture producers’ realization of the necessity of proper musical atmosphere. That means songs and selections with which the ordinary layman is familiar.”

RKO, Warner and Loew’s
Raise Prices in Ohio

(Continued from Page 1)
Strand and Loew’s, also Loew’s Canton, with Warner’s Alhambra expected to follow suit, and the Warner house in Kenton. The boost generally is to 40 cents at night.

“CRASH” at ROXY TOMORROW

Ruth Chatterton and George Brent in “The Crash,” Warner production opens tomorrow at the Roxy. “Fiesta,” a Spanish presentation, will be on the stage.

IN THE HEART OF HOLLYWOOD

HOLLYWOOD’S most convenient hotel. A few of the famous studios, theatres, cafes, and shops–ten minutes from golf courses, bridle paths, etc.

The Plaza Hotel is quiet, luxuriously furnished, with restful beds, existing tile baths and showers, excellent service and cuisine, convenient parking and every modern convenience for your comfort.

European plan. $2.50 and up, single. $3.50 up, double. $4.50 up, twin beds. Special weekly and monthly rates.

Hollywood Plaza
VINE ST. AT HOLLYWOOD BLVD.

A LITTLE FROM “LOTS”

By RAHL WILK

HOLLYWOOD—ARMAND SCHAEFFER will direct Noah Beery, Jr., in “Salt Water Buckaroo,” the first of a series. The story was written by Oliver Drake.


― Legal Defense,” written by Harry Sauber, has been purchased by Remington Pictures. Albert J. Cohen represented Sauber.

― After a separation of seven years, Harry Laugdon and Vernon Dent held a reunion on “The Big Flash,” which Arvid Glistrom is directing for Educational. Years ago, they both worked in Landon’s comedies for Bennett-First National.

― Mervyn LeRoy, who is completing work on “I Am a Fugitive,” will direct “Fifty-Second Street” for Warner Bros. He has directed “Little Caesar,” “Tonight or Never,” “Two Seconds,” “Five Star Final” and numerous other pictures.

― Director Earl Haley, now on location in Arizona filming Columbia’s “Wild Horse Stampede,” starring Rex, the wonder horse, is securing spectacular Indian scenes.

― Sarah Padden has returned from her vacation trip with the Fox unit filming “Salome Jane” in the Sequoia National Park. Her role in Joan Bennett’s starring vehicle interfered with her preparations at Lake Arrowhead, during which time she planned to read over some plays she planned to produce. However, the Sequoia trip was more of a vacation for her than the Arrowhead jaunt would have been, she found.

― Our Passine Show: Lester Cole, Al Kaufman, Abram Simon, Eleanor Holm, Selva Pavitz, Abe Never, Sam Wineland, Georgia Coleman, Mickey Rilev, Tom Miranda at Alexander Mark’s party in honor of the Australian Olympic athletes.

The Fox Arlington, at Santa Barbara, is becoming one of the most popular preview theaters on the coast. Movie and play “Down to Earth,” “The Bird of Paradise” and “A Parisian Romance” are among the pictures that have been previewed there. The latter is being managed by Ted Cunningham, formerly manager of the Filmar and Mirror theaters in Hollywood.

― Dwight Frve, Gordon DeMaine and Emilio Fernandez have been signed by Columbia for Tim McCoy’s “The Western Code,” which bore the temporary title of “Bullet Trail.” This completes the cast for the production. Olaf already signed are Nora Lane, in the feminine lead, Mathew Betz, Wheeler Oakman and Mischa Auer. John J. McCarthy is directing.

― Bette Davis will be leading woman for Douglas Fairbanks, Jr., in his next starring picture, “Parachute,” it is announced by Warner Bros. “Parachute” is to be an adaptation of a story by Brian James. Another member of the cast will be Frank McHugh.

― “The Sporting Age” is the permanent title of Columbia’s next Jack Hulbert starring vehicle which carried the working title of “Polo.” Evalyn Knapp has the role of the heroine.

Negotiations have been in progress some time between Warner Bros. and a prominent Broadway producer who desired to secure Kay Francis’ services for a stage play during the coming season have fallen through.

― W. Earle Frank, cameraman noted for his photography of dangerous animals, has been signed by Columbia to work with Ben Kline, regular cameraman assigned to “Wild Horse Stampede.”

― Van Nest Polglase has returned from an extended tour of Europe and has been made assistant to Carroll Clark, head of the RKO Radio pictures. Polglase was with Panteen for several years, both in the east and on the coast.


― John Wiel, newspaperman who wrote “Quo Vadis?” a play, is adapting “The Double” for Columbia. He is represented by Albert J. Cohen.

― “The Pony Express” is in production, with Lou Collins directing. The cast includes Jack Hoxie, Lane Chandler, Marcelline Day, Mathew Betz, Doris Hill, Charles K. French and “Dynomite,” the horse. Henry Goldstone is the producer.

QUOTA PICTURES PLANNED
BY NEW VICTOR STUDIO

(Continued from Page 1)
which is erecting a studio in Victoria. Callahan leaves New York for Victoria within a few days.

RKO’s Studio headshop in Hollywood has been completed. Floor coverage amounts to 18,000 square feet in a building 210 ft. by 85 ft., with head clearances of 35 ft. A group of Victoria, a director of Commonwealth, is now en route to Hollywood to buy equipment. A laboratory is also planned.

Jas. Cagney Still Carried
On Warner Contract List

(Continued from Page 1)
West Coast Bureau of THE FILM DAILY
Hollywood—James Cagney is still carried on the list of Warner-First National contract stars and featured players as announced by the company yesterday. There are 37 names in the lineup, as follows: George Arliss, William Powell, Ray Fances, James Cagney, Barbara Stanwyck, Constance Bennett, Charles (“Chic”) Sale, Richard Bar-

JAS. CAGNEY STILL CARRIED
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Release Dates Are Set
On 6 Monogram Features


Isle of Paradise” Holds
“Isle of Paradise” full-length picture, distributed by Adolph Pollok, is being held for a fourth week at the Globe. This delays the opening of “Phantom Express,” scheduled to come into the Globe on Monday.

Roach Studio Active
West Coast Bureau, THE FILM DAILY
Hollywood—Roach’s studio is again humming with activity, three projects under way. These include a Taxi Boys, an Our Gang and a new comedy. Several stories also are being prepared for Stu Laurel and Oliver Hardy, who return this week.
Worcester, Wis.—The Capitol has reopened under the management of W. J. McIlrath.

Guthrie Center, Ia.—George Schwenkener, former owner of the Garden, has repurchased the house from G. T. and G. R. Allen.

Iowa City, Ia.—The new Garten is being opened with RCA Photo-phone.

Payne, O.—G. N. McCaffrey of Fort Wayne, Ind., has purchased the Strand from Wolley and Cohen. K. H. Cohen continues as house manager.

Bellevue, O.—Lion Theater Co. has taken over the Ohio from B. W. Bickert. The company also operates the Lion.

Cleveland—Charles Gottlob has taken over the Sunbeam. It reopened Sept. 3.

Leipsig, O.—The Mystic, closed all summer, has reopened under the management of R. M. Harris.

Toledo—Nat Charnas announces the re-opening of the Granada on Sept. 16 with a first-run policy.

Cleveland—Tom Colby has joined First Division as salesman in the Toledo territory.

New Haven, Conn.—The Paramount, Publix house, has reduced its scale to 60 cents top, including tax.

Derby, Conn.—Commodore Hull, Warner house, has reopened on a full-time schedule after running Saturdays and Sundays only.

Hartford, Conn.—M. H. Kelber has been named manager of the Princess, State Street, which will be operated with four program changes weekly at 25 cents top scale.

Hartford, Conn.—Rivoli Theater Co., recently formed, has taken a 15-year lease on the Rivoli, Park St.

Holyoke, Mass.—The Globe has been purchased by Dennis H. Reardon and Frank H. Wotton from Kraig O. Yoerg. The price was $105,000, including a $35,000 mortgage.

Denver—Walter Smith, manager of the Fox Oriental here, won the cup offered by Gus Kohn for the best increase in gross during the Gus Kohn week.

Denver—Mel Todd, former manager of the Fox Paramount in Cheyenne, Wyo., who has been in California for some time on leave of absence, has returned and is now manager of the Fox Rialto in Florence, Colo., replacing Dave Davidson, resigned.

Denver—Tony Hartford has joined the sales staff of Columbia. He replaces Bob Drew, who resigned to go to Los Angeles.

Atlantic City—Three houses here have been acquired by the Weiland-Lewis interests with headquarters here. Theaters are the Seville at Easton and the Glenside and Keswick at Glenside.

Napoleon, O.—Jack Armstrong, manager of the New State, has been named assistant manager of the Rex, in Jackson, Mich.

Inverness, Fla.—The Avalon has opened for the winter season.

Miami, Fla.—Charles Walder, who operates the Tivoli and the Seventh Avenue theaters, is converting the latter from an open air theater into an all-year plant.

Delray Beach, Fla.—The Prince theater has opened for the season.

Portsmouth, O.—James Cagney has resigned as manager of the Columbia, a Warner house. He is succeeded by John Seaburn.

Findlay, O.—Glen Nelson, manager of the Harris, is celebrating the arrival of a nine-pound boy.

Milan, Ia.—The Milton has been reopened by Manager W. Burr Halbridge.

Cleveland—Martin Printz has taken the Circle theater over from Loew's and will operate it as an independent house. He plans to play second-runs on a one-week policy. No opening date has been set.

Youngstown, O.—Reopening of the Dome as a first-run leaves only two Youngstown theaters dark, the RKO Palace and the State. It is likely that the Palace will resume soon with its old vaude-film policy. Future of the State is uncertain.
No—it's not "The face on the cutting-room floor!"

Our trailers are not made up of the scrap material left over after the picture has been cut. National Screen Service trailers show actual footage from the feature itself!

Those talking scenes your audiences see and hear—those little flashes from the heart of the picture that thrill your patrons with their big moments, and tease them with the promise of other thrills to come—those appetite-creating scenes you get in National Screen trailers are picked with utmost care from the entire length of the feature advertised; and picked with a purpose!

Showmanship is the guiding principal in making this choice—showmanship that will bring results at your box-office through increased ticket sales.

Trailers build business! You can prove it—check your audiences!

A Message from the Makers of the World's Finest Trailers

National Screen Service
Ad-Vance Trailers

National Screen trailers give your patrons fair samples of the picture to come—and give them in such a way as to create desire to see the advertised feature. Trailer cost is a trivial cost in operation.

National Screen Ad-Vance Trailers are your first aid to better business!
**The Film Daily**

**VOL. IX, NO. 56**
**NEW YORK, THURSDAY, SEPTEMBER 8, 1932**

**411 Features Eligible on Academy Awards List**

**UNPLAYED PRODUCT AT LOWEST POINT IN HISTORY**

**Tax on Exclusives Proposed By Connecticut Governor**

**M. P. T. O. Complain to State Executive on Restricted Runs**

Hartford — Characterizing exclusive runs as "prejudicial to the state" in that they might force the closing of many smaller houses, with resultant loss of tax revenue to the state, Governor Wilbur L. Cross of Connecticut has proposed (Continued on Page 8)

**BUSINESS IN RKO HOUSES UP 12%, SAYS FRANKLIN**

Business in RKO theaters for the past two weeks was 12 per cent ahead of the two previous weeks, Harold B. Franklin told Film DAILY yesterday. "This is another example of the upturn in business," Franklin said. "In the two previous weeks, first grosses were (Continued on Page 8)

**Texas Circuit Signs "Screen Broadcasts"**

Jefferson Amusement Co. has signed contracts with William Johnson of Theater Service Corp. for the showing of "Screen Broadcasts" in 21 houses located in 14 Texas cities. Situations are: Beaumont, Port Arthur, Orange, Victoria, Lufkin, Nacogdoches, Henderson, Jacksonville, Longview, Marshall, Kilgore, Baytown, Conroe and Gladewater.

**Arthur House Donates Apartments to the Poor**

Hartford — Arthur Theaters Corp. has won a lot of goodwill here by offering the free use of 1z to 20 apartments in a building owned by the Harry Arthur circuit for housing of unemployed families. Offer was made by Manager Sam G. Maurice of the Capitol. Two benefit shows also will be given each Sunday night at this Arthur house.

**Amusement Stocks Valued at $134,625,576**

Aggregate market value of amusement stocks listed on the New York Stock Exchange as of Sept. 1 amounted to $134,625,576, compared with $132,523,964 on Aug. 1. Average price per share on Sept. 1 was $7.12, against $4.42 the previous month.

**Exclusives to Figure Prominently In Allied-M.P.T.O. Discussions**

85% of Stanley Houses Get Metro Product Again

Eighty-five percent of Stanley-Warner houses in the Philadelphia territory which played M-G-M product a year ago, prior to the dispute which blocked a product deal at that time, will get Metro pictures back under deals for 1932-33. The remaining 15 per cent of the (Continued on Page 8)

**Lightman Sees Business on Upgrade**

Business has passed its "low mark" and is now "slightly on the upgrade," declared President M. A. Lightman of the M. P. T. O. A. upon his arrival in New York yesterday from Memphis. He based his comment on personal observations and reports reaching him from all parts of the country. Producers are expending every effort to make better product, he declared.

**Women's Committee Will Dictate on Films**

Chicago — Film censorship in the fashionable village of Wilmette has been turned over to the Wilmette Woman's Club film committee, and the community will follow the recommendations of the committee, it is announced.

**200 Originals Among 411 Films Eligible for Academy Awards**

Clarence Eiseman Named U. A. Manager in Atlanta

Clarence Eiseman has been appointed Atlanta manager for United Artists, it was announced yesterday by Al Lichtman, vice-president and general manager. Eiseman has been with United Artists for the past four years in Washington and Baltimore.

**Film Scarcity Reflected In Few Leftover Playdates**

End of the 1931-32 season finds less unplayed pictures than at the conclusion of any year in the history of the industry, in the opinion of sales executives contacted by THE FILM DAILY yesterday. General stock, secreted in (Continued on Page 8)

**PARAMOUNT CLOSES DEAL WITH WARNER THEATERS**

Under a booking deal just closed between Warner theaters and Paramount, the latter company's product will play 93 per cent of the circuit's houses. Deal was nego (Continued on Page 8)

**Ampa Election Today; Horne as New Prexy**

Election of new officers will take place at today's A. M. P. A. luncheon in Sardi's. Hal Horne is slated to succeed Edward Finney as president. Others on the slate are: Rutgers Nellson, vice-president; Marvin Kirsch, treasurer; Al Sherman, secretary; Edward Finney, Vincent Trotta, Ray Gallagher, Paul Benjamin, Michael L. Simmons, board of directors; George Harvey, chairman of auditing committee, with Charles Barrell and Tom Hamlin; P. L. Thomson, national councilor, U. S. Chamber of Commerce; Glendon Alivine, trustee for three years.

**Columbia May Resume Common Stock Dividend**

Resumption of dividends on Columbia common stock will be discussed at a meeting of the board of directors slated for Sept. 28. Jack Cohn, vice-president, said yesterday. He made the statement in connection with a report that the company is taking this action.
Beat This Bargain!

Atlantic City—All for 75 cents top, the Steel Pier provided the following show over Labor Day: “Love Me Tonight,” 70,000 Witnesses, “Bring ’Em Back Alive,” eight acts of outdoor vaudeville, minstrel show, Rudy Vallee and his band, Casa Loma’s lead, the opera “Carmen,” pirate ship, Hollywood and other exhibits, including Leo the Lion, and a Punch and Judy show.

Fairbanks Planning Production in China

While on route to the Orient to hunt tigers, Douglas Fairbanks is working on a story idea, based on Chinese legends, with a view to making the picture later in the year if native locations are available to him, it is announced by United Artists. Tom Geraghty leaves in two weeks for China to join Fairbanks, valet of the locationated well as to polish the story. Fairbanks will later send to Hollywood for a production crew and players.

CENSUS TURNS AUTHOR


BARRISTER RETURNING

Philadelphia—David Barrister returns to Philadelphia this week following a six-weeks’ vacation in Europe.

BOOK LAUREL-HARDY SHORT

A Laurel and Hardy comedy has been booked for the Roxy for the new show opening today.

JOHN C. SCHLESINGER DIES

Freeport, L. I.—John C. Schlesinger, an employee of the locationated Film Industries, died at his home here on Tuesday. He was 54 years old.

“PHANTOM EXPRESS” SET

Majestic Pictures’ “The Phantom Express” has been definitely booked to open Monday at the Globe on Broadway.

MANAGING U. A. WAREHOUSE

Robert Hilton, for several years in charge of the film department at United Artists, has been appointed manager of the company’s warehouse, it was announced yesterday by Harry D. Buckley. Hilton succeeds Matthew Siniver, who was killed with other persons in an automobile accident Sunday.

VICT MEYER BEING FETED

New Orleans—About 300 business men and leading citizens are sponsoring a testimonial dinner to Vic Meyer, newly re-appointed manager of the RKO Orpheum, to take place tomorrow night at the Roosevelt Hotel.

ANDERSON IN SAVANNAH

Savannah—T. L. Anderson, Jr., has returned here as manager of the Lucas.

“Life Begins” Roadshows Called Off by Warners

Instead of roadshowing “Life Begins” as originally planned, Warner Bros. will place the feature in general release Oct. 1. The picture switches from its two-a-day run at the Hollywood to open at the Strand Sept. 16 on the house’s regular grind policy.

A Successful Calamity,” George Arliss picture, goes into the Roxy on Sept. 23. “Tiger Shark” opens at the Strand on the same date.

RKO REOPENINGS

Among reopenings of RKO houses for the fall season are the Temple, Providence, R. I.; Paul; Seventh St., Minneapolis, Orpheum, Kansas City, Orpheum and Missouri, St. Louis. The latter is on a vaudeville policy, and the others straight films.

RKO will also take over the operation of the Van Curler Opera House in Schenectady, showing second run product.

WYLIE JOINS PARA WRITERS

West Coast Bureau of THE FILM DAILY

Hollywood—Philip Wylie, author of magazine stories and several popular novels, has arrived here from New York to join the Paramount writing staff.

BURGER ON SOUTHERN TOUR

Paul Burger, eastern division manager for United Artists, left last night for a survey of the Atlanta territory during which he will induct Clarence Eiseman, new manager, in'offices. Burger will be gone about a month.

“THE SWEET HEART” IN BOXES

The Robert Dyer “The Sweetheart” has been released to all theaters.

ANDY CLYDE MARRIES

West Coast Bureau of THE FILM DAILY

Hollywood—Andy Clyde, educational comedian, and Elsie Tarron, singer and dancer, plan to be married in a few weeks.

CRITERION OPENING DELAYED

Opening of the special run of “Maedchen in Uniform” at the Criterion has been postponed until the week of Sept. 19, due to delay in shipment of the print from Berlin.

Philadelphia Houses Hit By Infantile Paralyzis

Philadelphia—City authorities have requested persons under years old to keep out of the theaters and other places of amusement, owing to a wave of infantile paralyzis. About 12 nearby communities have banned juvenile attendance at amusement places.

11 NEGRO SONGS IN DIX FI.

West Coast Bureau of THE FILM DAILY

Hollywood—Eleven songs, sung by the famous Etude Ethopian Chorus, of 25 male voices, are included in “Hell’s Highway,” which is a coming Radio Picture. The numbers are sung by the chorus while enactting a chain-gang and as special songs.

FILMS WANTED!

Write Box 913 THE FILM DAILY

1650 Broadway, N. Y. C.

Recording—Re-recording on film and disc

Technical Transcriptions—Synchronizing

BRUNSWICK RADIO CORP.

179 Seventh Ave., N. Y. C.

Tel.: Ciclone 4-2200
50 men risked bloody death to make sure YOU wouldn't risk a penny when you bought "Tiger Shark!" The most ferocious animal action of the year, in a setting never filmed before! The jungle holds no terrors like these bloodthirsty white-bellied cannibals!

**EDWARD G. ROBINSON in "TIGER SHARK"**

*You are getting Action week after week from WARNER BROS.*

You got it two weeks ago in "LIFE BEGINS"... You got it last week in "BLESSSED EVENT" (did you read those RAVEviews?)... You'll get it this week from CHATTERON and BRENT in "THE CRASH" at the Roxy... next week in "TIGER SHARK" at the Winter Garden... and then ARLISS in "A SUCCESSFUL CALAMITY," BARTHELMESS in "CABIN IN THE COTTON." What a line-up... What a season... What a company!
"ET LES FOUS À VOUS," SAYS MA
"I'VE GOT A PICTURE, TOO

SALUTE! . . .
mes enfants!
is a success, no?
placed box
quiring repair.
you; but Mlle.
and I—we show
with "LOVE
you’re not the
URICE,!

Groucho, Harpo, Chico, Zeppo...
... Your picture "Pony Feathers"
You have, how do you say it, office records in a state of re-
That is good, I am happy for MacDonald, Monsieur Mamoulian
you something r-i-i-ight now ME TONIGHT."
You'll see—only little stones on the beach!

* Meaning in French
  "And the Nuts to You!"

MAURICE HEVALIER

in "Love Me Tonight"

with JEANETTE MACDONALD

CHARLIE RUGGLES, CHAS. BUTTERWORTH, MYRNA LOY

A ROUBEN MAMOULIAN

A Paramount Picture
HOLLYWOOD

SEVENTEEN players have been signed by Fox for six productions. They include: Gilbert Roland for "Clara Bow's "Call Her Savage"; Roy D'Arcy, Alan Mowbray, Robert Graves, Jr., Stanley Fields, Lucien Prival and Eddie Dillon for "Sherlock Holmes"; Walter McGrail, Reginald Owen, Maude Eburne and Clifford Stanley for George O'Brien's "Robbers' Roost"; Frederick Burton and Louise Beavers for the Will Rogers picture, "Ju bilo"; Matty Kemp and DeWitt Jennings for "Tess of the Storm Country"; Irene Ware and Beryl Mercer for "Six Hours to Live."

The Phono-Kinema Recording Co., of Los Angeles has been assigned to handle all sound and public addressing systems for the American Legion national convention in Portland, Ore. It has also been awarded contracts for the Rose Bowl, Pasadena, and the Pendleton, Ore., Rodeo.

Isadore Freling, head of the Harman-Ising Studios art department, and Lilian Loraine Schonfeld were married Sept. 4.

NED WAYBURN

Here is a thrilling variety of courses offered by the man who has shaped over 600 Broadway productions including the best editions of the Ziegfeld Follies.

New Low Rates For Fall Classes

CHILDREN'S FALL TERM—47 weeks—Starts September 17th. Course includes rounded training in the four basic types of modern stage dancing: Tap, Ballet, Acrobatic, and Musical Comedy dancing.

NEW FALL TERMS FOR ADULT GIRLS—16 years of age and over. Start Tuesday, September 6th and Monday, October 3rd.

LADIES REDUCING AND BUILDING UP CLASSES—Daily, Mondays to Fridays at 9:30, 10:30 and 2:30 P.M. Ned Wayburn is famous for his methods of slim figuring.

BROADCASTING INSTRUCTION—All forms of voice training and microphone technique for radio and talks. The most modern and thorough training in this profitable field.

Ask for Following Free Booklets:
Your Career; Children's Courses, Broadcasting Techniques, Home Study Course.

NED WAYBURN INSTITUTE
OF DANCING
24-25 Midtown Ave.
New York
8th and 9th Streets, Tel. Wickersham 2-4300

Thursday, Sept. 8, 1932.

A LITTLE from "LOTS"

By RALPH WILK

Radio Pictures Assignments: George Cooper and Aggie Figgie for "Rockabye," Constance Bennett for "Second Fiddle" with Leo Carillo; Rockcliffe Fellows for "Renege of the West." Tom Keen western; Nina Quatero for the "Monkey's Paw." Al Goldsbury, wire walker, for "The Druggist's Dilemna," short comedy with Bobby Clark and Paul McCullough.

"I Am A Fugitive" has been completed by Warner Bros. Several last minute cast changes included the addition of Douglas Dumbrille, Erville Alderson, Everett Brown and Walter Long. Paul Muni, who heads the cast, is going back to New York to resume his stage role in "Counselor-at-Law."


William Powell and Kay Francis will be co-starred by Warners in "The Lowdown," based on an original story by Houston Branch and dealing with the adventures of a publicity man.

"The Lives of a Bengal Lancer," which has been in preparation for more than a year by Paramount, directed by Stephen Roy, will be released, according to announcement from the studio. Clive Brook, Fredrick March, Gary Cooper and Richard Arlen will be featured in the production.

"Evenings for Sale," film version of the novel by I. A. R. Wylie, is to go into production at Paramount within a few days. Cast will be headed by Sari Maritza, Charlie Ruggles, Mary Boland and George Barbier. Stuart Walker will direct.

Alan James is directing Ken Maynard in "Fargo Express," for K. B. S. Prods.

James Gleason and Lois Wilson have been added to the cast of "Metropolitan Garage," which will be made by Charles R. Rogers for Paramount release.

Sidney Franklin, the only American in history to become famous as a professional bullfighter, has appeared in his latest Eddie Cantor screen musical comedy, "The Kid from Spain," being made by Samuel Goldwyn.

Barbara Stanwyck and Frank Fay, now resident at Brentwood, near Hollywood, have adopted a son, a six-months-old baby, who will henceforth bear the name Dion Fay.

James J. Jeffries, former heavy-weight champion, will appear as referee in "The Fighting Gentleman," which Fuller Film Associates is producing with William Collier, Jr. and Josephine Dunn in the leads.

In addition to Warren William and Lily Damita, the cast of "The Match," will include Glenn Farrel, Hardie Albright, Juliette Compton, Harold Huber and John Wray. Howard Hughes is directing, with William Keighley staging the dialogue.

"Betrayer," Barbara Stanwyck's next starring picture for Warners, will go into production Oct. 1.

Willard Robertson has replaced Frederick Burton in "Central Park," now in production at First National studios. Other actors just added are Edward LeSaint, William Davidson, Lee Shumway and Jack Carlisle.

With the signing of Mary Forbes, one of the screen's leading character actresses and the mother of Ralph Forbes, Paramount has completed the cast of "A Farewell to Arms." Helen Hayes and Gary Cooper are co-starred, with Adolphe Menjou in the principal supporting role. Others in the cast are Jack LaRue, Mary Wilkes, Blanche Friderici, Henry Armetta, George Humbert, Fred Malateau, Tom Ricketts, Robert Cauterio and Gilbert Emery. Frank Borzage is directing the production, which was prepared for the screen by Benjamin Glazer and Oliver H. P. Garrett.

Wilson Mizner is making the screen adaptation of "Lawyer Man," First National production, which Archie Mayo will direct.

"Blessed Event" Conscious

Extent to which the country has become "blessed event" conscious is reflected in the announcements and publicity releases of the Radio Pictures publicity department headed by Richard Dix will become a father sometime in March. The news is released with the enthusiastic sanction of the prospective daddy.
TIMELY TOPICS
A Digest of Current Opinions

Hopeful Signs of Prosperity

Granted that stocks of representative companies have been boosted. Admitted, too, that plants in many parts of the country are booming as a result of increasing their operations. What is the most hopeful sign, however, is the new spirit which seems to be coming over the people of the country. There is no reason to believe that any bit of prosperity is going to come around in a hurry. Those Svengalls who dictate the antics of the stock exchange may or may not be influenced by the fact that another election is just around the corner. People can hardly be expected to cheer when a company which is admittedly in poor shape sees its stock going up by leaps and bounds. Definitely, though, it may be said that the spirit of the masses is on the upgrade. Unfortunately, too, for the exhibitors, this market boom comes at a time when distributors are not as willing to sign better business for their own advantage. It should be easy, however, for exhibitors to think of the losses of the days gone by rather than the mythical promises of the future. The exhibitor, of course, owns the distributor a definite spirit of co-operation, but he should not so far forget his place in the picture to believe that crowds are going to throng back into his house. The distributor, on the other hand, can hardly be expected to use this flash of favorable stocks as an indication of immediate profits for all and everyone. Business will take as much time coming back as it did going down hill. There is no need for the exhibitor to buy on the promise of the future, unless, in the bargaining, the distributor has full knowledge and understanding of the terrific losses theatre men are now experiencing....

—Jay Emanuel, Emanuel-Goodwin Publications

New Incorporations

NEW YORK CHARTERS
Jewel Productions, motion pictures; S. Cummings, 723 Seventh Ave., New York, $10,000
Foreign Language Photoplays; Lesser & Lippsina, 1391 Broadway, New York, $2,000
Little Theater Operating Co., theatricals; M. Chopick, 554 W. 48th St., New York, 240 shares common

NEW JERSEY CHARTER
West End Amusement Co., Inc., Newark; Riker & Riker, Newark, N. J., 20 shares common

ALONG THE RIALTO

IT'S THE guy with the single idea... meaning singleness of purpose... who everlastingly sticks to it... who cops the laurels and loot in the form of a big bank balance in this film biz... and that goes for gents in every department of motion picture activity

THERE ARE a load of muggs who will disagree with us on this premise... and point to themselves by way of refuting the statement... they will say... "Aw, look at my case... I've plugged the one line of goods for umptys years in this racket... Been a steady, hard-workin' fellah. And what did it get me? Nothing."

AND TO that we will answer... "Oh, yeah? You plugged a line of goods a hundred other ladies here peddling... and doing it just as good as you... there's no real specialization in your work... you never hit on something that you perfected to a point where you could do it better than anyone else... yet you've built up your name synonymous with one DEFINITE thing... so that when folks thought of that specialized subject... they immediately associated your name with it... because there was no other gent's name to confuse with it... THAT'S what we mean by Specialization... and if persisted in long enough... it'll bring you success... it's the old story of a bozo who built a humble mouse trap... but built it so much better than any other mouse trap... that the world beat a pathway to his door... so, mister... show us YOUR mouse trap!"

WE CAN point to dozens of gents in this biz who have specialized in their particular mouse traps... and in every case the world has built a pathway right to their front door... of course they started with a Real Idea... knew there was an eventual market for it... and stuck everlastingly to the job until they chopped

ABOUT THE first one who comes to mind is Walt Disney... who five years ago took a Mouse... and handle it so cunningly and appealingly... that today his Idea has tramped the entire world... practically... sounds almost silly doesn't it?... a mere mouse rodent has received more printed publicity than any five stars in the history of the motion picture... and Mister Disney's net income is bigger than a lot of companies running enormous production outfits... that lump barium scum into newfangled and fluttering film fancy... and lose on seven ventures what they make on one good one... like Mickey Mouse

JUST to skim over a few other Successful Specialists... Mack Sennett, short comic king... Fox's Magic Carpet series... Hal Roach's "Our Gang"... Laurel and Hardy, specialists in silly snickers... Educational, everlastingly plugging the shorts... Kendall-The Vally, hitting a high note with their Operaloggles... Paul Terry, blazing a new trail in cartoons with original musical scores in Terry-Toons... and so on... ad infinitum... now comes a new one... So Locke and Frank Wilson... with their Premiere Distributing Corporation specializing in Real Life Adventure pix... and what a market there is for that!... get their announcement book designed and executed by Bill Yearsley... and you'll learn all about this business of Specialization... Realism in Adventure... that's something that every man and boy in the Youessay will go for... so here's wishing luck to these Specialists... who have hit a Great Idea

EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

Turn Subway Into Lobby Isplay

THE Buck Jones Rangers Club crashed in on the busiest corner of New York this week with an unusual display which when it turned the 42nd St. and 7th Avenue subway entrance into a theater lobby for its outings at Luna Park on August 24th and 31st. In addition to the complete lobby display in the entrance of the subway, a loud speaker has been installed and by the means of microphone, the crowds during the rush hour are informed of the Buck Jones Rangers Club and the outings.

—Columbia.

Play Up Powell
On Pittsburgh Showing

JOHN M. HARRIS, manager of the Stanley in Pittsburgh, took every advantage of the local interest in Dick Powell, former m.e. at the Stanley theater and presently cast in Warners' "Blessed Event," when this feature played at his house. Harris tied up with a local paper to publish in its Sunday rotogravure section a one-third page picture of Dick Powell. Miss Florence Fisher Perry, local press writer who is currently visiting in Hollywood, sent in a story to be published on Dick. The player herself also wrote a column for the radio editor of a local paper. Another local newspaper agreed to print three articles by Powell titled "Beginning in Hollywood." Pictures of Powell were distributed to all the ladies who attended the matinee performances.

—Stanley, Pittsburgh

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the following days are celebrating their birthdays:

Sept. 8
Howard Dietz
Jack Adams
May McAvoy
Conn. Governor Proposes Tax on Exclusive Films

Philadelphia — Although no new contract has been signed between the musicians' union, no prospects of a strike or look out are evident. Under the old agreement, it is understood that provision was made for continuing the membership of working relations until November in event both sides failed to agree on terms of a new contract.

Chicago — The Keystone, North Side Essaness house, reopened with Bob Martin as acting manager. Double features are being used.

411 Features Eligible

On Academy Awards List

Admission to the Academy awards list is open to production companies which have made 22 foreign productions in the last two years, and in addition to the feature awards, there will be a certificate of honorable mention for outstanding short subject production selected in each of the three classifications—mechanical, comedy and novelty.

Competition blanks are now in circulation and first meetings of committees begin this week, with final election taking place Nov. 1 and announcement of winners being made Nov. 10 at the annual award banquet.

"MOVIE CRAZY" OPENING

Opening date of Harold Lloyd's "Movie Crazy" at the Rialto has been set for Sept. 14.

COMING & GOING

MR. and MRS. RICHARD BARTHELMESS and Mary Hume left last week for New York from abroad yesterday on the Roosevelt.

DOROTHY GISH sailed for Europe yes terday on the Berengaria.

LEON GORDON arrived on the Champlain yesterday from abroad.

Mr. and Mrs. WILL H. HAYS are on their way to New York from the coast.

LOUELLA PARSONS sailed tonight on the Europa for a vacation abroad.

R.H. KIRKWOOD, director, has arrived in New York from abroad for a visit, and will return shortly on the other side to make another picture in several languages.

KENT DOUGLAS has left the coast for New York.

ADELA ROGERS HYLAND is due in New York in a few days from Hollywood and is scheduled to sail for Europe next week. Dick Hyland is already here.

WILLIAM ROWLAND of Rowland and King, a major Hollywood producer, left yesterday by plane on a business trip to Hollywood.

JOE GOLDBERG, world-wide sales manager, and JACOB SOKOLSKY, educational sales executive, are back from a business trip to the east.

JOHN D. CLARK, Paramount western di vision manager, is en route to New York from the Coast.

WALACE WEST of the Paramount public ity department has returned from vacation.

MAY HILTON and JOSEPH BERNARD return today from a tour of the middle west.

N-E-W-S O-F T-H-E D-A-Y

EXCLUSIVES TO FIGURE IN

Allied M.P.T.O.A. Confabs

(Continued from Page 1)

with Abram F. Myers, Allied of ficial, who heads the M-P.T.O.A. com mittee, and Lightman will remain in New York until Saturday, when he leaves to attend an exhibitor convention in Atlanta.

Henry P. Zapp Heads

New Detroit Exchange

Detroit—Monarch Pictures Corp., the new distributing company, has been formed with offices in the Film Exchange. Henry P. Zapp, formerly of Standard Pictures, recently dis solved, is general manager of the company. Associated with him are Ann O'Donnell and Herbert Ives. Company will take over the business of Standard Film Exchange.

PRITA W. FRIED, formerly manager of Standard, has taken over the Michirian franchise for Principal Distributing Co. Retail distribution for this company will be handled by Monarch.

SAM COHEN GETS POST

West Coast Bureau of THE FILM DAILY

Hollywood—Sam Cohen has been appointed by Eddy Eckels to head the editorial staff of the EKO advertising and publicity department of the studios here. Bill Hardwick will assist Cohen.

BERN LEFT NO WILL

West Coast Bureau of THE FILM DAILY

Hollywood—No will was left by Paul Bern, late M-G-M executive so far as is known by his attorney, R. D. Knickerbocker. If a document found in the estate was the true will it will go to his widow, Jean Harlow, and the other half to his relatives. It is indicated the estate will not be large.

MIDDLETOWN MERGER SET

Middletown Conn.—Agreement has been reached whereby Middletown Theaters, Inc., which already controls the Palace and Midview will take over the Capitol on Oct. 1. Salvatore Alorno will be general manager of all three houses.

85% of Stanley Houses

Get Metro Product Again

(Continued from Page 1)

Stanley-Warner situations which will go through the new season without M-G-M product are ones in which independent opposition has bought the product under deals which carry over into the 1932-33 season.

NIZER ON VACATION

Attorney Louis Nizer has gone to the White Mountains on his vacation.

New Orleans—A threatened walk out of musicians in two local houses has been averted by a decision to leave settlement of difficulties to negotiations between New York union officials and representatives of the RKO Orpheum and Loew's State. Both theaters want 10 per cent salary reductions and change to a 45 hour week instead of 42 hours.

Sheboygan, Wis.—Articles of incorporation have been filed by the Hub Theatre Co. Incorporators are E. C. Vassallo, John Bevls and William Athan.

UNPLAYED 1931-32 FILMS

FEWER THAN AT ANY TIME

(Continued from Page 1)

this record-breaking number of playdates, it was pointed out. According to one distribution executive's estimate of unplayed product in various companies instances generally runs as high as 50 per cent of all contracts.

Business in RKO Houses

Up 12%, Says Franklin

(Continued from Page 1)

tailed in New York between Clay ton Bond for Warners and George Schaefer and Joe Unger for Paramount. It embraces both Paramount features and shorts.

CHICAGO HOUSE HELD UP

Chicago — Two gunmen held up Gina Davis, cashier of the Admiral, a few days ago and escaped with $20.

Guaranteed Service
Better Trailers
Lower Cost

Exhibitor's Screen Service, Inc.
205 West 146 St., N. Y. City
Edgecombe 4-6200
DALLAS - CHICAGO - LOS ANGELES

DON'T sign with others until you've seen our TRAILERS
New Firm Staging Tabloid Dramas for Film Houses

ERPI IS REPORTED BEHIND NEW EASTERN STUDIO

RKO Will Give New Contract to David O. Selznick

Present Agreement for One Year Expires on Nov. 1

David O. Selznick, vice-president in charge of all Radio Pictures will be given a new contract when his present one-year agreement expires Nov. 1, the Film Daily learns. It is understood that M. H. Aylsworth decided to continue the exclusive contract.

FRED DESBERG

The passing of Fred Desberg has occasioned a deep sense of loss which is industry-wide. A leader in exhibition affairs in Cleveland, as general manager of Loew's Ohio Theaters, he was always an aggressive proponent of fairness and a defender of the industry in its legislative troubles. His intelligent and expert application to theater problems brought him the admiration of both executives and the rank and file. The high esteem in which he was held extended beyond the confines of our industry into the civic life of his city and state. Fred Desberg's passing leaves a void which will be difficult to fill.

—Jack Alicate

All 10-Cent Admissions in Ohio Are Eliminated by Warner Bros.

In addition to raising prices in 14 Ohio towns, all 10-cent admissions in Warner houses throughout that state have been eliminated. It is stated by Moe Silver, circuit executive under General Manager Joseph Bernhard, upon his return from the city, Chicago and Milwaukee.

Fred Desberg Dies of Heart Attack

Columbus — Fred Desberg, general manager of Loew's Ohio Theaters, died of heart trouble early yesterday morning at a local hotel. He had come to Columbus from Cleveland to attend the dinner given to Adolph Zukor. Funeral services will be held today in Cleveland. Various Loew officials, including Col. E. A. Schiller and others from the home office, will attend. Services will be private.

Desberg, who was 49 years old, had been a member of the M. P. T. O. A. board of directors for some years, representing Loew. He entered the film business 18 years.

National Players, Inc., to Stage Tabloid Dramas in Film Houses

National Players, Inc. headed by James Thatcher, veteran dramatic stock manager, and Edward D. Turner, has been formed to produce dramas, comedies, melodramas and farces in condensed versions of about an hour for motion picture theater programs. Several circuits are understood to be interested in the idea, which was tried out with success in Detroit last summer and is now being introduced at the Paramount Theater, Stapleton, Staten Island, next week. A one-hour edition of "The Ghost Train" will be presented, without intermissions except for curtain. Many motion picture people are expected to attend this tryout. The intention is to

(Continued on Page 6)

Beecroft-Florida Studio Starting Activity in Nov.

Production activities at the Beecroft-Florida Studio on Davis Islands, near Tampa, will start about the end of November, according to Chester Beecroft, who is in New York with Harry Smith, associated with him in the venture, to confer on production deals. Funds for starting work will become available in November, said Beecroft, who will probably leave for Florida again tomorrow.

Capt. Baynes Will Have Charge of New Plant on Long Island

Electrical Research Products interests are understood to be behind a plan to construct a gigantic studio property on Long Island, probably in Queens, to supplant Eastern Service Studio in New York. A site in connection with the project, first indicated in "film," (Continued on Page 7)

WALTER WANGER SIGNS NEW COLUMBIA CONTRACT

Walter Wanger has signed a new contract with Columbia as a vice-president, following expiration of his previous six-months agreement last month. He is expected to return East from the Coast in about a month.

Ulmer Will Produce 4 Features in East

Production of four features, two of them for Columbia, is planned by Edgar George Ulmer, formerly associated with the late F. W. Mur nau and various major companies. Initial picture, "People on Sunday," goes into production at Eastern Service Studio about Oct. 1. Others will be directed in the East by Ulmer.

Improved Attendance Reported in St. Louis

St. Louis — Closing of the municipal opera season and the arrival of school days are among the factors in better attendance reported by first-runs here. Neighborhood houses also have joined in the improvement, due somewhat to the same causes and also to the recent dropping of bargain nights.
Alied-M.P.T.O.A. Joint Confab
Tentatively Set for September 19

Tentative plans for holding the Allied-M. P. T. O. A. get-together conference to discuss the 5-5-5 contract and the Allied “eight points” call for the session in Chicago on Sept. 10. Arrangements will be discussed by President M. A. Lightman of the M. P. T. O. A. and Abram F. Myers, Allied leader, over the telephone yesterday. Myers told—

today will obtain confirmation of the date and meeting place.

Artho Loew Off Aug. 15
On Round-the-World Tour

Artho Loew has set Sept. 15 as the day he will leave for the coast on his trip around the world by rail, boat and airplane. He will take Capt. James B. Dickson of the Air Corps Reserve as pilot. Loew’s itinerary is as follows: leave Los Angeles Sept. 23, arrive Sydney, Oct. 13; Melbourne, Oct. 15, Adelaide, Oct. 16; Altira Springs and Wyandam, Oct. 17; Java, Oct. 18; Singapore, Oct. 20, Penang and Bangkok, Oct. 21; Honolulu, Oct. 22; Shanghai, Oct. 23, will be the eighth stopover during which he will visit Tokyo; leave Shanghai, Nov. 4; Calcutta; Bombay, Nov. 5; Johannesburg, Nov. 9; Cairo, Nov. 20. Loew will also visit Athens, Rome, Paris, England, India, Baghdad, and Egypt, and sail for America Nov. 30 on the Ile de France.

COLMAN IN “MASQUERADER”

West Coast Bureau of THE FILM DAILY


JOIN “MANHATTAN TOWER”

West Coast Bureau of THE FILM DAILY

Hollywood—Lou Ostrow, production supervisor of Remington Pictures, has engaged Jameson Thomas and Hale Hamilton for roles in Manhattan Tower, the first of a series of eight pictures scheduled for the current season. Mary Brian, James Hall and Irene Rich will portray the leading roles. Director has been assigned as yet.

MARSHALL IN NEW PAR. FILM

West Coast Bureau of THE FILM DAILY

Hollywood—Herbert Marshall today went into the leading role of “Evenings for Sale” at Paramount. The actor had succeeded in安排 by cable the postponement of his contemplated stage engagement in London. Sari Marita shows up for Marshall today, with such others as Huggles, Mary Boland and George Barbier will head the supporting cast.

The Film Daily

THE INDUSTRY’S DATE BOOK

Friday, Sept. 9, 1932

Sept. 9-11: Fourth annual convention of Southeastern Theatre Owners’ Ass’n, ANSI, Atlanta, Ga.

Sept. 12: New England Annual Film Golf Tournament. (Course to be announced later.

Sept. 13: Meeting of Allied Theater Owners of New Jersey, New York Office, 303 West 42nd St., 2 P. M.

Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.


Sept. 16: Annual outgoing of Cleveland ex-Nibs, Lake Forest Country Club, Hudson, Ohio.


Sept. 20: Semi-monthly meeting of Allied Theaters of Michigan, Fox Theater, Detroit.


Oct. 5: Meeting of Society of Motion Picture Engineers, Electrical Institute, Grand Central Palace, N. Y.

Oct. 27-Nov. 1: Film trade exhibition, Parc des Expositions, Paris, France.

Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences, Hollywood.

Exhibitors Screen Service

Signs With Two Circuits

Wilmer & Vincent, including 13 theaters, and United Chain Theaters, Inc., of Philadelphia have signed for Exhibitors Screen Service trailers.

“FALSE FACES” FINISHED

West Coast Bureau of THE FILM DAILY

Hollywood—World Wide’s “False Faces” with Lowell Sherman, Peggy Shannon and Lila Lee, was completed yesterday.

PARA. BUYS AFRICAN STORY

“Safarit,” an original by Paul Horvey Fox, has been bought by Paramount. Story concerns a party that penetrates the African jungles on a hunting expedition.

Join the Red Cross

End of Document
I pronounce You... HUSBAND and WIFE!

She took him for better or worse... yet demanded a marriage bed of roses! Are such women to blame for The Crash? Are thrill-hungry wives on the up-and-up with down-and-out husbands? For blazing answers to these questions, see America's foremost screen star and her sensational leading man in this thrilling drama of our times! Their second smash hit together!

Ruth Chatterton

"THE CRASH"
WITH GEORGE BRENT

A First National Picture.
Greater than 'The Rich Are Always With Us'
“Congratulations, Mr. Python . . . I just read in Motion Picture Herald that you’re the Box-Office Champion for July, heading the list of the ten best attractions! And on top of that Ben Shlyen who runs Associated Publications out in Kansas City pins the August BLUE RIBBON FAMILY PICTURE AWARD on your manly chest! You sure did "BRING 'EM BACK ALIVE" and wrap yourself around some mean attendance records! Some Snake, I calls you! But did you hear the latest? Your little girl friend, Luana, just wriggled the folks in Cleveland out of four thousand more smackers on the week than you were able to squeeze out of 'em, and did I hang 'em on the chandeliers in New Orleans! Say, they were standing in the rain for hours! Lots of other towns said it with records too . . . I guess we’re just a couple of real box-office babies! . . . I’m coming into New York next week . . . that Mayfair record of yours is going to be hard to beat . . . gosh! New York must be a big town if nearly a half million people saw you there . . . Well, wish me luck.

Aloha,
Luana, “THE BIRD OF PARADISE”
"Well, Congratulations to you, Luana... I'll say you are some Bird... a real "BIRD OF PARADISE" to Theatres these days! I have just been reading about you in VARIETY and those records you've been smashing made me begin to wonder if I was losing my sex appeal... but I guess not from the daily reports that are coming in! Yes, I'm real proud of that Motion Picture Herald award and Ben Shlyen's too... but then I deserve it! But say!... What's the idea of busting that Toledo record of mine?... And by almost double too! And Detroit... I thought I was head man in that town for years to come and here you go and nip my record by more than three thousand, to say nothing of good old Kansas City and Akron! Certainly am proud of you girl, and while there is bound to be a certain amount of professional jealousy... still I can't help admiring anyone who can get a better strangle hold on a box-office than I can and it sure is a great feeling to know that we're "Bringing 'Em Back to the Box-Offices." Give my regards to the folks on Broadway... they sure treated me swell.

As ever, FRANK BUCK'S BAD BOY, "PYTHY."
DAVID SELZNICK TO GET NEW CONTRACT FROM RKO

(Continued from Page 1)

A LITTLE FROM 'LOTS'

By RALPH WILK

HOLLYWOOD

PRESTON FOSTER, with the unan-

imous approval of RKO's ad-

vertising department, is being

sent to England, where he will

direct "The Sargents," in which

Hedy Lamarr and Brian Don-

ovan star, and will also be con-

sidered for the directors cut of

"The American Lioness." Fos-

ter, as director, has made a

great impression at RKO and

is expected to have the same

success in the world of British

drama as he has had in the

United States. He is a great

addition to the RKO family and

is sure to make a big hit in the

British market. He is a great

addition to the RKO family and

is sure to make a big hit in the

British market.

Warner Studio Preparing 15 Stories, All Different

Warner Studio Preparing 15 Stories, All Different

(Continued from Page 1)

-nation of drama and romance which
- takes Barbara Stanwyck out of the
- fields and into the boulevard and
- night life. "Lawyry," an original
- story by a lawyer, who is engaged
- for his work in "Two Seconds"
- and "The Last Tycoon." The story
- has been adapted by Albert
- Maltz and is sure to be a
- success. The cast includes
- William A. Seiter, director, with
- William LeBaron associate producer
- and Arthur Lubin assistant to
- LeBaron.

- Karl Freund, ace cameraman, has
- been promoted to direct "Inhotep,
- a strange story of a hard
- department store owner by David Cohen, a
- staff writer. Cohen will play the role of
- the department store owner.

An elaborate Indian story is being

premiered by Columbia for Tim Me-

coy.

- Warner Bros. have bought the
- screen rights to the novel by
- Bertram Millhauser and
- Beulah Marie Dix.

- Sumner Getchell, Douglas Dom-

brille and Leon Yayo way are

appearing in Columbia's "That's My Boy."

- Dorothy Vernon and Lyle Tayo are
- additions to the cast of Radio
- Pictures' "Second Fiddle," featuring
- Leo Carrillo, Vivienne Osborne and
- others.

- Ruth Chatterton will next appear
- as the star of "The Common
- Ground," by Gerald Beaumont,
- an adaptation of a novel by
- John M. Ford. The story is
- about a young girl who is
- forced to leave her home and
- go to New York to make a
- living. She is taken in by
- a kindly old man who
- becomes her friend and
- helps her become a
- successful business woman.

- Upon the completion of "The
- Phantom," which is being
- directed by G. B. B. Zeidman
- for the screen, he will next
- go to work on "The
- Phantom's Return," which is
- being adapted by E. C. Kenton
- for the screen. Kenton is
- a great director and is
- sure to make a big hit in
- the world of drama.

Mrs. William Slavens McNutt,
- wife of the Paramount writer, on
- her first off-shore trip aboard
- the sailing yacht, "Fayth," broke
- the world's speed record from
- Santa Barbara to Diamond Head, Honolulu.

- Just added to the cast of "The
- Match King," currently in
- production at the First National
- studios, are the following players:
- Claire Dodd, Spencer Charters, Alan Hale,
- Murray Kinnell, George Meeker and
- Harry Beresford.

- Clara Bow's first Fox production,
- "Call Her Again," is rounding into
- shape and will soon be in produc-
- tion. Monroe Owsley and Willard
- Robertson have been assigned
- to the roles by director John Fran-
- cis Dillon. Gilbert Roland and
- Thelma Todd have already been cast.

Muni Resuming Stage Role

Paul Muni, who recently completed
- his television series "The Man from
- a Chain Gang," at the Warner
- Bros. studio, is returning to
- New York to resume his role in "Coun-
- selor-at-Law," which opened
- last night at the Plymouth. He will
- go back to Hollywood for his next picture
- early in the winter.

Columbia in Portsmouth, with M. L. Seiden as manager, from Mans-
- field, O. Charles Kaiser replaced
- Louis Milder as manager of the
- Majestic. At the Capitol, Elyria,
- Lewis Lammm replaces Barry Sheed.
- Admission prices were increased
- in Cleveland, Akron, Canton, Lor-
- ein, Elyria, Springfield, Findlay,
- Sidney, Kenton, Mansfield, Man-
- chester, Portsmouth, Sandusky and
- Alliance.

Throughout the Ohio territory
- especially Silver found the theater
- managers most optimistic over fu-
- ture business because of increasing
- activity in the steel industry.

The same spirit of cheerfulness
- was also present throughout the
- state, and it is believed that both
- Milwaukee territories, where double
- features are being discontinued.

plays Doctor Moriarty. William K.
- Howard is directing from the screen
- play by Bayard Veiller.

Nell O'Day steps into an im-
- portant role with Viert McLaugh-
- in the Fox football satire, "Rackety
- Rax." Stadium sequences of this
- production are now being photo-
- graphed and recorded under the di-
- rection of Alfred Werker. Promi-
- nent in the cast of "Rackety Rax" are
- Greta Nissen, Allan Dinehart,
- Arthur Pierson, Ma-jorie Beebe,
- Ward Bond, coaches Howard Jones
- and Alonzo Stagg, and a squad of
- college football stars.

(Continued from Page 1)

ALL DIME SCALES IN OHIO

ELIMINATED BY WARNERS

Columbia in Portsmouth, with M. L. Seiden as manager, from Mans-
- field, O. Charles Kaiser replaced
- Louis Milder as manager of the
- Majestic. At the Capitol, Elyria,
- Lewis Lammm replaces Barry Sheed.
- Admission prices were increased
- in Cleveland, Akron, Canton, Lor-
- ein, Elyria, Springfield, Findlay,
- Sidney, Kenton, Mansfield, Man-
- chester, Portsmouth, Sandusky and
- Alliance.

Throughout the Ohio territory
- especially Silver found the theater
- managers most optimistic over fu-
- ture business because of increasing
- activity in the steel industry.

The same spirit of cheerfulness
- was also present throughout the
- state, and it is believed that both
- Milwaukee territories, where double
- features are being discontinued.

plays Doctor Moriarty. William K.
- Howard is directing from the screen
- play by Bayard Veiller.

Nell O'Day steps into an im-
-portant role with Viert McLaugh-
- in the Fox football satire, "Rackety
- Rax." Stadium sequences of this
- production are now being photo-
-graphed and recorded under the di-
- rection of Alfred Werker. Promi-
- nent in the cast of "Rackety Rax" are
- Greta Nissen, Allan Dinehart,
- Arthur Pierson, Ma-jorie Beebe,
- Ward Bond, coaches Howard Jones
- and Alonzo Stagg, and a squad of
- college football stars.

(Continued from Page 1)
ERPI REPORTED BEHIND EASTERN STUDIO PROJECT

(Continued from Page 1)

FILM DAILY of Aug. 5, is now being sought.

Capt. George McL. Baynes, head of Eastern Service Studio, will have charge of the plant, which will occupy a space in a major company studios at the coast. Eastern Service Studio has only one stage and so far is understood to have proven inadequate from the standpoint of space to meet the needs of various independent producers who are working there.

NEILAN ON STANLEY FILM

Marshall Neilan will direct "Enlighten Thy Daughter" for Stanley Distribution release. He is now working on the script.

DEAN TO STAGE PLAY HERE

Basil Dean arrives in New York on Sept. 25 from London to produce "Autumn Crocus" for the stage. He did the show in London recently. Dean is also making six features in England for EKO.

TREWHELA IN LEWISTOWN

Lewistown, Mont.—John W. Trewhela, formerly of Missoula, is now manager of the Fox-Judith Theater here. He was appointed by Will Stoege, regional manager for Fox West Coast.

JUNE KNIGHT WITH HOLTZ

June Knight, who is understood to be under consideration for a M-G-M contract, leaves tonight for Pittsburgh to open with Lou Holtz in "Humpty Dumpty."

COMING & GOING

HARPO MARX is back in Hollywood again after an airplane flight from New York.

NORMAN H. MORAY, in charge of Vitaphone short subjects and trailers, leaves tomorrow for a trip to Toronto, Cleveland, Buffalo and New York. He expects to be gone a week.

HARRY ROSENQUEST, assistant to Norman H. Morris of Vitaphone, leaves tomorrow for the middle west. He will visit Chicago, Milwaukee, St. Paul, Minneapolis, Des Moines, Omaha, St. Louis and Memphis during his three weeks' trip.

JACK CONNOLLY, editor of Pathé News, is in London for a two weeks' survey of branch offices in Great Britain.

AMBROSE "BO" DOWLING arrived in London yesterday.

KATHERINE HEPBURN sailed for Europe last night on the Europa.

BOB SAVINI returned yesterday from Charlotte and Atlanta.

ARTHUR LOEW leaves for the coast Sept. 21 on the first leg of his around-the-world air tour.

BOB SISK returned from the coast yesterday.

FRANK TUTTLE plans to return to the coast tomorrow.

ROBERT CLEMMONS and JOE SILVERMAN, both of Texas, who are in New York laying product, have extended their stay.

NEW FIRM WILL PRESENT DRAMA IN FILM HOUSES

(Continued from Page 1)

cast the shows just like Broadway productions, according to Turner. Lower admission prices of the movie houses, together with the grind policy and absence of the reserved seat idea, are figured as factors in favor of drawing the public. In Detroit it was found that about 75 per cent of the movie audiences had never seen a stage play, and they received these shows with enthusiasm, Turner says.

STILL DICKERING IN ST. LOUIS

St. Louis—Theater owners and the projectionists' union are still dickering over a new contract, with exhibitors demanding a cut in scale.

BARRYMORE FILM FOR ASTOR

"Rasputin," M-G-M picture, with the three Barrymores, is slated to follow "Strange Interlude" at the Astor.

SHILLING PRODUCING PLAY

William Shilling, picture director, is producing "Old Man Satan," Negro show which opens at the Forrest on Sept. 19. Donald Heywood wrote the music.

THEATER FOR HARTSDALE

A theater is included in a $1,000,000 business center development planned in Hartsdale, Westchester, opposite the railroad station. I. Randolph and Everett Jacobs are behind the venture.

"CHINA EXPRESS" AT CAMEO

"China Express," Aminko picture, opened today at the RKO Cameo, it was previously shown here two years ago.

"ZWEI HERZEN" RETURNS

"Zwei Herzen im 3/4 Takt," German musical which holds the long run record of about a year at the Europa, plays a return engagement at this house starting Sept. 10.
DENVER HOUSES TO DROP STAGE SHOWS IN DISPUTE

Denver—The Orpheum and Den- 
er yesterday notified the stage 
hand's union that stage shows will 
be discontinued in two weeks unless 
negotiations for a new contract are 
completed. The theaters want a five 
percent reduction in wages and the 
union asks increased working time 
of members to offset reduction 
which the local is willing to concede.

Freuler Film Associates Have 4 Films Under Way

West Coast Bureau of THE FILM DAILY

Hollywood—Freuler Film Asso- 
ciates have four Monarch produc- 
tions under way, with the com- 
pany's first release scheduled for 
October.

"The Fighting Gentleman," now 
completing camera work, will be 
ready for editing the latter part of 
the week. It co-features William 
Collier Jr., Josephine Dunn, and 
Natalie Moorhead.

"The Gambling Sex," is being 
cast. An original by F. McGrew 
Willis, it will probably go before 
the camera early next week.

Tom Tyler's first, "The Forty- 
Niners," starts immediately. This 
also is F. McGrew Willis story, 
which J. P. McCarthy will direct. 
Preliminary work has begun on 
"Roar of the Jungle," which will 
employ the newly acquired Freuler 
menagerie. F. Brewster Morse has 
completed the story.

Burton King is personally super-
vising the three units.

OFFER REWARD IN BOMBING

Local 306, Operators' Union, has 
offered $500 reward for the arrest 
and conviction of anyone perper-
trating the alleged throwing of chemical bombs in the 
Marine and Farragut theaters, Brook- 
lyn, on Labor Day, and the similar 
reward for the arrest and convic- 
tion of anyone responsible for vio-
ience in any theater picketed by 
union members. The Marine and 
Farragut theaters are now being 
picketed.
Erpi Business Up 50% in Past Month

Gross business of Electrical Research Products is understood to have increased 50 per cent during the past four weeks. Reopening of dark houses, marking termination of equipment rental readjustments, figures importantly in the increase.

Holding of the proposed Allied-M.P.T.O.A. joint conference on the standard contract and other industry problems has been definitely set for the Hotel Congress, Chicago, on Monday, Sept. 19. Confirmation of the meeting plans was wired by Abram F. Myers to President M. (Continued on Page 4)

EXCHANGES IN 16 CITIES
SET SO FAR BY POWERS

With the closing of deals next week for exchanges in Detroit and Atlanta, Powers Pictures is within five branches of completing its coast-to-coast plan of setting up key centers. Powers exchanges are now functioning in 16 cities, namely, New York, Philadelphia, Washington, Pittsburgh, Buffalo, Cleveland, Cincinnati, Chicago, St. Louis, New Orleans, Los Angeles, San Francisco, (Continued on Page 2)

British Board of Censors
Rough on “Modern” Stuff

London—Film trade circles here are up in arms over the action of the British Board of Film Censors in banning about a million dollars' worth of films within a fortnight. There seems to be a growing tendency on the part of the Board to object to the free discussion of sober subjects. (Continued on Page 3)
Three Releases Weekly Scheduled by Vitaphone

Vitaphone shorts during 1932-33 will be released at the rate of two single reels and one two-reel subject per week, exchanges have just started with the following three subjects: “Dancing Around the World,” an E. M. Newman picture; “Cest Paris,” of the Broadway series, done in Technicolor; “Rumbling Around Radio Row,” a Pepper Keenan subject with the Royal Broadcasting Sisters, Kate Smith, Spoonagle and Bud and Abe Lyman.

National Poster Ass’n Drops Manufacturing Plan

National Poster Service Ass’n formed by independent poster exchanges last July, has discarded its announced plans of making its own posters. Change is due to fact that several major distributors are not prosecuting independent exchanges for making their exchanges. An early summer check-up was threatened, as threatened early in the summer. A check-up made yesterday shows that independent poster exchanges are now operating without being hampered in this respect.

Abandoning of this project is not expected to interfere with the association’s plans for increasing its membership. Meetings are being held weekly in New York.

M-G-M BUYS 3 STORIES

A play, a novel and a magazine article have been bought by M-G-M for adaptation to the screen in the near future. The play, “Whistling in the Dark,” by Laurence Gross and Edward Childs Carpenter, had a successful Broadway run last season with Ernest Truex in the leading role. The new book is “Vol de Nuit,” or “Night Flight,” by Antoine de Saint Exupery, a novel published in French and recently in an English translation. A new film is to be made with the director of “Girl Delinquent—Are Sixteen,” an article which appeared in “Harper’s Magazine” last April.

16 mm. EXPOSITION POSTPONED

Date of the National 16 mm. Exposition at the Hotel Victoria, New York, has been postponed from Sept. 19-24 to Oct. 24-29, it is announced by A. D. V. Storey, treasurer and executive secretary. The delay is due to the fact that a number of important new offerings in the way of 16 mm. equipment will not be ready until October.

PARA BOND PAYMENT

Payment of $800,000 principal amount of its 20-year 6 per cent sinking fund gold bonds has been made by Para Corporation to the Pennsylvania National Bank, in compliance with the sinking fund regulation for Oct. 1. There remains $12,000,000 face amount of these bonds in the hands of the public, out of an original issue of $16,000,000.

No Deal with Hiram Brown

In Beacon Films Expansion

Although Beacon Films is discussing expansion plans, no deal has been made with Hiram Brown, former RKO president, to join the company in an executive capacity, said President Roy P. Gates in New York yesterday.

Negotiating New Pact

With Boston Musicians

Negotiations toward a new musicians’ contract for Boston, begun last June, are now in progress in New York between the local and the three major circuits operating in that city. Meetings are being held at Publix with Dave Chatkin representing that circuit, Major L. E. Thompson for RKO, and Joe Vogel for Loew.

BEN GOETZ TO SAIL

Ben Goetz, executive vice-president of Consolidated Films Industries, is sailing for Europe next week on a three-weeks’ business trip in connection with activities of this company and its subsidiary, the American Record Co.

‘FLAME OF MEXICO’ IN MEXICO

Mexico City—“Flame of Mexico,” produced by Juliet Barrett Rublee, opened this week at the Paramount Olympia theater here, the premiere being appropriately timed with the installation of Mexico’s new president.

FINANCIAL

NEW YORK STOCK MARKET

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<td>Warner’s 4% ...</td>
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WORLD WIDE-RKO BOOKING

World Wide and RKO have closed a deal whereby World Wide’s “Those We Love” will play first-run in Chicago at the State-Lake, week starting Sept. 17.

Loew also has booked the picture for 123 playing days in the New York metropolitan district. It opens Sept. 13 at Loew’s 83rd and 170th St.

FIVE STAR FEATURE

NATIONAL PROJECTOR CARBONS

- Pre-Cratered High Intensity Carbons
- New National SRA Carbons
- 13.6 mm x 22 inch High Intensity Carbons
- 85 Ampere 9 x 20 “High-Low” White Flame Projector Carbons
- Low Prices

Two satisfied patrons pay for the carbons used at each performance.

THE INDUSTRY’S DATE BOOK

- Sept. 11-13: Fourth annual convention of Southeastern Theater Owners Ass’n, Pensacola, Fla.
- Sept. 12: New England Annual Film Golf Tournament, (Course to be announced later.)
- Sept. 13: Meeting of Allied Theater Owners, Board of Directors, New York, 503 West 42nd St., 2 P.M.
- Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.
- Sept. 16: Annual outing of Cleveland exhibitors, Lake Forest Country Club, Hudson, Ohio.
- Sept. 20: Semi-monthly meeting of Allied Theaters of Michigan, Fox Theater, Detroit.
- Oct. 25: Meeting of Society of Motion Picture Engineers, Electrical Institute, Grand Central Palace, N.Y.
- Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences, Hollywood.

RAWLINSON IN PLAY

Herbert Rawlinson has been cast for “When Ladies Meet,” new Rachel Crothers play which John Golden puts into rehearsal Monday.

THE DAILY

Saturday, Sept. 10, 1932

ST. CHARLES

Occupying entire block on the boardwalk

ATLANTIC CITY

America’s largest resort with finest facilities

ATTRACTIVE RATES

PUBLISHED DAILY EXCEPT SUNDAYS AND HOLIDAYS AT 1650 BROADWAY, NEW YORK, N.Y., BY WID’S FILMS AND FILM FOLK, INC. J. W. F. MURPHY, Publisher, Donal M. Mersee, Secretary-Treasurer, and General Manager: Arthur Y. DAVIS, Associate Editor, George Gillette, Managing Editor. Entered as second class matter, May 21, 1918, at the post-office at New York, N. Y., under the act of March 3, 1879. Terms (Postage free): United States outside of Greater New York $10.00 one year, 6 months, $5.00 3 months, $1.00; Foreign, $15.00. Subscriber will remit with address. Address all communications to THE DAILY, 1650 Broadway, New York, N. Y., Phone, Circle 7-4736, 7-4737, 7-4738, 7-4739. Cable address: Filmfax, New York, Hollywood, California; Ralph W. Helms, 6425 Hollywood Blvd., Phone Grattan 6602, London—Ernest W. Frewen, The Film Renter, 89-91 Wardour St., L. Brinton—Karl Wolfschild Lichtbildbuehne, Friedrichstrasse, 225, Paris—P. A. Harle, La Cinematographie Francaise, Rue de la Cour-des-Nœufs, 19.
64% OF AUGUST RELEASES
OKAYED FOR FAMILY TRADE

(Continued from Page 1)

August compares with some months in the past year when the number of such features was as low as 30 per cent.
A mark of special merit also was accorded to 12 of the past months' releases.

Non Partisanship Urged
In Academy Awards

(Continued from Page 1)

Awards should be conducted on a strictly non-partisan basis.
The prestige attached to these awards and their incentive to achievement may be maintained only if studio affiliations are disregarded by the Academy members in making their nominations and casting their ballots," says the notification, in part. Among those signing the letter are Emanuel Cohen, Harry Cohn, Samuel Goldwyn, Joseph M. Schenck, Winfield Sheehan, Irving G. Thalberg and Darryl Zanuck.

WORLD WIDE PREPARING 2
West Coast Bureau of THE FILM DAILY
Hollywood—Two World Wide features are being prepared for production. With "False Faces" completed, the KBS unit is starting on "Uptown New York," based on Vina Delmar's story, "Uptown Woman." Edwin Carewe at the Metropolitan Studios, is preparing to place in production "Tarnished Youth," from the screen and stage play, "My Son." Sada Cowan has just completed the adaptation. Jetta Goudal has the feminine lead.

RESTORE ADMISSIONS
Richmond — A return to fall prices, with slight advances in many instances, is noted in a state-wide survey of admission scales in Virginia. Loew's here and Loew's State in Norfolk are playing exclusive runs at 80 cents top at night.

PLAZA, K.C., FIRST-RUN
Kansas City — A first-run policy has been inaugurated by Fox at the Plaza.

Showman's Daily Reminder

Detail a man to watch house temperature.

ON THE RIALTO

(Continued from Page 1)

Six of our favorite fan mags are missing from the newstands this week . . . . because the company handling them . . . . Eastern Distributing Corporation, run by Charles Dreyfus, Jr. . . . . is experiencing financial difficulties . . . . the mags involved are "Screen Weekly", edited by Frederick James Smith . . . . "Broadway and Hollywood Movies", published by George Ulman . . . . and "Hollywood Movie Album", published by Joe Bonica.

IT'S PRETTY tough for young Dreyfus the only remaining competitor of American News Company. . . . since General, the MacFadden distributing outfit, folded the other week . . . . and if Charlie can't get the necessary funds from his rich dad to carry on . . . . looks as if American will have a clear field . . . . but their creditors, including transportation companies, printers and publishers are yelling for their dough . . . . the printers are holding the issues of the various mags for their advance . . . . so these three fan publishers who are doing such fine work in their field . . . . are having their headaches . . . . and thousands of fans are wondering what has happened to their favorite literature.

HERE WAS Frederick James Smith going great guns with his mag . . . . and George Ulman making real dough with a conservatively published sheet whereas most of the big fan mags are in the red . . . . while Joe Bonica's case is the most tragic of all . . . . with the current issue he launched a new and unique idea — that promised to put him in the top row of fan publications . . . . with this stent he could afford to give the mag away and still make plenty of dough . . . . it's a swell chance for somebody to step in and help these three publishing lads out of their difficulties for they all have publishing properties that are big potential money-makers.

SEEMS AS if everybody is talking about that new departure of Walt Disney . . . . using Technicolor in "Flowers and Trees" . . . . a Silly Symphony . . . . reviewers all over the country are giving the novelty the space of a big feature in their comments . . . . the next one, "King Neptune" . . . . is ready for release . . . . and they say it even surpasses the first . . . . and if the reaction continues to be so flattering . . . . you can reasonably look for color to be extended to the Mickey Mouse series also.

HOW CAN they bring color to an animated pix, you ask . . . . that is simple . . . . it is done by painting the sketches and then photographing them with a Technicolor camera . . . . which gives that soft tone color effect almost like a water color . . . . so pleasing and soothing to the eyes.

OH, YES . . . . and Mickey Mouse has a birthday on Oct. 1 . . . . believe it or not . . . . every public and parochial school in the United States will be closed in Mickey's honor . . . . whatta publicity stunt! . . . . who engineered it? . . . . why, the guy who makes up the calendar . . . . Oct. 1 is a Saturday . . . . oops.

EXCHANGES IN 16 CITIES
SET SO FAR BY POWERS

(Continued from Page 1)

Seattle, Portland, Dallas and Minneapolis. The latter exchange was officially acquired yesterday with the signing of Elliott Films of Minneapolis as a Powers representative.

British Board of Censors
Rouin on "Modern" Stuff

(Continued from Page 1)

Special problems and aspects of modern life. Industry spokesmen say that they are prepared to accept the Board's rulings where they affect such controversial matters as religion and politics, but it is felt that too severe restrictions are being placed on topics demanded by a sophisticated public.

SCREENART GETS "ENEMY"

Screenart Pictures has acquired distribution rights to "The Silent Enemy," which Paramount released in key spots a few years ago. President Frank D. Ferrone announced yesterday. Picture has been re-edited and cut from nine to seven reels.

N. Y. PARAMOUNT BOOKINGS


FIRE IN OAKLAND HOUSE
Oakland, Cal.—A projection room explosion followed by fire at the Broadway early yesterday did considerable damage and injured five persons.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Sept. 10-11
Al St. John Matty Kemp
Bessie Love Lily Dumita
Hector Turnbull Herbert Stothart
James Hansek

HOLLYWOOD

PERCY TOWNSEND, former head of the sound and camera department at the Pathe studio has resigned, and L. E. (Pete) Clark has been appointed to fill the vacant post, according to Phil Ryan, studio manager.

Robert Z. Leonard, who recently signed a new contract as an M-G-M director, starts soon on his next assignment.

Arthur Vinton, prominent Broadway actor, who has just completed his work in Columbia’s “Washington Merry-Go-Round,” in which he made his screen debut, has been assigned another important role by the company. Vinton will have one of the leading parts in “Plainclothes Man,” Jack Holt’s next starring vehicle. Irving Cummings will direct.

Billy Franey, Roland Southern, Joseph Girard and Marston Williams are four important additions to the cast of Radio Pictures’ “Renegades of the West.” Others in the cast, in addition to Tom Keene who is starred, are Betty Furness, Rosco Ates and Rockcliffe Fellows. Casey Robinson is to direct. Bennie Zeldman is associate producer.

Buster Crabbe, present holder of the Olympic championship for the 400 meter swim, was one of a number of University of Southern California athletes selected for work in the football sequences of Columbia’s “That’s My Boy.” The picture is being directed by Roy William Neill from the novel by Francis Wallace. It features Richard Cromwell and includes Dorothy Jordan, Lucien Littlefield and Mae Marsh.

Dorothy Wilson, who rose to stardom almost overnight in Radio Pictures’ “The Age of Consent,” has been getting fan mail from film exhibitors—rare fan mail indeed.

Shirley Grey and Willard Robertson have important roles in “Virtue,” Columbia picture being directed by Eddie Buzzell. Carole Lombard has the leading feminine role, with Pat O’Brien as the male principal. The screen story was written by Robert Riskin, from Ethel Hill’s best seller.

Following a month’s tour of European capitals in search of story material, Katherine Brown, eastern story editor of Radio Pictures, has been visiting the Hollywood studios and conferring with David O. Selznick, executive vice-president in charge of production, on film material for the coming season.

In signing John Weld to write the story for “The Double,” a feature about the life of a “stunt” player in Hollywood, Columbia Pictures hit upon the happy scenario combination of technical expert and writer in the same man.

“Radio Girl,” in which Bebe Daniels will be starred by Warner Bros., is scheduled for production in October. The picture will have several musical numbers by Harry Warren and Al Dubin.

Arthur Byron, Broadway star who has just been appearing for First National in an important role in “Twenty Thousand Years in Sing Sing,” will be seen next with Joe E. Brown in “You Said a Mouthful.” Other members of the cast already announced are Ginger Rogers, Preston Foster, Sheila Terry, Ralph Ince, Oscar Apfel and Walter Walker. Lloyd Bacon is directing the comedy, which has been adapted by Robert Lord from an original story by W. E. Dover.

Emmett Corrigan, Wilfred Lucas, David Durand, Virginia Edwards, and Walter Rogers are additions to the cast of “Silver Dollar,” currently in production for First National.

Spencer Gordon Bennett, director of “The Last Frontier,” for Radio Pictures release, has gone on vacation, and Tom Malloy and Harold Ross are completing the cutting of the final twenty reels. Fred McConnell expects to return from New York within two weeks with orders to film a new serial for the Van Beuren Corp.
DEBOW CAUTIONS MGRS.
IN DEALS WITH UNIONS

Acknowledging the fine spirit of cooperation shown by most of the union crafts in recent months, but pointing out that special caution must be exercised to prevent discrimination against the circuit in new agreements being signed this month, Sam DeBow, Jr., of Publix has issued the following instructions for the guidance of managers:

"We must bear in mind, in making new deals, that many of the locals have shown us the utmost co-operation during our worst period, and that in all fairness we should reciprocate according to our ability. Our problem just now is to secure relief so urgently needed in many of our towns without imposing hardships on the various crafts.

"Restoring the industry to its former stability is as much a responsibility of the crafts as of any body else. You should point out that it is to their advantage that we open many of our closed houses, but unless we can secure reasonable cooperation in those situations, a great number of theaters will have to remain dark.

"We cannot afford to be the subject of unjust discrimination. Wherever other exhibitors are securing better terms than those offered us, we will be at a disadvantage in all competitive situations, and this we cannot tolerate. We must insist on as good a deal as that offered to any other exhibitor.

"For your information, Mr. Eliott, president of the I. A., has declared that discrimination will not be endorsed by the International office.

"Conditions in the industry today make it impossible for us to employ people for whom we have no work. This should be made clear to the various union crafts.

"No contracts, of course, are to be signed without first being approved at the Home Office."

New Incorporations

NEW YORK CHARTER
SPECK OF AMERICA, making pictures; R. L. Miller, 25 West 44th St., New York. 100 shares common.
Central United, theatricals; J. I. Goodstein, 21 E. 40th St., New York. 400 shares common.

the dramatic field. June, another of the well known dancing sisters, is making her screen debut at the Brooklyn Vitaphone studio in "The Run Around," a two-reel "Big V" comedy starring William Demarest.

"The Horror," featuring Leslie King, the first of a series of six features planned by F. P. Productions, was put into production last Thursday at the Atlas Sound studio in New York.

Supporting cast of "The Horror," which is being directed shortly. She is doing her reading in between rehearsals at the Brooklyn Vitaphone studio for her part in Vitaphone's "The Red Shadow," a two-reel version of "The Desert Song," which will co-star Alexander Gray and Bernice Claire. Roy Mack will direct.

William Demarest, vaudeville and revue comedian, took one of the longest falls ever done before the cameras, when he fell an entire flight of 35 steps while making "The Run Around," a two-reel "Big V" comedy at the Brooklyn Vitaphone studio. Alf Goulding is directing.

ROBERT LONG, RIVOLI, P. A.
Robert Long of the United Artists exploitation field force has been chosen by Hal Horne as press agent for the Rivoli, starting Sept. 21 with the opening of "Mr. Robinson Crusoe."

MORRIS NUNES BETTER
Morris Nunes of Theatrical Premium Co. returns to his office next week after an illness of several weeks.

RAVENScroft ILL
Kansas City—Ralph Ravenscroft, publicity man, has been ill with appendicitis and will undergo an operation soon.

BARTHELMESS STAYING OVER
Richard Barthelmess, First National star, who arrived this week with his family from a European vacation, will stay in New York for a visit of at least a week, according to his present plans.

M-G-M SIGNS STAGE PLAYERS
Muriel Kirkland and Franchot Tone, both prominent on the New York stage, have been signed by M-G-M.

INSTALLING EQUIPMENT
KANSAS CITY, Kan. — R. R. Biechele's Osage is installing sound equipment.

Seattle — Opening of the new Paramount Theater here is scheduled for Sept. 15, with "70,000 Witnesses," Charles R. Rogers production for Paramount release, as the initial offering.

$2,500 MINNEAPOLIS ROBBERY
Minneapolis — Lake Amusement Co. was looted of about $2,500 when burglars broke through three doors to smash their way into the company safe. Offices of the company are located on the third floor of a building. G. W. Green is the owner.

COMING & GOING

DOUGLAS MacLEAN has returned from abroad.
SHERIDAN GIBNEY, Warner Bros. staff writer, is visiting in New York. He expects to return to Hollywood late in the autumn.
B. B. KAHANE, president of RKO-Radio Pictures, will arrive from the coast today.
SAMUEL L. ("ROXY") KIPHAR has left the coast for New York via the Panama Canal.
KAY RROWN arrived yesterday from the coast.
SAM BRISKIN, general manager of Columbia coast studios, will arrive from the coast Tuesday.
MORT BLUMENSTOCK, director of advertising for Warner Theaters, returned yesterday from conferences with zone and advertising managers in Pittsburgh and Philadelphia.
"Big Game of the Sea"
(Magic Carpet of Movietone)

Fox
Fine
8 mins.

Very interesting shots of a Japanese whaling trip. Shows the tiny little boat making its way through rough waters, stopping for a catch of some fair size fish, and then proceeding to the whaling grounds, where some engrossing and thrilling activity takes place. After making a monster catch, the vessel returns to port and delivers its cargo to a waiting crew of whale butchers, who immediately start making disposition of the carcass.

"Mickey's Busy Day"

RKO
Lively
20 mins.

A lively kid comedy in the Mickey McGuire series. Mickey and his gang are out to win the prize offered for Clean-Up Week, so they are busy cleaning up their play lot when the enemy gang throws a monkey wrench in the works. It results in a battle of tin cans, with the entire neighborhood joining in and littering up the street with literally thousands of tin cans. Mickey's gang win the Clean-Up prize from the State Inspector. Directed by J. A. Duffy.

"Paris"

RKO
Good Scenic
11 mins.

One of the Vagabond series, showing some very interesting sights in the French capital, such as public buildings, the cafes, shops, night resorts, the flower market, sidewalk book shops, etc. The camera work is excellent, but the chap who wrote the descriptive words for the narrator tried to wisecrack without the natural equipment that a wisecracker needs. The result is rather pathetic—and boring. It spoils what otherwise is a good straight scenic reel.

"Sherlock's Home"

Vitaphone
Fair
17 mins.

The comedy adventures of Jack Haley as an amateur detective trying to get the lowdown on a gang of crooks who are spoiling the chances for re-election of mayor of his girl's father. Haley disguises himself as a girl and promotes himself in as the moll of the head of the gang. When his deception is discovered, he succeeds in corralling the whole gang for the police by a lucky fluke. Haley succeeds in making this fairly amusing.
SENSATIONAL IN 1931

YET EVEN MORE IMPORTANT

»»» IN 1932

ACCLAIMED last year as a sensational medium for use with incandescent lights, Eastman Super-sensitive "Pan" has since proved equally valuable under arcs or daylight. Promising revolutionary advances in its original form, it has made even more surprising progress with its non-halation gray backing. Today, with rigid economy at a premium, it is at the peak of its importance. It gives the industry finest quality and maximum efficiency on every conceivable kind of "shot." Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE PANCHROMATIC NEGATIVE (GRAY-BACKED)
RKO to Rotate Studio Executives at Home Office

ATTENDANCE IN WARNER N.Y. STATE HOUSES UP 30%

36 Per Cent of Moviegoers Under 21 Years Old

Juvenile Attendance Set at 25,000,000 Weekly

Nearly 36 per cent of the collective movie-going audience is composed of boys and girls under 21 years old, "according to a careful study made by Drs. Charters and Dale of the Ohio State University," says Henry James Forman in an article in the current "McCall's." The survey showed 23,000,000 youngsters under 21 attending film

(Continued on Page 7)

SEASON'S PEAK REACHED AT COLUMBIA STUDIOS

West Coast Bureau of THE FILM DAILY

Hollywood — Columbia studios have reached the current season's peak for production activity, with about 10 features practically completed and 12 others in various stages of preparation.

Two of the company's most ambitious undertakings, "Washington Merry-Go-Round," directed by

(Continued on Page 7)

National Screen Service Installed in New Quarters

National Screen Service today takes up business in its new home at 636 Ninth Avenue, Film Center Building, where the various departments of the concern are occupying

(Continued on Page 7)

Eastman Shipments Up

Rochester — Hollywood studios, which have been late in getting into their normal production programs, are now turning considerable more raw film, resulting in sizable increases in shipments by Eastman Kodak Co. One of the larger companies is now taking twice as much film as during the summer months. If the demand continues, the plant may add to its working time.

The Daily Newsletter Of Motion Pictures Now Fifteen Years Old

VOL. LX, NO. 61
NEW YORK, MONDAY, SEPTEMBER 12, 1932
5 CENTS

No Exclusive Runs for Skouras

Skouras Bros. theaters will not buy exclusive first-runs, THE FILM DAILY was told Saturday at the circuit's headquarters. Circuit considers the policy unfavorable. Skouras theaters has completed its product buying for 1932-33.

Harry Arthur Defends Exclusives
In Reply to Connecticut Governor

Demand Exceeds Supply

States Louis B. Mayer

West Coast Bureau of THE FILM DAILY

Hollywood—Demand is again exceeding supply in many lines of industry, says Louis B. Mayer on his return from a trip to New York, Chicago and other cities. The M-G-M production chief declares the present optimistic trend is not just theory.

(Continued on Page 2)

26 One-Reelers Planned by Pollak

Six Managerial Changes Elected in RKO Houses

RKO has elected a number of managerial switches, most of which took place Saturday. Thomas J. Meehan replaced Harvey Watkins, as manager of the Albee, Providence. Watkins has not yet been

(Continued on Page 7)

Overhead Cut

West Coast Bureau of THE FILM DAILY

Hollywood — Reflecting in part economies put into effect in recent months, total payrolls in the motion picture industry for the month of July were 26.6 per cent under the same month last year, while number of employees was 11.5 per cent lower, according to the current monthly survey of the Security-First National Bank of Los Angeles.
The Broadway Parade
(Week beginning Sept. 9)

PICTURE
"Brendle of the Police" (2nd week)
"The Crash"
"Blessed Event" (Chas. W. Kimball)
"Bird of Paradise"
"Love Me Tonight" (4th week)
"Horse Feathers" (5th week)
"Big City Blues"
"Isle of Paradise" (5th week)

DISTRIBUTOR
M-G-M
First National
Roxy
Warner Bros.
RKO
Paramount
Rialto
Warner Bros.
RKO

THEATER
Canton
Roxie
Grand
Majestic
Globe
Winter Garden
Globe
United Artists

$2 RUNS
"Strange Interlude" (2nd week)
"Life Begins" (3rd week)

RETURN ENGAGEMENTS
"Zwei Herren im 3/4 Takt"
"China Express"
"Cruiser Emden"
"Zwei Herren Und Ein Schlaf"
"Movie Crazy" (Sept. 14)
"Tiger Shark" (Sept. 14)
"Machers in Uniform" (Sept. 19)
"Phantom Express" (Sept. 19)
"Mr. Robinson Crusoe" (Sept. 21)

Amkin: Bringing Over Five Russian Talkers
Amkin is bringing to America five dialogue features during the next two months. They are: "Kar- melick," "Desertor Podovkin," "Conquerors of the Night," "People and Work," and "Return of Nathan Becker," Jewish picture.

Fort Worth Merchants Underwrite Vaudeville
Fort Worth—Upon request of local merchants, who have agreed to buy $5,000 worth of script books to be given to their employees, RKO has agreed to bring vaudeville back to this city. Policy will be reinstalled the second week in October.

Mannie Brown Eastbound For Distribution Deals
West Coast Bureau of THE FILM DAILY
Hollywood—Mannie Brown, sales manager for Equitable Pictures, is on his way to New York to close distribution deals for the series of eight pictures to be made by Equitable. The first production in the group, "Decency," has been completed.

F-P PASSES DIVIDEND
Toronto—Famous Players Canadian has taken no action on the quarterly dividend on the common stock due at this time.

$3,000 CLEVELAND HOLDUP
Cleveland — Bandits got about $3,000 in a holdup of the RKO Palace late last week.

FILMS WANTED!
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The Industry's Date Book
Sept. 11-13: Fourth annual convention of Southeastern Theater Owners As'ns.
Amey Hotel, Atlanta, Ga.
Sept. 12: New England Annual Film Golf Tournament. (Course to be announced later.)
Sept. 13: Meeting of Allied Theater Owners of New Jersey, New York-Ohio, 303 West 42nd St., 2 P. M.
Sept. 14: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York
Sept. 16: Annual outing of Cleveland exhibitors, Lake Forest Country Club, Hudson, Ohio.
Sept. 20: Semi-monthly meeting of Allied Theaters of Michigan, Fox Theater Bldg., Detroit.

National Screen Service
Ad-Vance Trailers
NOW at
630 Ninth Avenue
New York

$5
Makers of the World's Finest Trailers
5 REASONS
WHY CONSOLIDATED SHOULD BE MAKING
YOUR
RELEASE PRINTS

1. QUALITY PRODUCTION
In the production of "Certified Prints", only the finest Raw Stock and Chemicals are used. Only the most modern equipment and skilled operators with years of experience are employed. Nothing is left to chance. Every process is measured. This combination produces RELEASE PRINTS of uniformly high-grade quality - brilliant and clear - faithful reproductions of your negatives.

2. PROMPT SERVICE
Operators understand that our Service requires speed in production - overnight service when required. Our plants are capable of operating 24 hours a day. A complete organization is on duty at all times to meet the instant demands characteristic of our industry. Our capacity is over 1,000,000,000 feet per year.

3. SAFETY
Every scientific device known to our industry and endorsed by the leading government and insurance authorities is employed, together with carefully trained guards to protect your negatives and release prints against any hazard. There is no possibility that the originality of your ideas and the contents of your production will be revealed to the industry or public until released for exhibition.

4. RESEARCH FACILITIES
A costly experimental laboratory is maintained. A selected scientific organization of chemical, technical and research engineers are continually engaged in searching for methods which will improve and further standardize quality and prolong the life of release prints.

5. AMPLE RESOURCES
Working capital is ample to undertake any release printing contract - large enough for loans to our customers and to finance independent production on a large scale at moderate cost. Consolidated offers all the natural advantages of a large, specialized organization with more than twenty years of experience and service.

Our New York and Hollywood plants are especially equipped to develop negatives - to render a COMPLETE film laboratory service.

CONSOLIDATED FILM INDUSTRIES, Inc.
NEW YORK
HOLLYWOOD
HOLLYWOOD

CAROLE LOMBARD, recently signed by Columbia for two features in a deal with Paramount whereby the former will release Constance Cummings for an impending Paramount special, has been assigned to "No More Orchids." Miss Lombard's first Columbia role is the leading woman in "Virtue," now in production under the direction of Eddie Buzell. Miss Klvy is now cooperating with Keene Thompson on the screen adaptation.

Bert Roach has joined the cast of Paramount's "Evenings For Sale." Roach recently appeared with Maurice Chevalier in "Love Me Tonight." Charlie Ruggles, Maureen O'Hara and George Barbier already have been named in the cast surrounding Herbert Marshall and Sari Maritza in the leading roles. "Evenings For Sale" is certain to have an abundance of comedy as well as romance. Stuart Walker is directing from the novel by L. A. R. Wyman.

Irvine Cummings, recently placed under a long term contract by Columbia, has been assigned to handle the megaphone for Jack Holt's next starring vehicle, "Plainclothes Man" (temporary title). Keene Thompson wrote the original story which has been adapted by Jo Swerling.

After having brought Thomas Meighan back to the Paramount lot for a featured role in "Madison Square Garden," Charles R. Rogers now proceeds to recall Lois Wilson, another ex-Paramount star, to her former studio to appear in "Metropolitan Garage." The cast also includes Edmund Lowe, Wynne Gibson, Dickie Moore and James Gleason.

Columbia plans to capitalize upon the popularity of wrestling by producing a film with professional wrestling as the backdrop. The story which bears the temporary title of "Cauliflower Alley," was written by Nat Pendleton, screen actor and writer, who will also play the principal male role.

Gail Patrick, a Birmingham girl who attracted the attention of Hollywood during the nationwide search for an actress to portray the Panther Woman in "Island of Lost Souls," has been given a long term contract by Paramount. The signing of Miss Patrick has no bearing whatever on the selection of the Panther Woman, as she continues to be one of eight remaining candidates for the role.

Ronald Colman, now completing "I Have Been Faithful..." leaves in a few days on a two-week fishing trip down the Mexican coast. "The Masquerader" will be ready for him on Colman's return, with not more than a three-week interval between his two pictures of the season. The dual role of snobbish old ladies by two of the world's most famous actresses (Guy Bates Post is being adapted by William Anthony McGuire).

King Vidor, who directed Colman in "I Have Been Faithful..." for Samuel Goldwyn, will continue his work in "The Masquerader." He will complete the direction of the picturized "Cynara" on one day and begin the preparation of "The Masquerader" the next.

Edward H. Griffith, who is now directing "Animal Kingdom," a picture for release in production on RKO Radio, is one of the many yachting enthusiasts in the cinema center who is playing an active part in the campaign for the erection of a big yacht harbor at Laguna Beach. The latter is located 65 miles south of Hollywood and is gradually becoming the migratory resting place for film executives.

Motion picture critics of the country are praising Roy Del Ruth for his outstanding direction of "Blessed Event," hailed as a fine example of combining dialogue with action.

Claudia Morgan, stage actress, has role in "The Ruby Street." Wallis Clark also was a late addition to the cast of the same company's "Washington Merry-Go-Round."

One of the most coveted screen roles of the year, that of Jane Mar- ryot in Noel Coward's "Cavalcade," has been awarded by Fox Films to Diana Wynyard, English stage actress. Miss Wynyard has just completed her first screen role in "Rasputin" for MGM.

Clive Brook will have the role of Robert Marryot in "Cavalcade" and Ursula Jeans and Frank Lawton are prominently cast. Una O'Connor, Irene Browne and Merle Tottenham will act the same roles in the Fox production as they did in the play when it was presented at the Drury Lane theater in London by Charles Cochran. Herbert Mundin, John Warburton, Margaret Lindsay and Barbara's career round out the roster of adult parts. The screen adaptation of "Cavalcade" is by Captain Reginald Berkeley, English playwright, and Frank Lloyd will direct.

Louis Brock, Harry Sweet and Edgar Kennedy lacked a good idea for a story for a forthcoming "Mr. Average Man" comedy, so they gave it a yachting adventure. They came back with a "fish" story they intend to produce following "Parlor, Bedroom and Wrath," at Radio Pictures studio. The comedy will star Kennedy and will be directed by Sweet. Brock is associate producer of comedy short subjects.

Dickie Moore of the "Our Gang" troupe at the Hal Roach studios, is constantly being bombarded with gifts from the film charmers. For example, Barbara Stanwyck gave him a gold watch, Marlene Dietrich sent him a gorgeous boat, and only recently Tallulah Bankhead sent him a grand electric razor.

Thelma Todd and ZaSu Pitts will begin their next Hal Roach comedy within a few weeks. In between the comedy series, last of which is "The Soilers," they are given a roving commission by the studio to appear in pictures for other producers.

"Parlor, Bedroom and Wrath," Radio Pictures comedy subject, has started shooting, with Dot Farley, Billy Hagen and Lucie Beauford added to the cast. The comedy stars Edgar Kennedy. Florence Lake is in support. Harry Sweet is directing.

Darmour's 53rd McGuire

DENVER STAGE SHOWS OUT—Denver—Both the Paramount and Orpheum are dropping stage shows Sept. 22 owing to differences with the star hands' union. Paramount and RKO have both agreed to do away with both vaudeville and stage shows indefinitely.
Huge Megaphone
Ballyhoo "Crooner"

A SWELL stunt, which was also inexpensive, sold a lot of tickets when "Crooner" played at the Warners' Hollywood. Manager J. Hicks had an immense megaphone rigged up under the marquee of the theater inside of which were six loudspeakers with the microphone connected into a vacant store next to the theater. This enabled the announcer to see the people on the sidewalks and talk to them through the megaphone. In addition to the announcer, several song pluggers sang the hits songs from the picture and other numbers, which were heard for blocks away.

—Hollywood Theater

Tickets for Radio Suggestions

MANAGER L. C. Worley of the Madison, Peoria, Ill., where "Downstairs" was scheduled to be shown, arranged with radio station WMBD for the broadcasting people to offer 25 pairs of tickets to see John Gilbert in his own story. The tickets were awarded to those persons sending in the best suggestions for a program on the station's new variety hour, broadcast each Sunday. By making this tie-up the theater received about four to six announcements on the picture each day for a week.

—Madison, Peoria, Ill.

"ISLE OF PARADISE" FOR RKO

Adolph Polka's "Isle of Paradise" has been booked to play the entire RKO circuit, according to deals completed last week.

COMMING & GOING

NICK STUART and SUE CAROL are in New York from the coast next week to open a personal appearance booking for RKO.

CARVER WELLS arrived Saturday from abroad.

MIRIAM SEGER is coming east from Hollywood to sail for Europe shortly.

ED SELZER of the Warner-First National publicity forces left Saturday on a two-weeks' vacation.

JACK JOSSEY, Monogram franchise holder in Cleveland, has returned home after a business trip to New York.

RUSSELL MCEWEN of the RKO exploitation staff returned Saturday from Baltimore.

EDDIE RUBIN of the Pantages theater, Minneapolis, was a visitor Saturday at Gradwell L. Sears, Warner sales executive at the home office.

TIMELY TOPICS

A Digest of Current Opinions

"Tone Deafness" Is Explained by Expert

"TONE deafness" makes it difficult for film players to recognize their own voices on the screen. This is the reason why many actors and actresses hearing themselves on the screen for the first time, complain: "My voice doesn't sound natural," or "That isn't my real voice." Herbert Marshall, English stage star, is said not to have recognized his own voice during the screening of the first day's "rushes" of Paramount's "Blonde Venus." Although Marshall, who plays opposite Marlene Dietrich in this Josef von Sternberg production, has previously appeared on the talking screen, he says he never has become accustomed to his voice in pictures. An explanation of this incongruity comes from Franklin Hansen, head of the Paramount sound department. "Almost everyone is 'tone deaf' to his voice. This is caused by the fact that in speaking normally one hears his voice through bodily vibrations as well as through the ears. This gives an entirely different effect than when one hears his voice reproduced from the screen. In the latter instance, the bodily vibrations are lacking and the ears alone are in use. Modern science has made it possible to record and reproduce the human voice in motion pictures with absolute fidelity. Nothing is added to nor subtracted from the voice during the recording process. The tones heard on the screen are exactly the same as those picked up by the microphone. Yet I have seen actresses weep with dismay after having listened to their first screen performance."

—Franklin Hansen

THE Film DAILY

November 12, 1932
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<td>Diary of a Lost Man—PO</td>
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<td>Die Blumenfrau der Linden—FL</td>
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<td>PIR—PO</td>
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<td>Die Cubs Barone—PO</td>
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<td>Die Grosse Liebe—PAM</td>
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<td>Die Gesundheit—FL</td>
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<td>Doctor X-FN</td>
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<td>Dyan the Drummer—FL</td>
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<td>Ein Ausgekochter Junge-CA</td>
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80% Attendance Rise in Warner N.Y. Houses

(Continued from Page 1)

In New York state, with offices here, Major Lazar says theater receipts reached their lowest point during the last two weeks in July and the first two in August. The upward trend starting in the middle of August has been continuing slowly but steadily. His improvement is considered good in the face of adverse weather conditions for the theaters.

This improvement in theater conditions is of particular interest to merchants in every line of business, Major Lazar states, because business men and economists have observed a direct relation between attendance at theaters and retail sales.

Events of the past three years have definitely indicated that motion picture theaters are the last to feel the effects of an upturn in economic conditions—and the first to react to an upturn.

“Our confidence that the present improvement is a sure indication of a more optimistic turn of mind in the public and a greater willingness to spend money for things aside from the bare necessities of living,” he said, “stands reflected in the increased amount of money spent by Warner Bros. in advertising the offerings of the theaters.

“The stringency of conditions during the past three years has proved a tremendous stimulus to production effort on the coast and in my city at times in the theater business I have never seen so outstanding a lineup of productions as are now ready for public exhibition.

“In a short while now we can confidently expect to see the old-fashioned lines of people at both offices and a strong pickup in volume in retail stores everywhere.”

GOONIE GOONAS ON SHIP

First division has arranged a premier showing of “Goonie Goonas” (love powder), romantic drama made on the island of Bali, will be held Thursday evening at 8:30 in the Crystal Ballroom aboard the Italian liner, Augustus, Pier 97, West 57th Street.

Showman’s Daily Reminder

Guard against accumulation of rubbish or any combustible material about the theater.
"MOVIE CRAZY" "HORSE FEATHERS" "LOVE ME TONIGHT"

... and NOW ANOTHER Paramount HIT!

Marlene DIETRICH in "BLONDE VENUS"

HERBERT MARSHALL • CARY GRANT
Directed by JOSEF VON STERNBERG
More Paramount Films for Exclusive Runs Test

BAN ON DIME SHOWS URGED AT SOUTHEAST MEET

7 Special Features Head Fox's Spanish Program

Advertising Three Months Ahead

In a combination institutional and current picture advertising-publicity campaign launched under the direction of Frank LaFalce, zone advertising and publicity directors for Warner theaters, Warner pictures and players are being advertised as much as three months ahead of actual play dates here.

Six Already Finished, Two in Work on Majestic Pictures' New Lineup

George Eastman Left 25 Million in Gifts

Rochester—George Eastman's estate amounted to $25,501,041, according to transfer tax affidavit filed yesterday, with more than $19,000,000 going to the University of Rochester and most of the remainder to institutions.

West Coast Bureau of THE FILM DAILY Hollywood—Stepping ahead of its production schedule, Majestic Pictures has already completed six features on its 1932-33 program of 26, while two others are now in work. Completed pictures are:

- "Hearts of Humanity"
- "The Phantom Express"
- "Crusade"
- and three Jack Hoxie westerns—"Gold"

(Continued on Page 4)

Fox Sets Releases on 10 Pictures

British Producers Seek New Contract for Music

London—In connection with the new contract being negotiated between the British producers and the music publishers, consideration is being given to a proposal for a special price on "starring" music. Under this arrangement, film producers would be able to use such music.

(Continued on Page 4)

Relief in Sound Equipment Payments Is Asked at Atlanta Confab

Newark—Theater attendance in New Jersey has shown a decided pickup of a more than seasonal nature over the past few weeks. All circuits are sharing in the upturn, with the Warner houses under Zone Manager Harry Kalmine heading the list. At the Stanley houses last Thursday the management reports turning away about 2,000 who tried to get in to see "Blessed Event." A big turnout also was accorded "Two Against the World," starring Constance

(Continued on Page 4)

Secret Probe Planned By New Jersey Allied

Following a canvass to be made by a "secret committee" of the Allied New Jersey Unit covering industry conditions in that state, facts will be publicly "exposed", it was decided at a meeting of the unit in New York yesterday. The committee will particularly check along lines of higher film rentals, it was stated. Sixty-five exhibitors attended yesterday's session.

Paramount Continuing Tests Of Exclusive Run Policy

Etelson Takes Over Three N. J. Theaters

Three New Jersey houses formerly operated by Consolidated Amusement Co. have been taken over by Dick E. Etelson. They are the Colonial at Pompton Lakes, the Butler in Butler and the Rialto in Westfield.

Publix has so far experimented with exclusive first runs in nine of its situations, mostly in the South, and is now continuing this checkup on the policy which has provoked industry wide discussions this season. Circuit executives feel that because, in their opinion, "Horse Feathers," the picture used in each tryout, is an outstanding film, the

(Continued on Page 4)

Out of Luck

West Coast Bureau, THE FILM DAILY Hollywood—Though it is a romantic spectacle, Cecil B. De Mille's Paramount picture, "The Sign of the Cross," will have no kissing scenes in it. Fredric March and Elissa Landi are the romantic leads who get the bad break.

(Continued on Page 4)
**MAJESTIC FIRST-RUN**

*West Coast Bureau of THE FILM DAILY*

Los Angeles—"Hearts of Humanity," Majestic production, has been booked by J. Simmonds of Majestic Film Distributors into the Million Dollar Theater here. It opens Sept. 22 for an extended run. Jean Hersholt, Jackie Seele, J. Farrell MacDonald, Claudia Delli and Charles Bennett star the cast of the picture, which was directed by Christy Cabanne.

**HENRY LOWERY DIES**

Highland, Ill.—Funeral services were held here Sunday for Henry Lowery, veteran theater owner. He was among the best known and most popular exhibitors in southern Illinois.

**GAYNOR-FARRELL IN "TESS"**

*West Coast Bureau of THE FILM DAILY*

Hollywood—Janet Gaynor will again have Charles Farrell as her co-star in Fox's "Tess of the Storm Country," now in production under the direction of Al Santell. Farrell has just finished work in "Wild Girl" with Joan Bennett.

**BOMB THEATER MAN'S CAR**

Chicago—Explosion of a bomb concealed under the hood of an automobile shortly after Max Meltzer, vice-president of the Milford Theater Co., left it in front of the theater, instead of having placed it in the street, alarmed the audience in the house.

**E. WALLACH FOR TERMINAL**

Edgar Wallach, now handling the Fox theater in Nyack, will take over management of the Terminal in New York when it reopens in the near future.

**SALESMEN**

An attractive proposition to men acquainted with exhibitors to sell in protected territories a specially devised plan that will create increased and steady attendance. For personal interview, write in detail past record and connection with industry in confidence.

Box No. 928
The Film Daily
1650 Broadway
New York City

**THE INDUSTRY'S DATE BOOK**

Today: Quarterly meeting of board of directors, Motion Picture Producers & Distributors of America, New York.


Sept. 15: Allied Theaters of New York, general meeting, Hotel Washington, Newbury, N. Y.

Sept. 16: Annual outing of Cleveland exhibitors, Lake Forest Country Club, Hudson, Ohio.


Sept. 20: Semi-monthly meeting of Allied Theaters of Michigan, Fox Theater, Detroit.


Sept. 23: Annual Film Outing of Cleveland exhibitors and distributors, Lake Forest Country Club, Hudson, Ohio.

Oct. 5: Meeting of Society of Motion Picture Engineers, Electrical Institute, Grand Central Palace, N. Y.
THE OPENING GUN!

"GRAND Hotel" in its FIRST popular-priced engagement IS an event for the historians OF this industry—READ the telegraphic report:

"Grand Hotel opened at the Strand Theatre, Ocean City, N.J. Saturday and broke the house records for all time. Admission prices were increased to 55¢ afternoons and 75¢ at night. It is the fourth day of the run and the gross is beyond anything imagined possible for this theatre."

YOU will read many such telegrams ABOUT "Grand Hotel" at popular prices IN the weeks ahead.

EXTRA! THIS WIRE ARRIVED JUST AS WE GO TO PRESS!

GRAND HOTEL OPENED YESTERDAY TO THE BIGGEST DAYS BUSINESS EVER BY FAR HAD TO TURN AWAY THOUSANDS PREDICT THIS THE BIGGEST WEEKS BUSINESS THAT HARMA-NUS BLEEKER HALL HAS EVER HAD

CHRIS BUCKLEY, ALBANY, N.Y.
BAN ON DIME ADMISSIONS
URGED AT ATLANTA MEET

(Continued from Page 1)
at the Hotel Ansley here. Members of the exhibitor organization were urged to get away from the practice as soon as possible. The report also placed the association on record as opposing exclusive runs. More uniformity in contracts also was urged.

The committee condemned as unethical the practice of taking applications for contracts and calling on competing exhibitors for the purpose of getting a higher price. Some charges also came in for an attack.

In New York City, the secretary to investigate instances where distributors refuse to sell to exhibitors without apparent cause reported to the board of directors.

The trade practices committee further recommended that negotiations be entered into with sound equipment companies with a view to obtaining from them an agreement to provide only equipment and special the installments for such equipment over a longer period of time.

A resolution was passed opposing the publication of box-office figures.

A. glue	O. Q. O. Lam, who becomes a member of the board of directors of the national organization. Other candidates elected were: Hugh Manning, Etowah, Tenn., first vice-president; Willis V. Davis, Atlanta, second vice-president; Mitchell Kroll, Miami, third vice-president and Love B. Harrell, Atlanta, secretary-treasurer.

About 100 members attended the three-
day convention.

More Paramount Films
For Exclusive Run Test

(Continued from Page 1)
experiments perhaps do not provide a true test of the plan, it is expected that other pictures will be shown on this plan.

For years in which the policy was tried inclusive; San Antonio, Atlanta, Chattanooga, Birmingham, Knoxville, Asheville, Youngstown and Omaha.

COMING & GOING

DOUGLAS MacLEAN left for the Coast yesterday.

RUFUS LE MAIRE of Warner Bros., is in New York from the Coast.

HAROLD LLOYD will leave Hollywood on Sunday and arrive in New York next Wednesday to prepare for a European vaca-

(Continued from Page 1)

put for release by Fox in Spanish-speaking countries.

THE MASKED GENLEMAN, with Jose Mojica in the leading role, has been com-
pleted. “Society Girl,” starring James Dunn and Peggy Shepmen, and “A Passport To Hell,” in which Elissa Landi has been re-dubbed and wait an early release.

Jose Mojica is scheduled for two more films. Karl Rousen, North American star is slated for two, the first being “The Last Man On Earth,” with Reita Morens in the leading feminine role. This musical comedy will go before theaters Sept.

Catalina Barrena, Spanish actress, will appear in a two extravaganza. First is “Spring In Autumn,” from the story by Martinez Sierra, who will also write the second.

The red-dialed productions concluding the first program will consist of major films with popular Fox players in title roles.

British Producers Seek
New Contract for Music

(Continued from Page 1)
cially starred compositions only at enhanced fee. At a recent meet-
ing, the music publishers passed a resolution to the effect that any producer requiring music for a feature must order a separate contract from indi-

New Jersey Attendance
Showing Upward Trend

(Continued from Page 1)

Bennett, who has a strong following in this territory, said good run of product, plus extra exploitation effort, is said to be chiefly responsible for the increased public interest.

Plans for the reopening of the Fox Terminal are under way.

TOWER STARTS FIFTH
West Coast Bureau of THE FILM DAILY
Hollywood—J. Simmonds, presi-
dent of Tower Productions, has started work on “Red Headed Alibi,” his fifth release of the 1933 season. Theodor van Eltz, Merna Kennedy, Grant Withers, and Farnell Pratt head the cast.

“Red Headed Alibi” was written by Wilson Collison. Chrisy Cabanne is directing.

MONEYHUN SHIFTED
Frank Moneyhun, Southeastern division publicity director for Pub-
licity director for Publis, is being transferred from Atlanta to Buf-

SPEZT IN ADVISORY POST
Leo Spitz with Publis in “a general advisory capacity,” a Pub-
lific executive told THE FILM DAILY yesterday. He denied that Spitz is assuming charge of all theaters, as reported.
Propose Exhib Unit Merger to Fight Exclusives

WARNER-SKOURAS THEATER DEAL FALLS THROUGH

Para. Studio at New Peak with 19 Films Under Way

Co-operation ... in a big way

By Jack Alicoate

A CURSEY to Old Trader Hal Horne of U. A., AMPA and points West for bringing to Chicago and America the nearest bit of newspaper co-operation of the year. We have before us two full pages in bringing Chicago “American.” They are headed “The Talkies Coming of Age” and “Movies Lead the Way,” and are the handwork of Fred McCuig, manager of the U. A. press department of that publication. They are directed, in general, to the quality of coming product and the value of motion picture entertainment to the public, and they have ten-fold the value of paid space. Here is a splendid bit of generous co-operation that is bound to have its reflection in better business for both the motion picture picture and the Chicago “American.”

A CASUAL check-up of labor conditions throughout the country finds the situation generally normal and more than a suggestion of a fine spirit of conciliation from most every quarter. Here is one spot where sanity must rule. At last all parties seem to be coming to the realization that a bond of sympathetic understanding between the so-called elements of capital and labor within the industry is one of the first essential requisites in bringing the business back to health and permanent prosperity.

A GLANCE that good eye in the general direction of Chicago next week for, to be chronologically exact, on Monday September 19, the Allied braves and the M.P.T.O.A. warriors will pitch tents together and polish up the old pipes of peace for a possible smoke fest. From what we can gather, both Chief Stedman and Chief Lerman are ready to shake hands and bury the hatchet in the interest of one powerful combined front for the independent exhibitor. The outcome of this ps-ww will be watched with interest by the entire industry. It is to be hoped the powers that be will not allow politics to stand in the way of its success.

Nine Features in Actual Production, 6 Being Cut, 4 Preparing

West Coast Bureau of THE FILM DAILY Hollywood—Reaching a new peak for prorution activity at the studio this year, Paramount has nine features actually in production, six receiving finishing touches and four being prepared. Those in work are: Cecil DeMille’s “Sign of the Cross,” Ernst Lubitsch’s “The Hon”, (Continued on Page 4)

THEATER BUILDING BOOM UNDER WAY IN LONDON

London — At least 18 theaters, totaling 40,000 seating capacity and involving expenditure of more than $5,000,000 are to be erected in the London area within the next six months, according to a survey made by “The Daily Film Renter.” Three leading architects will prepare the plans for no fewer than 13 of the houses.

Edward J. Montagne
Stricken by Paralysis

West Coast Bureau of THE FILM DAILY Hollywood—Edward J. Montagne, executive at the RKO Radio Pictures studios, is under medical care following a stroke of paralysis.

SKOURAS HOUSES BOOKING FULL EDUCATIONAL LINEUP

Negotiations are about to be completed between Skouras and Educational whereby the entire 1933-34 short subject output of Educational, consisting of nine series of two-reelers and 10 series of one-reelers will be booked in 650 houses throughout the west and west coast. A final con-

Exclusive in Kansas City Called “Misunderstanding”

Kansas City — On instructions from the Loew’s offices in New York, Manager John McManus of the Midland announces that “Smillin’ Through” and several other M-G-M films soon to be shown at the Midland will not be on an exclusive run basis. McManus said his recent statement that pictures would be shown exclusively at his house was made through a misunderstanding.

Call Off Proposed Operating Arrangement For 37 Houses

West Coast Bureau of THE FILM DAILY Hollywood—Deal under which Fox West Coast, Skouras-managed, would operate 37 Warner Bros. houses, 17 of which are situated on the Coast, has fallen through. At-torneys for both parties are understood to have been wary of the deal.

HAYS SEeks DR. WINGATE AS COL. JOY’S SUCCESSOR

Dr. James Wingate, director of the Motion Picture Division of the New York State Department of Education, in which position he acts as film censor for the state, has been invited by Wil. H. Hays to join the staff of the M.P.T.O.A. in

(Continued on Page 2)

Six M.P.T.O.A. Officials Attending Chicago Conflag

Six members of the M. P. T. O. A. executive committee are expected to go to Chicago to represent the organization at its conference with Allied Monday at the Congress Hotel. In addition to President M. Lightman, attending the sessions will be: Fred Wiehrenberg, Jack Miller, Fred Ryder, Charles Williams and M. E. Confer.

Horne Lines Up Champs For His First Ampa Fest

For his first performance as president of the A.M.P.A., at Sandy’s this month, Hal Horne has lined up a group of champ drawing cards as guests of honor. They include Tony Canzoneri, lightweight boxing champion; Paul Mani, a champ in the makeup line; Donald Nivoli, who won a radio singing contest and has been at the New York Paramount for the past few weeks, and Ivan Crenna, prolific songwriter. Next week George M. Cohan and Warden Lawes are in prospect as Ampa guests.

Merger of Allied and M.P.T.O.A. On Slate for Chicago Meeting

Lesser Ties With Radio On “Tarzan” Serial

West Coast Bureau of THE FILM DAILY Hollywood—“Tarzan the Fearless,” Edgar Rice Burroughs story, originally intended for technical treatment by Sal Lesser of Principal Pictures, will instead be made as a 10-pint serial, which also is being serialized over the air through tie-up with KNX and other stations. James Pierce will play the title role.

A plan of action, calling for a merger of the M.P.T.O.A. and Allied States As’n to jointly fight the exclusive selling plan and the “swapping of play dates between the large circuits,” has been mapped out by the M.P.T.O.A. of Eastern Penn., Southern New Jersey and Delaware for presentation at the M.P.T.O.A. Allied conference to be held Monday.

(Continued on Page 4)
Hays Seeks D.W. Wingate As Col. Joy's Successor

(Continued from Page 1)

Hollywood—fill the post being vacated by Colonel Jason S. Joy, who is slated for an executive position at Fox. Dr. Wingate's duties will cover the administration of the Production Code. He is considered especially qualified for the position because of his years of administrative, educational and social service activities, besides his close association with the film industry.

Howard Hughes' Next

Another Aviation Film

West Coast Bureau of THE FILM DAILY

Hollywood—Bernard Schubert has rejoined the RKO scenario staff and is writing the dialogue for "Just a Woman," which J. Walter Ruben will direct.

"HOLDUP" IS INSIDE JOB

Greenwich, Conn.—Harry Cohen, manager of the RKO Pickwick, is under arrest after confessing to the "box-office theft of nearly $1,100. Cohen at first told the police he was held up by armed robbers. He came here two weeks ago after managing houses in Bridgeport and New Haven.

PASKUS ENGAGES KRAFT

J. Herbert Paskus, who is producing "People on Sunday," starting about Oct. 10 in the east, has engaged Hy Kraft to write the story, continuity and dialogue. George Edgar Ulmer will direct and four principal players will come east from Hollywood to take the leading parts in the production which will be released by Columbia, says Paskus.

"MOVIE CRAZY" PREMIERE

Harold Lloyd's "Movie Crazy" had its premiere last night at the Rialto, where a packed house received it with hilarious enthusiasm. The picture was previewed by THE FILM DAILY in the issue of Aug. 12.

"MERR Y-GO-ROUND" FINISHED

West Coast Bureau of THE FILM DAILY

Hollywood — Columbia's "Washington Merry-Go-Round," completed last week, was previewed last Friday at a special preview. Harry Cohn announces.

Larry Kent Handling Skouras Houses in N. J.

Larry Kent has assumed duties of manager for the Joe Y. Ese Sce Skouras Bros. theaters in northern New Jersey, headquartering in Jersey City. Twelve houses are under his jurisdiction. Kent has completed his current production schedule for Educational.

Next M.P.T.O.A. Meet

Likely to Be in Chicago

Indications are that the next annual M.P.T.O.A. convention will go to the middle west, probably Chicago. The meeting will be determined by its executive committee. Up to the present, bids from cities seeking the conventions are New York, Chicago, Boston, St. Louis, Columbus, Pinehurst and Philadelphia.

LEWIS STARTS AT PARA

Al Lewis, formerly with Fox, has taken up his duties as associate producer on the staff of Emanuel Cohen at Paramount.

TAB MUSICALS FOR RKO

San Francisco—RKO is considering using musical revues in abbreviated form at the Orpheum, with "B" pictures, providing a suitable deal can be arranged with the musicians' union. Alexander and Dolly Oomansky will produce the shows, if the deal goes through.

"THE HORROR" FINISHED

Production has been completed at RKO on "The Horror," a novel of six features which Bud Pollard is making for the independent market.

$25,000 OAKLAND FIRE

Oakland, Calif. — Fire believed to have resulted from a cigarette spark did $25,000 damage and caused the death of Monte Kronkite, operator, at the Imperial. Two other men in the booth were seriously burned.

"GOONA-GOONA" FOR CAMEO

"Goona-Goona," First Division release produced in Bali by Andre Roosevelt and Armand Denis, opens tomorrow at the RKO Cameo. An premiere showing was held last night aboard the Italian Line's Augustus at Pier 97, with supper and dancing after the show.

"MAEDCHEN" PREVIEW

In advance of its formal premiere, now set for Wednesday evening, the "Maedchen in Uniform" will be given a press preview Tuesday evening at the Criterion, where it is to have a two-a-day run. The picture is in German dialogue, with German subtitles by Donald Freeman.
Today's picture-wise public demands the Real Thing. Don't try to fool them with pale carbon copies. It drives away trade! Exhibitors who tried to get by with quickie imitations of "The Mouthpiece," "Dark Horse," "Blessed Event" and other Warner Bros. innovations, learned a costly lesson. Their experience warns you to BE ON YOUR GUARD against hurried, hack copies of the many new story styles Warner Bros. will introduce this season. Only the authentic screen versions of the dozens of famous story properties captured by Warner Bros. for 1932-'33 will bring to your doors the ready-made audiences created by these celebrated books and plays!

"BLESSED EVENT"  (Lee Tracy—Mary Brian—Dick Powell)
"LIFE BEGINS"  (Loretta Young—Eric Linden)
"THE CRASH"  (Ruth Chatterton—George Brent)
"A SUCCESSFUL CALAMITY"  (George Arliss—Mary Astor)

"CABIN IN THE COTTON"  (Barthelmess—Bette Davis—Dorothy Jordan)
"SCARLET DAWN"  (Fairbanks, Jr.—Nancy Carroll)
"THEM CALL IT SIN"  (Loretta Young—George Brent—David Manners)
"I AM A FUGITIVE from a Chain Gang"  (Paul Muni—Glenda Farrell)

"SILVER DOLLAR"  (Edward G. Robinson—Bebe Daniels)
"20,000 YEARS in SING SING"  (Spencer Tracy—Bette Davis)
"THE MATCH KING"  (Warren William—Lily Damita)
"FORTY-SECOND STREET"  (All Star Cast)
**WARNER, SKOURAS DROP THEATER OPERATING DEAL**

(Continued from Page 1)

eral government owning such a movement.

Warners, however, will turn over several houses to the new Co. to manage. The original deal embraced 18 Warner theaters in the Milwaukee territory and the Fox in Philadelphia, which Warners were to operate in conjunction with their Stanley circuit.

Propose Exhib Merger To Battle Exclusives

(Continued from Page 1)

at the Congress Hotel, Chicago. The suggested program is as follows:

— A merger of the two exhibitor organizations into one harmonious whole with all political or personal ambitions shelved for the greater good of helping the forgotten exhibitor.

— A united demand for an immediate Federal investigation of the motion picture industry, particularly the meaning of agreements between the major companies which have for 15 years or more, with the mutual agreement of the anti-trust division of the Chicago district attorney.

— An intensive educational campaign to enlist public support.

A graduated chain theater tax in every state where exclusive selling has been introduced.

— The immediate appointment of an 'Action Committee' composed of representatives of both exhibitor bodies, leading national civic and political organizations, the National Motion Picture Board, labor organizations, and that portion of the public that is interested in seeing a pure and perfect system of distribution.

**Burch Made Plant Supt.**

West Coast Bureau of THE FILM DAILY

Hollywood-John B. Burch has been appointed plant superintendent of the Radio Pictures studio, in complete charge of all mechanical and operating departments. The appointment was made by Sam Jaffe, studio manager, who at the same time appointed W. J. Armstrong of the production department as chief estimator of C. D. White's staff.

**Garigan Gets RKO Contract**

West Coast Bureau of THE FILM DAILY

Hollywood—William Garigan, New York stage actor who was brought out here to appear in "Raimon," followed by "Sport Page," and "Animal Kingdom," has been given a term contract by RKO.

COMING & GOING

M. J. Kandiel will return from the coast Saturday.

TING X. CAHAN, former musical conductor for Stanley circuit and recent musical program director for WLIT in Philadelphias, has joined New York's WBK.

BEN GOETZ sailed for Europe last night on the H. M. S. "Jubilee.

ARTHUR LOEW took off at 4 A.M. today for the Canadian theatre circuit.

ALBERTA RASCH sailed last night on the Bremen for London to stage a show.

**Along the Pialto**

**A LITTLE Journey to the Home of a Big Organization**

...to inspect National Screen Service in their new headquarters in the Film Center Building... where we discovered practically the Last Word in scientific office planning and layout... and learned that the making of a Trailer entails as much detail, system and planning as producing the average Feature... with this difference... the average Feature is a gamble... but National Screen Trailers are scientifically built with all the tested qualities of Sales Appeal... acquired from years of experience in Specialization... all this outfit understands is Trailers... but how they understand 'em!

**When You Exhib Open Up**

...you receive by parcel post... and extract the tin containing your trailer... how simple it all seems... and you little realize that from its inception to completion it entailed approximately 100 separate operations... handled by many people... all experts in their particular job... editing, art work, maske, mechanical production... then through the Service departments of booking, sales and shipping...

**The Actual Production of a Trailer**

...is it the Service System of this organization that makes effective this advance patronage builder for the exhibitor... that's why the company's name is National Screen Service... the trailers reach the exhibit On Time... just when he needs them... in perfect condition... in a steady stream all the year round... thousands of trailers shipped every day... to theaters in all corners of the United States... and to all parts of the world... where English is spoken.

**And That's What Intrigued Us**

...how this enormous daily stream of trailers services thousands of theaters everywhere each year after year... without riding into a chaotic jumble... but the secret is in the scientific distributing system... a vast Clearing House... practically a mail order system approximating 100 per cent accuracy.

**In The New Quarters At Film Center**

...the entire 14th floor is devoted to executive departments, editorial and production... the layout starts with president Herman Robbins' office... and from there every department is scientifically planned to flow directly into the next operation... no waste... no lost motion... and likewise with the 2nd floor... the Service, Sales and Booking departments... we followed every operation in the production and servicing of a trailer by walking through each consecutive room right to the shipping department.

**A Separate Index Card Controls Every Account**

...it takes 50 girls to control these cards that they work in unit groups... handling accounts geographically... they know them by heart... for they specialize on these same years after year... by that applies to every employee in every other department... an organization of Specialists... with a triple check on every operation... the percentage of errors is a fraction of 1 per cent... to us it was a liberal permission to visit National Screen... what a SYSTEM!

**Para. Studio at Peak With 19 Films Under Way**

(Continued from Page 1)


Preparations are in progress on "King of the Jungle," "Island of Lost Souls," "In for a Penny" and "Wild Horse Mesa.

Skouras Houses Booking

Full Educational Lineup

(Continued from Page 1)

ference will be held today when it is understood the deal will be consummated. Sol Edwards is handling the deal for Educational with Geo. Halsten representing Skouras.

**Zeidman Gets RKO Leave**

Hollywood—Bennie Zeidman, associate producer of the Bill Boyd and Ted Knight films at RKO, has been granted a leave of absence to produce "Alimony Racket" for World Wide. He will also edit "The Claws of the Killer," which he produced with Herman C. Raymaker directing.

F. E. Wadge in Canton

Canton, O.—F. E. Wadge, former manager of Proctor's, Newark, N. J., has been made manager of Warner theaters here, the Palace and Alhambra. He succeeds George Keister, who recently joined Skouras in the east.

**Al Boasberg Withdraws**

Al Boasberg has left the producing firm of Al Boasberg, Koeye & Livingston, with offices at 1776 Broadway. Company has abandoned its plans to make 12 shorts. Boasberg is now on a vacation, his returns to New York Saturday.

**Youngstown Reopening**

Youngstown, O.—RKO Palace reopens tomorrow with straight pictures. John W. Elliott is manager.

**Many Happy Returns**

Best wishes are extended to the following members of the industry, who are celebrating their birthdays:

Sept. 15

George Brown Robert K. Rone
Louis Gansler Alfred Norton Goldsmith
Expect No Hitch in Re-zoning Chicago for Singles

LASKY FORMS INDEPENDENT PRODUCING COMPANY

Producers Are Acting to Stop Cycles, Says B. B. Kahane

20 PUBLIX THEATERS
REOPENED THIS MONTH

Net Loss of $5,900,000 is Reported
By Paramount for Quarter Ended July 2

Net operating loss of $5,900,000 after a profit of $535,000 on purchase of bonds for sinking fund requirements, is estimated by Paramount for the quarter ended July 2. It is the result of the recent tendency away from double features, it is reported.

Short Subject Sales Up,
Norman Moray Reports

A decided increase in short subject sales has taken place as a result of the recent tendency away from double features, it is reported by Norman H. Moray, sales manager for Vitaphone, on his return from a trip upstate and to Toronto.

Re-zoning Chicago for Singles
May Hit 10 and 15-Cent Houses

World Wide to Release Zedman Film as Special

"Trailing the Killer," a B. F. Zedman production now being completed under the direction of Herman Raymaker, will be released as a special by World Wide with extensive exploitation campaign. The picture will be in addition to World Wide's regular program. It is a Northwest wilderness story.

Demurrer Charges Inconsistency
In Action for B. & K. Accounting

United Artists Acquires
Dominion Theater, London

London—United Artists has taken over the Dominion, one of the largest first-run theaters here, for the showing of U. A. pictures exclusively. The contract is for a period of several months.

Former Paramount Vice-President Embarks
On His Own

Irwin Esmond, who has been director of the educational department of the law division of the New York State Board of Education, yesterday was appointed by the State Board of Regents to succeed Dr. James Wingate as director of the motion picture division. Dr. Wingate's resignation was accepted by the Board, effective Oct. 15, so that he may join the Hays organization on the coast to replace Col. Jason S. Joy, who is going to Fox.

Publix and Dubinsky
Settling Differences

Settlement of the Publix-Dubinsky dispute, with subsequent ending of the major circuit's receivership order affecting the Kansas City theater group, is expected to occur within a few days. Conferences are now being held in New York between Publix executives, including Austin Keough, and Ed Dubinsky. Publix on last Friday was granted a receivership order in Kansas City against Publix-Dubinsky Theaters.

20 PUBLIX THEATERS
REOPENED THIS MONTH

Publix has re-opened 20 theaters, principally "B" houses, since Labor Day. Unlike previous years, the circuit did not automatically go in for reopenings on a large scale on Labor Day, official opening of the new season. Instead its policy will be re-lighters as conditions in the situation improve to a point justifying resumption of the operation.

RKO Making Adjustment
With 6 Orpheum Houses

Asked concerning the reported separation pending between RKO and the Orpheum Realty Co., controlling six houses west of the Mississippi, Harold B. Franklin yesterday said that efforts will be made to "work out" a readjustment of the situation. Theaters controlled by Orpheum Realty are: Orpheum, Los Angeles; Orpheum, New Orleans; Orpheum, Kansas City; Orpheum, St. Louis; 7th St., Minneapolis and the President, St. Paul.

Trade Name

Calling for a Mickey Mouse Sandwich, instead of a cheese sandwich, promises to become the vogue after Sept. 30, when George Rector, famous restaurateur, introduces a special Mickey Mouse Sandwich over WJZ. The A. & P. stores will feature it.

Renewing Fight Over Chaplin Sons

West Coast Bureau of THE FILM DAILY

Hollywood—Notwithstanding the ruling won by Charlie Chaplin recently, Mrs. Lita Grey Chaplin will make a new effort in Superior Court on Sept. 22 to place their two sons in films under the Fox banner.
Camera Union Official
Stressed Insurance Need

Need of all producing companies
motion picture cameramen and
their employes, was stressed by O. V. Johnson, business
representative of the Camera Union, at the convention of
National Photographers of the Motion Picture Industry, in an
interview in New York yesterday. He stressed the,
take of a cameraman who
suddenly went on a trans-Atlantic flight
without being covered by insurance
which engaged him declined to
out the customary policy.

Major companies generally take
this precaution, said Johnson. When
newreel cameramen go on a flight the
employing concern generally takes
out a $10,000 life insurance
policy, he said.

LACHMAN OFF TO FOX STUDIO

Harry Lachman, signed by Fox following his return from abroad, where he was engaged in
production activities, leaves immediately for the Fox studios on the
coast.

ANOTHER BALI PICTURE

"Virgins of Bali." William Fizer's latest production for Imperial Distri-
cution Corp., has been completed and will be released immediately to the
independent market. Fizer's second feature in the present series,
"The Throne of the Gods," is now in the making and will be completed
next month. It will run eight reels.
The feature covers an expedition through Venice, India and the
Himalayas. The third feature in the current line-up will be compiled from
shots taken during Theodore Roosevelt's trip up the "River of
Doubt" in Brazil and will be titled, "Along the River of Roosevelt." It will be a
three-reeler.

DICK TALMADGE ON LOCATION

Walters Brothers Files THE FILM DAILY

Hollywood — Richard Talmadge and his unit are at Big Bear, shoot-
ing exteriors for "On Your Guard," while Talmadge, George Crone
is directing, with Dorothy Burges. Lee Moran, Mathew Betz, Dell Hen-
erson, DeWitt Adrian and Robert Korman in the cast.

HUNGARIAN SOUND FILM

American Hungarian Sound Film Co. is synchronizing "Csardas
Princess," feature with Karoly Benece's Gypsy Band. Work is being done
by E. M. Max Faska, president of the company and Joseph
Simon is secretary.

"BLESSED EVENT" 3RD WEEK

West Coast Bureau of THE FILM DAILY

"Blessed Event" is being held a third week at the Hollywood.

PATHE CALLS BONDS

Pathe Exchange, Inc., has issued
notice of redemption of $79,000
principal amount of 10-year 7 per
cent serial debentures due May 1, 1937.

N. Y. Golfers Attending
Philadelphia Tourney

A large contingent of New York
film golfers, an annual running to partici-
pate in the annual golf tournament to be held at the Lu Lu Temple
Country Club, Philadelphia, Sept. 23. Attorney Louis Nizer will be
toastmaster at the dinner which fol-
ows the duffing, says Jay Emanuel,
who is directing, and he says the way
plans are shaping up.

Warner Bros. Close
Schine Circuit Deal

A. W. Smith, Warner sales execu-
tive, and Meyer Schine and George
Lynch, representing the Schine cir-
cuit of 25 theaters in New York and
Ohio, have closed a deal for the
showing of Warner and First
National 1922-33 features over the
entire circuit.

"PHANTOM EXPRESS" TIERS

Charles Reel Jones and Stewart
B. Moss, agents for Majestic and
Capitol Pictures, have made an
other nation-wide tiemp for "The
Phantom Express," with T. J. A. (The
Linbergh Air Line), to supply radio contest winners with
tickets for pleasure jaunts to cities
where "Phantom Express" is having
its premiere showing. The content
is being broadcast over 11 stations,
the principal New York station be-
ing WOR.

MAJESTIC TITLE CHANGE

Majestic Pictures announces that
the title of its second of six Jack
Hoxie releases has been changed
from "Alias Panamint Jack," to
"Outlaw Justice." It is an original
story by Scott Darling. Oliver
Drake wrote the script, and Ar-
mand Schach director. Dorothy
Gaines heads the supporting cast.

TABOR OPENING DELAYED

Denver—Because stage hands
demanded the hiring of a maintenance
man, Harry Huffman is holding off the
reopening of the Tabor, which the company had not yet
signed a new pact with the stage
hands and unless an agreement is
reached by Sept. 21 the house may
drop stage shows.

W. N. BLAKE DIES

London — W. N. Blake, veteran
film man and president of the C. E.
A. in 1926-27, died recently in Bed-
ford.

RAISES ADMISSION SCALE

New Philadelphia, O.—Forney L.
Bowers, manager, announces a boost
in admission prices at the Universal
movie house here, effective im-
mediately. Top will be 40 cents.
The Film Daily

PRODUCERS ACT TO STOP FILM CYCLES, SAYS KAHANE

(Continued from Page 1)

'cycles' unprofitable and a very destructive practice," said Kahane.

"Time was when we would rush to beat the other fellow to a certain theme story, but now we purposely avoid making pictures of similar types to the same company's. Radio Pictures present policy is to make features of a great diversity of themes and content. Every picture will be entirely different from any we have previously made. 'Triples' are a thing of the past.

Kahane, who came east to attend Wednesday's meeting of the RKO board of directors, leaves again for the coast today.

$5,900,000 Net Loss
By Para. in Quarter

(Continued from Page 1)

earned surplus for the period of approximately $7,690,000.

The estimate is made after reduction in fixed asset depreciation from the corresponding figure in the first quarter, tentatively set at $300,000. This change is the result of the pending write-down of fixed assets and a corresponding charge against corporate surplus which was recently created by the stockholders in changing the company from no par value to par value of $10.

"LAST MAN" OPENS

"The Last Man," Columbia's story of the South Seas, opens today at the Fox Brooklyn, and Warner's Beacon in New York.

"LIFE BEGINS" FOR 2 WEEKS

Cincinnati--Ike Libson, operator of Keith's, is scheduling "Life Begins" for a two-week stay at his house.

COMING & GOING

B. K. KAHANE leaves for the coast to day.
HERMAN ZOHEB leaves for Kansas City today.
FRANK O'HERON, vice-president and treasurer of Radio Pictures, leaves the coast for Kansas City tomorrow.
B. N. JUDELL of Chicago arrived in New York yesterday for conferences with Majestic Pictures, whose product he distributes.
HOPE HAMPTON (Mrs. Jules Brudar) arrives to day on the Leviathan from abroad.
SINDEY FOX sails on the Olympic today for Europe.
JOHN BALABAN, Publix executive, leaves immediately for a two weeks' business trip through the South.
TOM SPRY of Warner Bros. office is in New York.
HERMAN RIFKIN returned to Boston last night after transacting business in New York.
EDWARD G. ROBINSON leaves the coast for New York next week, after finishing "Silver Dollar" at First National.

THE FIRST AMPA luncheon with Hal Horne presiding got off to a flying start for the new administration there was an overflow crowd at Sardi's Paul Muni was there as a guest--with Irving Caesar, songwriter. Also Tony Canzoneri, world's champ lightweight--Irving sang two of his songs. Tony got up and said as a fighter he was used to speaking with his hands and not with his mouth. Chairman Hal said that was okay as 75 per cent of the guys in the room spoke with their hands, also this lad Hal is right there with the clever repartee and the nifty wisecrack--he kept the luncheon pepped up every minute and it looks as if the boys are in for a series of entertaining luncheons under his guidance the next year.

IN HIS column comment on the request of the Broadway Association to Commissioner Mulrooney to clear out the ballyhoosers on Broadway... John Anderson in the "Evening Journal" makes these pertinent remarks... "I don't think people should be coaxed into the theater by threats... If they won't come willingly and even gladly, Broadway ought to quit trying to blackmail them in Amusement, however desirable and profitable, loses some of its charm when it becomes compulsory... and the high pressure efforts of the sidewalk yellers become not only offensive, but by insistence, useless..... With everybody screaming, no one can hear anything".

WE KNOW a film mugg whose gal walked out on him--because he was broke--a month later he was sitting pretty with his own film organizahe and a very fancy letterhead... that's how things happen sudden like and unexpected in this dizzy biz... so he sent her a line on the letterhead, which read... "Dear Mame; Just to let you know that you walked out a month too soon"... and he enclosed a check for one smacker on his fancy monogrammed check just to show her he had a bank account... and the gal sent the check back with a note... "Dear Bill: The sap who is backing your new racket is also my new sweetheart. That's the ONLY reason he's backing you. Mame."

A SON has been born to Mrs. Julius Cohen--wife of the empy ed of the "Journal of Commerce"--Julius always was a great lad for playing a prank on somebody.

LAST WEEK the University theater in Cambridge, Mass... advertised a double feature on the marquee thus... "Lady and Gent"--"Week End Only" And now Harold Lloyd issues a statement that making laughter for the screen is a serious business--he's telling us? we have to review all these "comedies".

IN A recent news item the N. Y. "Times" analyzed the reactions by audiences in various metropolitan theaters... to newspaper shots of different political figures in local and national life... everything ranging from slight applause and cheers... to sneers and loud boos... according to the predilections of the audience... proving the newsreel a quick barometer of public opinion... or that propaganda is creeping into the theater... take your choice.

NO HITCH IN RE-ZONING

CHICAGO FOR SINGLE BILLS

(Continued from Page 1)

they will be forced to give all loop houses, including the "C" preview theaters, a one-year probation. The small houses now play features nine weeks following the loop releases.

B. & K. Files Demurrer
In Accounting Action

(Continued from Page 1)

defendants demur to the bill on the ground that the holders of B. & K. notes were not named as party defendants and because the First Union Trust & Savings Bank of Chicago, trustee under an indenture under which the notes were issued, likewise are indispensable parties.

The defendants demur also on the ground that Paramount Publix, a party defendant, has not appeared and that the bill of complaint is inconsistent and paradoxical in that it seeks relief on behalf of one and adverse to Balaban & Katz.

New Contracts Signed
With Boston Musicians

A new contract has been signed between the Boston musicians' union and the three major circuits operating in that city. A one-year agreement was reached in New York, with representatives of RKO, Loew and Publix participating. It embraces various readjustments benefiting the circuits involved. Contract deals between New York and Boston stage hands' unions are slated to be signed in New York within a few days.

PATHET N A NAT ADDS CAPITAL

Paris -- The general meeting of Paris Consortium Cinema, the distributing organization of Pathet Nathan, recently ratified the capital increase of the company from five to ten million francs. It was also decided to adopt the previous name of Pathet Consortium Cinema.

T H E F I L M D A I L Y

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Sept. 16
Joseph P. Kennedy
Neely Edwards
Alexander Korda
Sam Spewak
Jackie Cooper

Page 3
Right Here in America... And Don't You Forget It
Men with targets on their backs are building roads through the Land of the Free!

HELL'S HIGHWAY

A Drama of the Damned
Starring

RICHARD DIX

as Duke Ellis, man of steel, who grinned at the man-crushing arm of the chain gang, when his heart went back to the woman who waited and prayed.
Heart-Pounding! Brutal! True!

With

TOM BROWN
ROCHELLE HUDSON

Directed by Rowland Brown

Intensely dramatic... sensation-ally novel... powerful and timely! Backed up by thousands of current newspaper headlines that have stirred the hearts of the Nation's millions! Dix at his best in a box office attraction keyed to the present day!
KING VIDOR'S
"BIRD OF PARADISE"

IS Duplicating in NEW YORK ITS SUCCESS in MORE THAN 50 CITIES through-OUT THE COUNTRY WHERE ATTENDANCE RECORDS HAVE BEEN SMASHED.

BROADWAY A BLAZE O'GLORY AS "THE BIRD" SWEEPS TO NEW TRIUMPHS!

...a flaming pageant of forbidden love!
...white man...native girl...caught in the torrid drama of life on a moon-drenched isle as the raging god in the Mountain sunders the earth, splits the skies and hurls the seas to a bottomless pit because they broke the savage taboo! A glorious revel in unforgettable thrills!

WITH

DOLORES DEL RIO
JOEL McCREA

John Halliday  Creighton Chaney
Richard “Skeets” Gallagher  Bert Roach

RKO Radio PICTURES

David O. Selznick, Executive Producer

From the Matchless Stage Production by Richard Walton Tully
DAILY

HOLLYWOOD

LANE CHANDLER, recently startred in a series of western films, has been assigned a supporting role in Cecil B. De Mille's Paramount spectacle, "The Sign of the Cross."

Alphonse Ethier, Greta Meyer, DeWitt Jennings and Bodil Rosing have been added to First National's "The Match King."

Since his treatment of "Under Cover Man" was accepted, Thomas Burstin has found himself in the position of "trouble shouter" at Paramount. He has been given special assignments in the preparation over four different productions during the past five weeks and is now working on an original story for Mariene Dietrich.

Simile—As original as a microphone statement at a movie premiere.

Harold Tarshis, scenarist, is visiting relatives in New York. He will return to Hollywood the latter part of September.


Lita Friese, who has returned to Berlin to appear in Ufa productions, wrote that she had an interesting trip abroad the Deutschland. The German athletes who participated in the Olympic Games in Los Angeles were fellow passengers.

Robert Riskin, author of "American Madness" and other successful stage and screen, arrived this week, "At the Bottom of the Sea," for Jack Holt. Holt will play a star deep-sea diver for a salvaging company, who is famed for wisecracks and practical jokes, as well as his professional prowess.

Jack Hays has signed June Film, three-year-old, to appear in his Baby Stars series. She will be known on the screen as Joy Dimple.

Educational writers, gagsters and directors tossed a party for Andy Clyde and Eissie Tarron, his bride-to-be. Al Christie presided at the festivities, which were held in the Christie home. Andy and the future Mrs. Clyde were given a swell chest of silver.

N. Brewster Moom has completed a female Tarzan jungle story for Freulik Films Associates. It is called the "Roar of the Jungle." Production will start Oct. 16.

Leo Carrillo has been engaged for the cast of "Parachute," the next Douglas Fairbanks, Jr., picture, now in production at the Warner studios. Frank McGloughlin will also be in the cast.

Loretta Young, from back of the cast, begins work this week at First National in "Employees' Entrance," an original by David Cohen, with Ray Del Ruth directing.

Hka Chase, comedienne of both stage and screen, has been assigned this preparatory to playing in the Radio production, "Animal Kingdom." She also appeared in the Broadway stage version.

Onslow Stevens has been selected for the leading role in "Cross Pull," the Fox adaptation of the romance which will be filmed from the story by Hal G. Evarts. Walter Mayo is to direct.

Kate Lawson, former wardrobe mistress at the Radio Pictures studio, this week donned greasepaint for her second character role in as many weeks. She was signed to play Mitzi Green's adopted mother in "Little Orphan Annie," now in production under the direction of John Robertson.

Frank Hagney has replaced Ralph Ince in "You Said a Mouth" at First National with Joe E. Brown as star. Other principals currently at work in the film are W. Pinkster and Jack Pennick and Max Wagner for "Rennegades of the West." Tom Keene vehicle; Guido Trevino for "Secrets of the French Police."

Columbia has added Gavin Gordon, Katherine Claire Ward, Lilian Miles and Walter Connolly to "Plain Clothes Man," Jack Holt vehicle being directed by Irving Cummings Connolly, also appear in "No More Orchids."

William Powell will be the star, and Joan Blondell the leading woman in "Lawyer Man," soon to start production at the Warner studios. Another outstanding female role has been assigned to Helen Vinson, a recent recruit from Broadway.

For "Wax Museum," which First National will put into production within the next month, the company has already signed Lionel Atwill, Ray Wray, Frank McGloughlin and Glenda Farrell. McGloughlin and Miss Farrell both were awarded long term contracts recently as a result of their performance in "Life Begins."

With the signing of Sam Hardy for the character role in Radio Pictures' "Goldie," J. B. Bachmann has launched production. Lily Damita, the star, has just completed her Warner assignment. Charles Morgan will appear opposite her. Others include Don Alvarado, Lucien Littlefield, Nat Pendleton, Arthur Lake, Henry Fink and Bradley Page. Malcom St. Clair is directing.

Frank Cavett and Edward Roberts, recent additions to Columbia's writing staff, have been assigned to collaborate upon their second story, tentatively called "Fortune."

"Torchy's Busy Day," featuring Ray Cooke, and "The Big Flash," Mermaid with Harry Langdon, have both been completed at the Educational studios.

Shooting of "The Kid's Last Fight," a new comedy in the Educational-Babylures series, has started under the direction of Charles Lamont. Shirley Temple once more heads the cast of baby stars.

Anna Sten moves into her own quarters at United Artists studio Monday morning, taking over the cottage occupied by Ina Claire last season. Samuel Goldwyn feels that Miss Sten, during her four months' stay in Hollywood, has sufficiently mastered conversational English to be able to begin the more serious work of learning lines and parts.

Alexander Kirkland will play one of the chief roles in Clara Bow's Fox pictures, "Call Her Savage," now in production. Another cast addition is Weldon Heyburn.

Douglas Doty and Sidney Buchman have been assigned to prepare the adaptation and dialogue for "The Song of Songs," which is to be filmed by Paramount with Miriam Hopkins heading the cast.


Janet Chandler has been assigned the leading role opposite Onslow Stevens in Fox's "Cross Pull." Mitchell Harris also will have a part in it.

Ernest Pascal is at work on a story which will form the basis of a picture starring George Arliss, it is announced by Warner Bros.

Warners have assigned Lyle Talbot to "Fifty-Secnd Street." Busby Berkeley also has been signed to direct the dances.

George Meeker Busy

George Meeker is one of the busiest of the Hollywood office workers. He has no leisure time, no week-end leisure, no afternoon leisure. He is always busy. "In the Snow Country," then he was assigned a part in "The Match King." He also acted in "Vanity Street."
THE BOOK THE INDUSTRY HAS BEEN WAITING FOR

Know Your Movies

By WELFORD BEATON

With a foreword by CECIL B. de MILLE

The fundamentals of screen art as they affect the box-office; an analysis of the condition of the film business in 1932, with constructive suggestions for its improvement, together with discussions of the principal features of picture production and the knowledge one must acquire if he is to succeed in screen work.

Winfield Sheean says of Mr. Beaton's book:
Welford Beaton does know his movies. His comments are always interesting, though often controversial. He proffers no platitudes, side-steps the obvious, and hits straight from the shoulder.

PRICE TWO DOLLARS

Palmer Institute of Authorship
Palmer Building
Hollywood, Calif.
Windsor, Conn.—The Windsor has been reopened after remodeling by Nathan Lampert, who leased the house for 10 years from Morris Older. Philip Eisenberg is manager.

Kenosha, Wis.—Jesse C. Lund, formerly with Publix in Michigan, has been named manager of Warners’ Kenosha theater. He succeeds F. W. Morrow, who joins the Pittsburgh division of Warner Bros.

Milwaukee — N. A. Weinbaum formerly with Educational, is now on the road for Security Pictures. Charles Lundgren, formerly with the local Red Seal exchange, is now salesman for Educational.

Cleveland — Ray C. Cudmore, former local National Theater Supply manager, and Harry Sheek are opening an independent theater supply office.

Brainerd, Minn.—The Palace has been acquired by Ben Ashe from Jacob Gruenewald.

Battle Lake, Minn.—F. B. Plate has sold his interests in the Battle Lake to H. S. Seawell.

Putnam, Conn.—James Mahoney, district manager of the Interstate Theater Corp. at the Bradley has switched places with Ervin C. Ciechowski of the Palace, Rockville.

Zanesville, O.—The Weller film house, will offer dramatic stock this fall and winter. The Edith Ambler Players reopen the house Monday.

M-G-M Is Conducting British Promotion Drive

London — A promotion drive designed to aid exhibitors in selling pictures to the public has been launched by M-G-M under the direction of Sam Eckman, Jr. About $35,000 is being spent this month in the campaign.

Jesse L. Lasky Forms Independent Company

(Continued from Page 1)

New Englanders Demand Long Shows, Says Rifkin

Proliferation of double feature bills in New England over a long period of years indicate that picture patrons want long shows. declared Herman Rifkin of the Hollywood Films Corp., Boston, in New York yesterday. Rifkin, who holds the Monogram franchise for his territory, said that business has improved between 35 and 49 per cent during the past few weeks.

MAHONEY SIGNED BY W. B.

Will Mahoney has been signed by Harold Kemp, director of the Warner Bros. Artists Bureau, to appear at the Earle, Washington, week of Sept. 30.
Second Sunday Show Bill is Drawn Up in Alabama

DEMAND FOR SHORTS RISES AS DUAL BILLS DROP

Spread of Free Park Movies Seen for Next Season

Resorts Report Success of Policy this Summer

Canton, O.—Increased showing of free movies by amusement parks next summer is in prospect as a result of the success of the policy at various resorts this season. Carl Sinchir, manager of Myers Lake Park here, and president of the Eastern Ohio and Western Penna. Park Managers Association, affiliated with the National Association of Amusement Parks, says that in every instance where the policy was tried it proved a decided success. Chippewa Lake Park, near Medina; Ida Park, Youngstown; Buckeye Lake, near Newark, and Olentangy Park in Columbus are among other places in the territory where the plan has gone over big. In some cases. (Continued on Page 2)

PARA. AGAIN PRODUCING SPANISH DIALOGUE FILMS

Paramount is again producing for the Spanish market with two features in work at its Joinville studio in France. Both pictures are musicals starring Gardel. The Joinville studio will make eight French features before Dec. 31. Twelve pictures in this language were produced by the plant in the first half of its producing year.

San Francisco Orpheum Is Sold for $320,000

San Francisco—C. A. Roedergers has bought the RKO Orpheum, including the Marshall Square Building, for $220,000. The theater reopened a few days ago.

Legalizing of Sunday Shows Asked in Second Alabama Bill

Africa Seeking Curb On Film Expeditions

Nairobi—Because of numerous expeditions infesting East Africa to take motion pictures which frequently involve danger to natives and cruelty to animals, various colonies are taking steps to control the activity. Limitations already have been set in some places, with expectations being required to obtain licenses and post bonds.

Weshner Directing Newark Tax Drive

Recognition of the effectiveness of film exploitation methods is indicated in the borrowing of David (Skip) Weshner, Warner Theaters executive, by Commissioner Egan of Newark, N. J., to direct the city's $25,000,000 drive for back taxes. Weshner, who also is aide-de-camp to Governor Moore of New Jersey, was

Edward J. Montagne Dies After Paralytic Stroke

West Coast Bureau of THE FILM DAILY

Hollywood—Edward J. Montagne, RKO executive and for years one of the most prolific scenarists in pictures, died Thursday night in the Cedars of Lebanon Hospital following a paralytic stroke earlier in the week. He began his movie writing career in 1914.

_filming Persons Without Consent Ruled Illegal by Appellate Court

A ruling which seems to exert a far-reaching effect has been made by the Appellate Division, Supreme Court, New York, in affirming opinion of the lower court that a person photographed in a motion picture without his consent has grounds for legal action. The decision was in the case of Miriam Blumenthal of New York against Picture Classics. Plaintiff was granted a temporary

Plenty of Shorts for the Kids

Out of 76 short subjects reviewed last month by the National Board of Review, approximately 40 per cent were designated as O.K. for Junior Matinees. The entire 76 also were marked suitable for family audiences.

Production and Releasing Speeded to Meet Exhib Requirements

Short subject sales currently are running more than 10 per cent ahead of last season, with some companies reporting as high as 25 per cent increase, and demand for product is necessitating the showing of new releases almost as soon as they are finished, according to a checkup by THE FILM DAILY. Pre-release showings have been numerous in Broadway houses for the last few weeks. One factor in the situation is the decline in double-feature bills, due in some cases to shortage of product and in others to failure of the policy. Curtailment of shorts production earlier in the year, occasioned partly by uncertainty of market outlet because

For Paramount Feature

Kate Smith is Signed

Kat Smith, one of the radio celebrities in Paramount's "The Big Broadcast," has been signed to a featured player contract and will start work next month on the coast in her first leading role before the camera.

KENNEDY TO SUPERVISE 18 KINCEY-WILBY HOUSES

Birmingham—Dick Kennedy, manager of the Paramount, Montgomery, has been selected by Kinney-Wilby, who have taken over operation of a group of Public houses in the southeast, to supervise 18 houses in Alabama, Georgia and Tennessee. He will make his headquarters here.

Western Penna. Exhibs Hold Convention Oct. 17

Pittsburgh—Plans are under way for the thirteenth annual convention of the M.P.T.O. of W. Penna. and W. Va., to be held here Oct. 17.

Not Pushing Exclusives

Philadelphia—M.G.M. doesn't intend to pursue an exclusive-run policy to any great extent in this territory, says Robert J. H. Simon, manager, in an interview with "The Exhibitor." He believes emphasis on the policy is exaggerated.
Demand for Shorts Up
As Dual Bills Decline
(Continued from Page 1)

of widespread dual-billing, also figures in the present scarcity.

Peak of the double feature epidemic has been passed and there is a growing tendency towards diversified bills, according to various sales executives recently back from field trips, including Norman H. Murray of Vitaphone, J. E. Skibly of Educational, Al Merz of RKO, and others. Prospects of a smaller feature output this season also is expected to reduce more houses to use shorts.

Second Sunday Show Bill
Is Drawn Up in Alabama
(Continued from Page 1)

introduced several weeks ago by Rep. Manasco of Walker County, Houses in Montgomery and Mobile now open on Sunday, though they could be closed by state laws if invoked. Birmingham has a blue ordinance, which would be voided by the Godwyn bill.

NEW DETROIT SOUND FIRM
Detroit — Dufo-Pone Sales Corp. has opened the office at 609 Fox Theater Building, formerly occupied by RCA Photophone, now located in the service department in West Congress St. Dufo-Pone is a new local organization. Bernard O. Hallis is general manager, associated with him are Henry J. Zapp, head of Metro Pictures, and Howard J. Ellis.

CUSHING JOINS DONAHUE-COB
Charles A. Cushing, at one time in the film field and more recently promotion manager for “American Magazine” and account executive with Loew’s, Inc., has been engaged by Ed Churchill, president of Donahue & Co., as account executive.

FARNOL FINISHES NEXT WEEK
West Coast Bureau of THE FILM DAILY
Lynn Farnol says he will terminate his duties with Samuel Goldwyn at the end of next week. It has been reported for some time that he would join Paramount.

Coming and Going
RICHARD BARTELETT and family leave New York today for the coast. RICHARD GRASS of Ufa arrived yesterday from Germany.

FILM THEATRE OF NEW YORK has announced that Richard D. CLARK, Paramount Western division sales manager, has returned to New York from Coast.

JAMES R. GRAINGER has returned to New York from Chicago.

THE INDUSTRY’S DATE BOOK


September 20: Semi-monthly meeting of Allied Theaters of Michigan, Fox Theater Bldg., Detroit.


September 29: Annual Film Outing of Cleveland exhibitors and distributors, Lake Forest Country Club, Hudson, O.

October 5: Meeting of Society of Motion Picture Engineers, Electrical Institute, Grand Central Palace, N. Y.

October 24-25: Second annual 16 mm. National Motion Picture Exposition, Hotel Victoria, New York.

October 27-Nov. 13: Film trade exhibition Parc des Expositions, Paris, France.

November 15: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences Hollywood.

Ten-Cent Houses Increase
In Pennsylvania Territory
Philadelphia — Ten-cent houses are on the increase in the territory comprising Easton, Mahoney City, Ashland and Pottsville districts, said George E. Aaron, secretary of the M.P.T.O., following a survey in this section. He reports conditions improving somewhat with textile and miscellaneous exhibitors.

In the Philadelphia territory it is estimated there are only 20 dime houses. There is talk of persuading exchanges to refuse to sell these accounts.

WANTED
Cartoon Animators; thoroughly experienced first class men only. Write full details of experience and salary expected.

WALT DISNEY PRODUCTIONS, Ltd.
2719 Hyperion Avenue
Hollywood, California

IN TWO REEL COMEDIES
Educational Pictures
BANG GOES THE ROXY POLICY!

World’s Biggest Theatre decides to play 2-Reel Comedies for the first time in their history—and who do you think they pick?

—of course it’s LAUREL HARDY

And “County Hospital” is the picture that will bring to Roxy patrons the laughs of a lifetime! More and more theatres are finding that it pays to balance their entertainment programs with quality comedies. Audiences prefer the best—Hal Roach comedies!
30 Subjects Completed on New Educational Program

Big Names, Quality, Variety, Are Short Subject Essentials

By NORMAN H. MORAY—Sales Manager for Vitaphone Short Subjects and Trailers

There are three vital elements that go toward making for the success or failure of short subjects. These are Big Names, Quality and Variety, all worked into well rounded entertainment. Shorts lacking either of these characteristics become simply so much footage and as such are no help in building an exhibitor's show.

Give an exhibitor a short with a recognized name in it so he can advertise the star's name, or in his newspaper ads and on his marquee, and you are giving the exhibitor a most valuable business help. However, no matter how well known the star may be, if the short hasn't got quality, production value, a well supporting cast and a well told story, the star alone will fail to carry the picture.

Next we come to variety. That is most vital, as every exhibitor realizes. You can't feed an audience on an exclusive comedy diet, or music diet or dream diet, and get away with it for any length of time. Instead the audience must be given a wide range of variety—the exhibitor must have it, too, in order to be able to present a perfectly balanced program in support of his feature presentation.

Any one who is at all familiar with the eight different series being issued by Vitaphone for the 1933-34 season, knows the wide variety of entertainment that Vitaphone is supplying his exhibitor. Any exhibitor can make up his show by using a two reel musical revue—a two reel "Big Star" comedy, with either a "Vitaphone Sport Thrill," a "World Adventure" with K. E. Newmeyer, a "Pep Pot," comedy or novelty or a comedy cartoon.

Vitaphone has found that by giving exhibitors big names, quality and variety in short subjects, the double feature menace is eliminated. Right now there is no doubt that the double feature is definitely on the wane, with exhibitors turning more and more to short subjects to make up their show. In Chicago, 400 theaters have abandoned the double feature plan and are booking short subjects to go with their single features. Cleveland, is going single feature and so are Milwaukee, Detroit and scores of other cities.

Although our new selling season is comparatively young, we have already added over 300 new accounts, theaters which did not play Vitaphone last year, is mainly because the houses were on a double-feature basis. Not all of them, perhaps, but more than 50 per cent.

Another reason for the success of Vitaphone sales is due to the great number of musical pictures we have on our schedule. Musical shorts that are in reality musical revues are in great demand because of the desire of exhibitors to give their audiences shows on the screen which they cannot afford to present in the flesh. The large theaters are able to do this. The smaller theaters, not being able to follow suit, have found that our Technicolor Musical Revues and our "Broadway Brevities" are strong substitutes.

With many theaters minus an orchestra, our Band shorts, or "Melody Masters" series as we call them, are also in great demand.

WALT DISNEY DELIVERS FIRST SEVEN TO U. A.

Five of the new Mickey Mouse cartoon comedies and two of the new Silly Symphonies, made under Walt Disney's new production contract, have been delivered to United Artists, and all but one of them have been released nationally. One will have its first showing at the premiere of Douglas Fairbanks' "Mr. Robinson Crusoe" at the Rivoli, New York, next Wednesday, and the seventh will be distributed Oct. 7.

There will be 18 Mickey's and 13 Silly's in the year's program. Either a Mickey or Silly will be released every 10 days throughout the year. Shorts released or set for release to date include: "Bears and Bees," "Mickey's Nightmare," "Just Dogs," "Trader Mickey," "Bugs in Love," all in the Mickey Mouse group, and two Silly Symphonies, "Flowers and Trees," "Ring Neptune."

Cartoons Indispensable On Movie Programs Today

"Cartoons have become as indispensable a part of a motion picture program as a newreel," says Harvey Day, sales representative for Terry-Toons. On his latest tour of key cities, Day observed that exhibitors are fully cognizant of the fact that their patrons expect an animated cartoon on each program. It is no longer a question of whether the exhibitor should show a cartoon, but where he can secure the best animated reel.

Discussing the plans of the producers of the Terry-Toons, Day stated that Terry and Moser will pursue the plan they adopted when they introduced the Terry-Toons three years ago—that of providing unusual musical accompaniment with the animated humor.

ARE NEW YORK'S SIX MILLIONS ALL WET?

The Low-down On Gotham's 30,000 Speakeasies!

In BROADWAY Gossip

The columnist’s notebook

In THE TWO BLACK CROWNS

REEL COMEDY FEATURETTES

AN INSTITUTION IN ENTERTAINMENT

Saturday, Sept. 17, 1932

THE FILM DAILY
After the exhibitors have played this one, they'll probably start wiring their local Fox exchange to find out when they can book "The Further Adventures of Chandu, the Magician." And if the Fox production heads haven't already started that, they're not nearly as smart as they have recently shown themselves to be.

**FOX'S 'CHANDU' FINE THRILLER**

*Direction, Story And Cast All Good*

"CHANDU, THE MAGICIAN"

Fox

Direction .................. Marcel Varnel, Wm. Cameron Menzies

Story by .................. Harry A. Earnshaw, Vera M. Oldham, R. I. Morgan

Screen Play by ............. Phillip Klein, Barry Conners

Photography .............. James Wong Howe


There are several million kids, more or less, waiting for this picture all over the United States, just as they have been waiting at 7:15, five evenings a week, during the last year for the latest episode of "Chandu, the Magician," over the air. Judging from the reception two or three hundred youngsters gave the production last night, even though their elders smiled indulgently at Eddie Lowe's feats of magic, this picture will spread a new crop of black ink on the Fox books.

After the exhibitors have played this one, they'll probably start wiring their local Fox exchange to find out when they can book "The Further Adventures of Chandu, the Magician." And if the Fox production heads haven't already started that, they're not nearly as smart as they have recently shown themselves to be.

"Chandu" is built according to the good old-fashioned formulas that brought millions into the pockets of the early picture magnates. It's a lineal descendant of "The Perils of Pauline," "The Exploits of Elaine," and the "Tarzan" series. And produced with all the modern resources of the motion picture, it proves there's just as big an audience for this type of picture as there ever was. Especially when the story has been sold to millions of homes via the air for a year.

"Chandu" is a yarn that every kid with a radio knows by heart, visualized by a cast largely composed of his favorite players. He'll be more sold on "Chandu" on the air and on the screen, after he sees this picture.

Eddie Lowe is a nicely convincing Chandu with just the right amount of unction and suggestion in his performance. Irene Ware, as Nadji, is easily the best of the women, though little June Vlasek gave a good account of herself. Walthall is excellent as Robert Regent. Bela Lugosi's accent is from the turn-of-the-century times as he's supposed to be. His neighbors, however, find his direction smooth and his exponents of direction in this series are made up.

The box office has done an amazing job in modernizing the picture, adding lasting effects to it. The photography is uniformly good.

With this radio play in mind this one has had a tremendous production push, and with the excellence of the production the exhibs should have no trouble.
The Film Daily
Saturday, Sept. 17, 1932

More Than Third of New Vitaphone Lineup is Ready

16 Two-Reelers and 38 One-Reel Subjects Completed

Unusual speed in getting out the new season's lineup is being achieved by Vitaphone, which has already completed 54 of the 133 one- and two-reelers scheduled for the current year. Of the completed shorts, 16 are doubles and 38 are single reeler.


"Red Shadow" is First Of Condensed Operettas

What is expected to be the most pretentious series of two-reelers ever made at the Brooklyn Vitaphone studio is now in use under the direction of Roy Mack.

"The Red Shadow" is the first of this series of condensed versions of popular operettas and musical comedy hits. It has been adapted from "The Desert Song," and stars Alexander Gray and Bernice Claire, who both appeared in the original stage production.

From four to six of these condensed versions will be made for release as part of the "Broadway Brevities" series.

C. C. Burr Sets Titles For New Torchy Series

West Coast Bureau of THE FILM DAILY

Hollywood—Titles for each of the six releases in the new Educational-Torchy Comedy series have been set by C. C. Burr, producer of the series. Each title will carry the name "Torchy."

"Torchy's Vacation," recently completed, will be followed by "Torchy's Kitty Coup," "Torchy Chooses To Run," "Torchy Turns Turtle," "Torchy's Lucky Break," and "Torchy's Big Lead."

Ray Cooke, who played the title role in last season's Torchies, was re-signed for the new series.

FILM EX. HAS 13 READY

Thirteen subjects have been completed and in the series being distributed by The Film Exchange. In the Living Book of Knowledge novelties, "Strictly Vegetarian" has been made in English and French. Others are: "Me'n My Dog," "Visit to a Pet Shop," "Birds of the Air" and "Nature's Handicraft." "Street Singer;" "Always Rome in Africa" and "The Rook of Gibraltar."


"Seven Days" has been finished in the Melody Classics group.
WHO Has To Be SATISFIED?

MILLIONS spent for picture production! Millions for distribution! Millions for theatre operation! And the theatre patron finally foots all the bills—for one reason only—to be entertained.

EDUCATIONAL builds its product for theatre patrons. They are the ones to be satisfied. Not the producer. Not the sales force. Not even the theatre manager. These pictures are made to entertain the patrons. And they have been entertaining them successfully for years in all parts of the world, reflecting their public popularity through the box-offices of leading theatres everywhere.

But never before has EDUCATIONAL offered a program so rich in diversified entertainment material, so sure of public acclaim, as its new line of short subjects, ranging all the way from tabloid grand opera to slapstick comedy.

For the theatre that makes satisfaction of its patrons its controlling principle, there is box-office satisfaction aplenty in this line of short features.

Names that spell Entertainment to Your Patrons

ANDY CLYDE
MORAN & MACK
HARRY LANGDON
"TORCHY"
BABY STARS
TOM HOWARD
REINALD WERRENRATH

EDUCATIONAL FILM EXCHANGES, Inc.
Production Proceeding at Rapid Pace

10 Two-Reelers, 9 Single-Reelers, One Serial Already Finished

Production of the RKO Radio Pictures' 1932-33 short subjects program is progressing at a rapid pace under the supervision of Louis Brock, associate producer in charge of short subjects production. To date ten two-reel comedies have been completed and two others are now in production. "The Last Frontier," first of three serials being produced by the Van Beuren Corp., and starring Creighton Chaney, is finished; also nine single-reelers in the three series being produced by the Van Beuren outfit with a number of other shorts now being planned.

Already completed and released are the following two-reel comedies: "The Golf Champ," first of the new series starring Edgar Kennedy and directed by Harry Sargent; "The Iron Man's Ball," with Clark and McCullough, directed by Mark Sandrich; "Just a Pain in the Parlor," introducing Harry Sargent as a new RKO Radio comedy star, and "Mickey's Busy Day," the first of the new Mickey Mouse series produced by Larry Darmour. Also completed and released are the following one-reel subjects: "Singapore," the first of the new Vagabond's; "Jolly Fish," the first Tom and Jerry cartoon; "Pathe Reviews No. 1," and "Bring 'Em Back Half Shot," an Aesop Fable cartoon.

Other two-reelers completing and being prepared for release are: "Deprived," "The Musical Cat," "Jitters," the "Butler" and "Hokus and Pokus;" the first of the new Headliner series as yet unedited, and two Masque comedies, "Two Lips and Juleps" and "A Bride's Bereavement.

In production are the Druggist's Dilemma," a Clark and McCullough comedy, and "Parlor, Bedroom and Wrath," starring Edgar Kennedy.

Of the RKO Van Beuren output the following subjects have been completed: Four Aesop Fables entitled "Bring 'Em Back Half Shot," "Down in Dixie," "A Cat Fish Romance" and "Feathered Follies;" two Tom and Jerry cartoons, "Jolly Cooper," was made many years ago into a super-feature by one of the big producing companies and lends itself in every way to big production value, thrills and excitement. The answer is a fast-moving vehicle with an authentic historical background, that has a universal appeal—and will hit both the children and grown people alike.

My judgment is that the principal difficulty in putting serials over is that the showman today is passing up this type of product. A good serial does not need outstanding showmanship to put it over. It has the natural exploitation angles that lend themselves admirably to any type of campaign and bring hundreds of children into the theater to see each episode—children that do not ordinarily go to that theater at all, many of them that do not go to shows at all.

Van Beuren has definitely entered the serial production field. "The Last Frontier" will be followed with "Lori in The Malayans Jungles" and a third story based on an Air Mail robbery will also be made for the current 1932-33 RKO program. All three stories have been selected with the idea of entertaining children from six to sixty. A production standard will be maintained to warrant showing in any theater, regardless of size, policy or type of patronage.

Do not overlook the children. No truer saying was ever devised than "The child of today is the parent of tomorrow." And, on top of all this, remember that children are walking 24-sheets for theaters that they like to go to.
EXHIBS SHOULD CONSIDER SHORTS BUYING SERIOUSLY

BY JULES LEVY
General Sales Mgr., RKO Distributing Corp.

THE time has come for the buyer of short subjects to regard that phase of entertainment more seriously.

The short subjects too long has been regarded as "just a short." I mean that it is not given the proper treatment in business dealings. The procedure has been—and every buyer of short subjects knows this—that the buyer dickers for feature product. He carries on his negotiations over a long period of time and only when he has arrived at a price that is reasonably in line with every angle of his contract with the film company. Finally, the whole setup is completed and the buyer and the exhibitor tend to postpone negotiations. It is like buying a suit and coming away without the pants. I am not being a great committor when I say what every showman knows: that short subjects are just as important to the exhibitor as are the pants to the suit. The feature picture alone, the coat alone, is incomplete.

It is not a bad idea in considering the question of short subjects to bear in mind that the same care, ingenuity, talent, etc., go into the production of a short comedy as into a full length film. Therefore, why should not it be treated similarly? These things are almost self-evident, but some buyers have allowed dust to accumulate on these truths, so they don’t recognize them when they see them. All that need be done is to remind the partier concerned of the value of these truths, and there will be no more buying “coats” and walking away without the “pants.”

WHAT WERE THE MOTIVES WHEN FOUR FAMOUS MEN CHOSE TO DIE?

The Mystery Behind Sensational Front Page Tragedies!

In

BROADWAY GOSPI

Educational Picture

M-G-M Short Subject Program 36 Per Cent Completed

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BROADWAY GOSPI

Educational Picture

VITAPHONE can point with pride to three outstanding contributions to short subject entertainment in their 1932-33 short subject program—contributions that are indicative of the trend in short subjects.

The first is the series of two-reel Technicolor Musicale Revues, which were produced at Warner Burbank studios, with the pick of Hollywood’s talent. There are six of these Technicolor Musicals, each with a different background in order to supply the variety that short subjects must have. One has its locale in Paris; another has as its locale the North Pole; a third has a western setting; a fourth has a small-town race-track setting; a fifth has a South Sea Isle setting and the sixth has a country club location.

The second contribution is the series of condensed versions of popular operettas and musical comedies, such as “The Desert Song,” “Song of the Flame,” etc. The first of these taken from “The Desert Song,” goes into production today under the title “The Red Shadow,” with Alexander Gray and Bernice Claire, the two principals who played the leads in the original stage version. This series which will be released as part of the 26 two-reel “Broadway Brevities” musical revues, is being entirely modernized—with new costumes and new sets, although retaining the very beautiful music that each operetta is noted for. The third, and probably the most notable contribution, is the bringing back of Roscoe (Fatty) Arbuckle to the screen after a lapse of almost 12 years. Exhibitors have expressed a crying need for comedies in shorts. The Arbuckle shorts, together with our other “Big V” comedies in which we will star such established comedians as Joe Penny, Jack Haley, Richy Craig, Joe, and Phil Baker, will supply that need.

Educational Following

With the 1932-33 program the heavy emphasis in the history of the company. Educational is releasing its one and two-reel subjects almost immediately they are completed.

Twenty-seven of the new Educational comedies, cartoons and novelities have been set for release from late August through October.

“Honeymoon Beach,” the first Vanities; “Busted at the Steak,” second episode in the Great Hukum Mystery; and a Terry-Toon, Oct. 12.

The Big Flash,” the first Mermaid starring Harry Langdon, and a Lynman H. Howe’s Hodge-Podge, Oct. 23.


Quick Release Policy

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The Big Flash,” the first Mermaid starring Harry Langdon, and a Lynman H. Howe’s Hodge-Podge, Oct. 23.


BEAUTIFUL GIRLS and BEAUCOUPE LAUGHS!

VANITY COMEDIES

TWO REEL

AL CHRISTIE PRODUCTIONS

Educational Pictures
Production on Columbia Shorts is Ahead of Schedule

20 Subjects Finished and 12 Others Are Now in Work

Production of Columbia’s array of short features for 1932-’33 is well in advance of a new selling season, with a score of subjects already completed and 12 others in active stages of production. The program comprises a diversified lineup of eight series of single-reel subjects and cartoons and two groups of two-reel productions. Included in the latter is the series of “Lambs” Gambols,” which Columbia is producing in conjunction with The Lambs’ famous theatrical organization. The first two “Gambols” have been completed, with three others scheduled for early production.

The completed two-reel features are “Ladies Not Allowed,” starring Lois Moran, William Gaxton and Victor Moore, and featuring De Wolf Hopper and Charles King, under the direction of Joseph Santley, and “Shave It with Music,” starring Fred Stone and his daughter, Dorothy, with a prominent cast including Charles Winninger, Frank Lawlor, Charles Collins, Robert Middleman, Harry Short and The Lambs in support. The story was written by Raymond W. Peck, Kenneth Webb directed, with Charles Prince supervising the musical numbers.

The first of the series of Sunrise comedies, which Columbia will distribute, has been completed, but not yet titled. This is a two-reel series introducing a novel note in comedy entertainment based on stories written specially for the screen. The eight single-reel series include “A World of Sports,” a group of sports-reel presentations seasoned by repeated performances before the public; and “A New Hat,” an offering of a story primarily centered around an old mill hat.

The Whirl of Life Series has been completed, and four new episodes are being planned for the series. The series will be released in the next few months. The fourth installment has been completed, and the third episode is in progress. The series will be released in the next few months.

A TWO-REEL comedy, I feel sure, the most difficult of all motion picture problems is the “cure” of the laughable. This middlet film designates the line of the same story. It must be trimmed of all superfluities and patrolled to an exact length.

In this limited length we must incorporate ten times as many laughable situations as are contained in a feature production three or four times its length.

The production of comedies is a highly specialized business. The producer, director and star must be cognizant of the trend of humor. They must know not only what makes the mass laugh right now—but what will make it chuckle six months later.

In the beginning of short talkie production, a simple line of procedure was followed for two or three years. Every available vaudeville act was simply transplanted to the screen.

Naturally, such material had been tinged with the seasoned by repeated performances before the public, and it was very simple to “shoot” such an act, stopping only when the camera roll reached an end.

Now, however, in making short subjects, it is necessary to spend four or five days in the actual “shooting,” as well as two or three weeks of preparation.

The whole must be followed by several previews for the purpose of “cutting out dead spots.”

In order to make a successful comedy without re-takes when you consider that every show on the stage is thoroughly “worked” and altered before it is presented.

Incidentally, the same production value is expected in a two-reeler that is found in a feature.

Generally speaking, the short subjects can be made very much more important than it is today. It is not at all unlikely that a substantial percentage of the public would welcome the existence in their vicinity of at least one comfortably appointed theater which offered a program comprised of diversified subjects including a newsreel, good comedies, cartoons, travelogues and even short dramatic subjects.

VITAPHONE PRESS BOOK LISTS FUTURE RELEASES

An innovation in short subjects press books has been introduced to the trade by Vitaphone. They are patterned after feature merchandising plans. The first of the Vitaphone press books, featuring the six two-reel Technicolor musicals produced last spring in Hollywood under the supervision of Sam Sax, is already off the press, while the second is now in work. The press books contain publicity stories, suggested advertising slugs, reproductions of the stills available for each number listed, the various stage and screen headlines used in the entire series and announcement of the brilliant one-sheet that has been gotten up for the series.

An unusual feature of the press book which has brought forth many favorable comments from exhibitors and branch managers is the listing of the first three months’ Vitaphone releases together with a brief descriptive line about each short.

A FAMOUS FAMILY IN A NEW TYPE OF FUN!

WAT HAPPENS WHEN ZIEGFELD FOLLIES GIRLS MARRY MILLIONAIRES?

Intimate Facts of the Fair and Famous Beauties Who Fled the Footlights

BROADWAY GOSSELIN THE COLUMNIST-NEWSPAPER

EUGENE PALETTE LUCILLE GLEASON RUSSELL GLEASON

Directed by JAMES GLEASON

Productions

SATURDAY, SEPT. 17, 1932

BACK TO NORMALCY SEEN IN DROPPING OF DUALS

By E. W. Hammons

President, Educational Film Exchanges

It is obvious that the change from the double to the single feature program made by exhibitors en masse in many territories throughout the country will prove advantageous to the industry in general, and to the short subjects field in particular.

Without assuming the “I told you so” attitude, I never entirely any fear that the double feature policy would be irrevocably enforced. The very fact that Educational’s program for the new season is the most elaborate in its career proves not only that we believed in short features, but that we were preparing ourselves to meet the demand for short features which the demise of double programs would create.

Just as people are beginning to take a more normal attitude toward things in general, just as are exhibitors beginning to indicate their return to normalcy with well-balanced instead of top-heavy programs. While it is too early to show any tangible change, improvement in short feature business is inevitable with the trend turning away from dual bills.

With 166 short features on our 1932-33 program, representing every type of short subject developed, Educational is in a particularly happy position to meet the demand for diversified programs.

SELZER ON FOURTH SHORT

Frank Selzer is working on his fourth short in his Broadway Gosseal series for Educational release.
Half of Magic Carpet Schedule Already Finished

VITAPHONE SETS RELEASES FOR NEXT THREE MONTHS

Following the example set by Warner Bros., on features, Vitaphone has definitely set release dates on 34 short subjects for September, October and November. According to Norman H. Moray, Vitaphone’s sales manager, the following are the release dates for the next three months of the following shorts:

Sept. 3, “C’est Parce,” one of the two-reel Technicolor Musical Revues; “Rambling Round Radio Row,” a Pepper Pot Novelty, featuring several of Radio’s big stars; “Dancing Around the World,” one of the E. M. Newman, World’s Adventure series; Sept. 10, “Sherlock’s Home,” starring Jack Haley in one of the “Big V” comedies; “You’re Too Careless,” one of the “Merrie Melodies” comedy song cartoons; Sept. 17, “Ride Him, Bosko,” one of the “Loopy Tunes” cartoons; “Music to My Ear,” featuring Jack Benny and his band in one of the “Melody Masters” series; Sept. 24, “Passing the Buck,” starring Alexander Gray in one of the “Broadway Brevities” series; “The Nicetelle,” showing Rudolph Valentino, Eugene O’Brien and others when they were the big stars of the silent days; No. 1 of the “Vitaphone Sport Thrills,” featuring Ted Husing.


WHO WERE THE WOMEN IN RUDY VALLEE’S LIFE?

Headlines Scream—But Here Are The Facts—The Personalities In The Real-Life Romances of The King of Crooners.

Revealed in BROADWAY Gossip

THE FILM DAILY

Vast World-Wide Organization Behind Mickey Mouse Cartoons

Now that the Walt Disney-United Artists combination has had an opportunity to get its bright new machinery into motion, Mickey Mouse and the Silly Symphonies find themselves the centrifugal point of a world-wide organization the like of which has never before been attempted on single-reel features. Or any other features, for that matter, according to United Artists.

Mickey and the Silly Symphonies have long since been the favorite entertainment of a score of countries of the world, but now they are infinitely extending their influence, and, with the aid of the U. A. world-wide organization, are reaching a clientele never before dreamed of.

Through the various ramifications of this organization, millions of persons throughout the world are behind the popularizing of Mickey and the Silly Symphonies. These include about one thousand five hundred outlets which make Mickey Mouse articles and toys, employees of nearly 300,000 retail stores, more than 700 exhibitors, publishers of nearly 200 newspapers in the United States alone and almost 1,000,000 children, members of the Mickey Mouse Clubs.

It was only two short months ago that Mickey Mouse reaped the rewards of his efforts by becoming a producer-member of United Artists, thereby joining hands with Mary Pickford, Douglas Fairbanks, Charlie Chaplin, Gloria Swanson and all the others. But in those two short months he has grown from a topnotch star to a world. And now he has an imprint upon the cinematic scheme of things as deeply etched as that of any star in the business.

Moreover, the inspired combination that Mickey is only a pen-and-ink character and all the others are flesh and blood pulchritude.

Mickey will be four years old Oct. 1. It is only since the talkies came in that he has become a star, for he and Al Jolson were the first to see the possibilities of the new medium. He receives as many as 20,000 letters in three weeks at times, and he has a different name in almost every country in the world.

Meanwhile, out in Hollywood Walt Disney and his brother, Roy, are pumping back every penny into the business with a view to keeping Mickey and the Silly Symphonies so far above any other short features that there will be no comparison.

MERCHANDISING TIEUPS EFFECTED BY COLUMBIA

Columbia will buttress its program of short feature releases with an extensive merchandising tie-up campaign rivaling the efforts expended on feature productions.

The merchandising arrangements priced by the company include the “Scrappy” Cartoon school and “Scrappy” candy manufactured by the Repetti Candy Co. on Charles Mintz’s “Scrappy” cartoons which Columbia releases, the Mickey Mouse clubs for the Mickey Mouse series; the Screen Book Magazine publicity tie-up in conjunction with the company’s “Screen Snapshots,” and the cooperative production of the “Scrappy” cartoons by Columbia and the Lambs Club drawing upon the tremendous array of famous cartoon writers and cartoonists for this new series of two reeler.

Special press books and accessories are being prepared by Columbia on each short feature providing for an adequate campaign on these subjects.

Loew Circuit Repeats Big Name Act Policy

Success of a “big name” vaudeville act at Loew’s Paradise, New York neighborhood de luxe, is being repeated in the circuit’s second neighborhood de luxe to try the plan. This house is Loew’s Metropolitan, Brooklyn, where Russ Co- operatives 26, as that “name act” yesterday. Initial week of policy proved highly successful, Louis K. Sidney said yesterday.

27 Movietone Subjects on 1932-1933 Program Are Completed

Although the 1932-33 season has just started, Movietone News, Inc., has its production schedule for its Movietone one-reel releases more than half completed, according to Trump H. Talley, vice-president and general manager.

Twenty-seven of the one-reelers, which last season won the Film Bureau’s Award of Merit as the outstanding short subject releases, are cut, edited and titled. The schedule calls for 52, or twice the number released during 1931-32.

At this writing 14 additional releases are in various stages of production, six having achieved the editing stage, while eight others are being photographed in various parts of the world.

Our SHORTS are wearing OVERALLS this season!

Short Subjects have got to get down to WORK!

You need business too badly to put up with PROGRAM PARASITES.

You can't afford the luxury of Shorts that merely satisfy your AUDIENCE. Today you need shorts that satisfy your BOX-OFFICE.

That's why Vitaphone's 1932-'33 Short Subjects have a new Object—to DRAW them first and PLEASE them afterwards.

That means Names—Names—and more NAMES...And only Vitaphone has them—names of STAGE STARS—names of SCREEN STARS—names of FAMOUS MUSICAL HITS in tabloid form and TECHNICOLOR!

Before you buy any Short product, ask yourself whether it will look good ON YOUR MARQUEE as well as on your screen...

Make sure it will carry its share of the TICKET-SELLING load...

Match it NAME for NAME with Vitaphone...

You'll buy VITAPHONE!
VITAPHONE SHORTS GIVE YOU MORE TICKET-SELLING NAMES THAN THE FEATURE PRODUCT OF ANY OTHER COMPANY!

Kate Smith  Rudy Vallee  Paul Whiteman  "Fatty" Arbuckle  Boswell Sisters

Col. Stoopnagel & Budd  Phil Baker  Ruth Etting  Ben Bernie  Roger Wolfe Kahn

Little Jack Little  Jones & Hare  Lowell Thomas  Capt. Frank M. Hawks  Abe Lyman  Bernice Claire


Craig, Jr.  Joe Penner  Alexander Gray  Hal LeRoy  Mitzi Mayfair  Baby Rose Marie  Margaret Livingston

William Demarest  "Uncle Don"  Jay G. Flippen  Aunt Jemima  "The Desert Song"  "Mlle. Modiste"

HORTS for 1932-'33


Movietone's Magic Carpet Cameramen

Follow a Life of Colorful Adventure

By LOUIS DE ROCHEMONT

Editor, Magic Carpet of Movietone

VOLUMES could be written about the colorful adventure experienced by the camera crews of Movietonews, Inc., in its quest for material to go into the production of the Movietone series of one-reelers released by Fox.

A letter from Bonney Powell, in charge of a Far Eastern unit, however, tells more in a few paragraphs than all the second person stories ever written. Here is an excerpt that evokes full flavored recollections:

"Attached are dope sheets on the Yangtze River and Dragon's Gorge scenes. God knows I trust this material will be found useful, as it has been one hell of a job making it. We were forced to go through the Gorge four times to get all the necessary material, and were very much delayed because of bad weather. Following is some dope which you may or may not wish for captions:

"We came down through the main section of the river in a river junk Pakistan, and then took a train to Kurki and embarked here and there for special scenes impossible to get from a steamer. The latter trip took six days, and was among the world's worst from the standpoint of comfort. Also, you will certainly realize its no fun taking such a long trip in a small craft with which one can't trust, and through a section of country covered with bandits. I had several tear-gas bombs (got them from a navy ship) and Helse [Paul Helse, soundman], Wong [Newsreel Wong, Chinese cameraman], and I ran each at least once. Wong's was stolen in Chungking. I slept with mine on, cocked and ready. Every time we had a gas bomb beneath one. Nothing unusual happened until the last day—or night—when for some reason or other the ring-pin got out of the bomb under my pillow and wow! You should have seen us clearing the deck of the junk. Fortunately we were tied up along the bank of the river and could get off the boat. You would have laughed to see Helse, Wong, eight coolies [the crew] and myself having a good cry over it all. They of course didn't know what the hell was going on, and seeing me crying off the boat followed by Helse and Wong suggested to them that it might be a good idea to follow us. Then when nothing happened except our good cry everything was okay even though they were a bit uneasy during the rest of the trip.

"We tied up nights traveling only by day. Early dawn to sun up, stopping when anything of interest came into view. Our food consisted of a few pongs of rice, but we ate some of their rice and were able to get green corn here and there and some sweet potatoes.

Coming from the South I appreciated the latter even though it was a bit too hot for them. You would also have laughed to see us strip here and there and take a shower beneath the many small water falls along the gorge. The water was wonderfully clear, cold and most refreshing. On one occasion a steamship passed with a few foreign ladies aboard but we didn't give a damn. People are used to seeing such sights so why should we worry. They were good sports about it and all had a good laugh.

"It so happened we weren't able to get cover as the spray came right out of the mountain side and the only way of escape was over the mountain (some three thousand feet high) or alive in the river to sure death. Just a trio of Chinese Barés! 1"

This letter was dictated from Shanghai, where Powell repaired to ship his negative. After a week's rest the unit got under way again and the last heard of them they were entering Manchuria to record for the Magic Carpets the shifting scenes in this ancient country incident to the peaceful conquest of it by the Japanese.

Letters such as these are common around the Magic Carpet headquarters.

With crews penetrating the most isolated and uncivilized countries, it couldn't be otherwise. Take the title of the release "From Kashgar to the Khyber" and try to imagine the adventures of the crew that made it, James McNissin, cameraman, and W. K. Hawk, sound engineer. Look the trip up on a map and it will give you some idea of the country these two young Americans traversed in their quest for Magic Carpet material.

McNissin and Hawk are now in Tibet recording hitherto unphotographed scenes of the alleged cradle of humanity. Still another of the Magic Carpet's Far East crews made up of Ariel Vargas, cameraman, and Lewis Tappan, sound engineer, is sailing from the northernmost point in Japan to the Kamchatka peninsula, to make the first motion pictures of any kind of this interesting outpost of Asia.

Richard Meitner, after two years in Africa with the Martin Johnsons, is finding New York a veritable gold mine of Magic Carpets. To him goes the credit for two New York releases on the program, "Manhattan Medley," hailed by many as the truly great one-reelers, and "Broadway by Day." But "Dick" is getting restless and it is safe to say it won't be long now before he'll be off to a starting to the tools of a steamer back in the tropics with him aboard bound for God knows where. Other Magic Carpets crews are working close to their bases in London, Paris, Berlin, Rome and Sydney.

Free Trailer

An unusual feature, offered as a free service to exhibitors, is a 90-foot talking trailer which has been made available by Educational on its new "Broadway Gossip" series. Exhibitors playing this series will get this trailer through the Educational exchange in their territories.

This series, produced by Frank Selzer, who recently appeared as a commentator, deals with personali- ties which have caught the public's fancy. The public's curiosity about the private lives of these celebrities will be aroused in this trailer satisfied by the reels themselves which include such unusual items as Jimmie Walker at home; Rudy Vallee, and the many girls he has courted; scenes of former famous "Flopies" beauties enjoying domestic bliss, etc.
"Easy Street," first of the RKO series of Charlie Chaplin two-reel comedies reissued with sound by the Van Beuren Corp., was heralded into San Diego at the Spreckels Theater with an exploitation campaign greater than that accorded most feature pictures.

In addition to being accorded equal billing in newspaper ads and theater front display, the Chaplin name and drawing power was used for a novel stunt whereby all children who gathered at the office of the San Diego "Sun," one of the city's prominent newspapers, and brought some Charlie Chaplin token such as a cane, big shoes, derby hat, etc., were allowed to see Chaplin's "Easy Street" free at a special morning show. After the special show of the Chaplin picture, the youngster who gave the best impersonation of Chaplin and who was made up to resemble the comedian closest, was presented with a fine saddle horse.

The newspaper tie-up gave the picture and the exploitation stunt much valuable space. The results obtained were exceptionally good. An interesting sidelight of the Spreckels Theater program was the fact that "Radio Patrol" the feature picture, dealt with modern police methods, whereas the Chaplin "Easy Street" showed the hard working, pavement pounding brassy buttons of yore.

DOUBLE STAFF UNDER ECKELS
Hollywood—Because of the heavy production schedule now in force at the RKO studios, two shifts have been inaugurated in the advertising and publicity department under Ed- dy Eckels.

Unusual Novelty Shorts Are in Greater Demand

BY J. H. SKIRBALL
Sales Manager, Educational Film Exchanges

The public's interest in the "unusual" picture is definitely reflected in the present buying attitude this season. We have had innumerable reports from our patrons that they are finding a strong tendency toward buying short features which boast an element of novelty, which deviate from the usual track.

Our two-reel comedies, our Terry-Toons are considered an integral part of every program by exhibitors buying our product. In addition to these mainstays, exhibitors are strongly favoring, judging from the manner in which they are setting their playdates and their plugging of the subjects, such series as our "Battle For Life," "Camera Adventures," "Baby Burlesks," Werrenrath's "Spirit of the Campus," "Broadway Gossip," etc.

Each of these series is a distinct novelty, calculated to provide the diversity which should be synonymous with a motion picture program. Characteristic of the reception of these series this fall, being accorded, both by the independent theater and the circuit houses, is the following: "Mad War Babies," the first release in the "Baby Burlesks" series, was played up in the lobby display of the Mayfair Theater.

Trouvaganzas; ruthless battles for life, for love, for insects are shown through the recently perfected micro and macro-photography. It is therefore, gratifying that they are being so well received.

Motion picture patrons are more short subjects-minded than they have ever been. A greater tendency toward selectivity among exhibitors with more attention paid to the "selling" of big names and the unusual features offered in short subjects, will provide a greater incentive for producers of short features to develop the tremendous possibilities which offer themselves exclusively to their field.

"Easy Street," the opinion of Amedee J. Van Beuren, President of The Van Beuren Co., who produced the short subject for RKO.

"Production of our 1932-33 program is under way and ahead of schedule," says Van Beuren. "Expansion of our production staff all along the line has put us in the position of maintaining our high quality standard, in spite of the fact that many new lines of product have been added."

The first four Aesop's "Fable" cartoons have been completed. Five and six are now in production and will be ready to go to the prints at the time set in our schedule. The titles of the completed "Fables" are, "Bring 'Em Back Half Shot," "Down in Dixie," "A Cat's Romance," and "Feathered Polly." The 1932-33 series of 13 Tom and Jerry Cartoons is also under way. "Jolly Fish" and "Barn Yard Bunk," the first two, have been completed and number three is now receiving "finishing touches."

The current "Vagabond" Adventure program has been reduced. The idea of maintaining quality was the "deciding factor in limiting the new series to six pictures. "Singapore" and "Paris," numbers one and two respectively have been completed in the "Malaya," picture number three of the Vagabond program, has also been recorded.

A new item on this year's program is a series of six Charlie Chaplin two-reelers re-issued with sound. Synchronization of "The Cure" and "Easy Street" has been completed. The balance of the series will be made up of "The Floorwalker," "The Vagabond," "The Rink," and "The Pawnshop."

"A thorough analysis of present-day picture preference shows a demand for action and thrills which we believe we are doing our bit to fill with our three series productions," Van Beuren states. ""Shooting on 'The Last Frontier' has been completed. The first four episodes have been delivered in New York and have been exceptionally well received."

"Bring 'Em Back With Quality Short Pictures" is the thought behind our program and we are looking forward to great things for the coming year. In spite of the hue and cry one hears on every hand, theaters are setting new attendance records almost every day, proving that theater patrons will part with the admission price if they are offered good picture programs, properly balanced."

As a result of the tremendous reception at Grauman's Chinese in Los Angeles and the Rko in New York of the first Silly Symphony, in natural color, Walt Disney, its creator, says all the Symphonies to be released this year by United Artists will be done in Technicolor and that later the Mickey Mouse may also be photographed in natural color. The first Silly in Technicolor, "Flowers and Trees," was in the nature of a feeler. It was made to touch out the public reaction to color in an animated short feature. After the first showing in Hollywood, in conjunction with M-G-M's "Strange Interlude," Disney decided that he had hit upon one of his most popular moves. Sid Grauman also was highly enthusiastic about "Flowers and Trees."

The same thing happened when the picture was shown at the Roxy. And now the second Silly, "King Neptune," will have its premiere at the opening of "Mr. Robinson Crusoe," Douglas Fairbanks' new feature, at the Rivoli next Wednesday.
MAKE 'EM SAY . . . "THE

RKO Radio Pictures

6 CHARLIE CHAPLIN
His most famous comedies reissued with Music & Sound (VAN BEUREN PRODUCTIONS)

6 CLARK & MCCULLOUGH

6 MASQUERS

6 HARRY SWEET

6 EDGAR KENNEDY

6 HEADLINERS

6 MICKEY MCGUIRES
WHOLE SHOW WAS SWELL!

You can't cheat on shorts without short changing yourself! You can't alibi half your program... the cash customers want entertainment!

These RKO-RADIO electric light names mean solid entertainment and that means steady money!

26 AESOP'S FABLES
13 TOM and JERRY (Animated Cartoons)
6 VAGABOND ADVENTURES (VAN BEUREN PRODUCTIONS)

7 PATHE REVIEW
104 PATHE NEWS

12 EPISODES (TWO REELS EACH)
"THE LAST FRONTIER"
Courtney Ryley Cooper's Red Blooded Drama of Fighting Men and Fighting Days
VAN BEUREN PRODUCTION
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

MORAN AND MARSHALL ARE SCHEDULED TO START WORK SEPT. 25 ON "THE TWO BLACK CROWS IN AFRICA," THE FIRST IN EDUCATIONAL'S SERIES STARING THIS FAMOUS COMEDY TEAM.

A LONG CAST FOR A SHORT PICTURE! FORTY-TWO PLAYERS ARE CAST IN SUPPORT OF CLARK AND MCCULLOUGH IN RKO RADIO'S "THEIEEMAN'S BALL." THE PRINCIPAL SUPPORTING PLAYERS ARE SHIRLEY CHAMBERS, JIMMY FINLAYSON, FRED KESLEY, VERNON DENT, BETTY FARRINGTON AND WALTER SULLIVAN. MARK SANDRICH DIRECTED.

WALTER FUTTER HAS CLOSED HIS NEW YORK OFFICE AND IS CONCENTRATING ALL PRODUCTION AND DISTRIBUTION FROM HIS COAST OFFICE.

THREE FOOTBALL NOTABLES HAVE PROMINENT ROLES IN "THE PURSUIT," THE SECOND EDUCATIONAL-CELEBRATIONS SPORTS FEATURETTE. THEY ARE JAMES THORPE, OUTSTANDING ALL-AMERICAN AND ONE OF THE GREATEST ALL-AROUND ATHLETES THAT EVER LIVED; WILLIAM SPALDING, FOOTBALL COACH OF THE UNIVERSITY OF SOUTHERN CALIFORNIA, AND DUTCH HENDRAN, FAMOUS PRINCETON GRIDIRON PERSONALITY.

BEING A COMEDIAN ISN'T SO FUNNY ACCORDING TO HARRY SWEET, WHO IS STARRED IN THE RKO RADIO COMEDY "JUST A PAIN IN THE PARLOR." THREE WEEKS BEFORE SWEET BEGAN HIS ROLE THAT OF AN OLYMPIC GAMES ATHLETE FROM ABROAD, HE WAS REQUIRED TO GO INTO INTENSIVE TRAINING IN ORDER TO PERFORM SOME OF THE STUNTS ORDERED BY DIRECTOR GEORGE MARSHALL. DURING THE WEEK OF TRAINING, SWEET RAN A MILE EVERY DAY AND IN THE AFTERNOONS "WORKED OUT" IN THE RKO RADIO GYM.


"Young Ideas" Is The Working Title Of The Second Educational-Andy Clyde Comedy To Go Into Production.

Arvid Gilstrum Has Been Given The Directorial Assignment On The Second Educational-Mermaid Comedy Starring Harry Langdon.


Nick Burrows, Now Working On "Hot Saturday" As Comedy Construct, Has Been Given The Title "Bookworms Turned" As His Next Paramount Assignment.

Lew Seller Has Been Engaged By Columbia To Direct "Cauliflower Alley." Leo Carrillo Will Have The Lead. Bryen Foy And Ben Stoff After Will Be Supposing The Production.

Lucien Littifield Has Been Assigned A Role In Paramount's "Evenings For Sale.""""Alline Macmahon, Stage Actress Who Has Secured A Number Of Warner Productions, Has Been Given A Long-Term Contract By The Company.

PARA. SHORT SUBJECTS COVER A WIDE FIELD


In Detail, The Program Is As Follows:

18 Screen Songs (1 reel), With "The Bouncing Ball," To Which Has Been Added Outstanding Personalities From Radio, Stage And Screen To Act As Masters Of Ceremonies. Some Of These Featured Personalities Are: Rudy Vallee, Mills Brothers, Irene Gordon, The Street Singer, Amanda, Ethel Merman, The Boswell Sisters, Lillian Roth, James Melton, Arthur Jarrett, The Royal Samaons With Mirl, And Gus Edwards. 18 Betty Boop Cartoons (1 reel). 12 Paramount Pictorials (1 reel). 12 Screen Souvenirs (1 reel), Collections Of Old Silent Pictures, Dug From The Musty Archives Of 20 Or More Years Ago.

13 Hollywood On Parade (1 reel), Presenting Informal Visits Into The Homes And Private Lives Of The Screen Greats.

13 Granlund Rice Sports-Eye Views (1 reel), Touching Every Point Of The Sport Compass, From Shooting Marbles To Shooting Big Game.

13 Paramount Headliners (1 reel), In Which Some Of The Following Famous Personalities Will Be Featured: Burns And Allen, Tom Howard, Rudy Vallee, Ethel Merman, Louis Armstrong, Vincent Lopez.

12 Mack Sennett Star Comedies (2 reels), Some Of Which Will Feature: Bing Crosby, Donald Novis, Already Mikkelsen, Charlie Murray. 12 Mack Sennett Comedies (2 reels), Featuring Comedy And Girls.
**REVIEW OF SHORT SUBJECTS**

**Hypnotizing for Love**
Educational 15 mins.

This is the first episode in the comedy serial, "The Great Hokum Mystery," produced by Johnnie Walker. As a novel, it looks like it will click strong. Lew Lehr does the narration, and with his rapid-fire delivery registers a lot of laughs. The material is based on old library shots taken from a serial of early vintage when the villain is tough and the heroine weak and tender. Kidd ing titles help out the fun considerably. It is just a lot of goofy nonsense, but the clever way it is handled makes it a good bit for any audience where laughs are wanted.

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**Beauty Spots of the World**
Vitaphone 9 mins.

*Good Travelogue*

An E. M. Newman Travel Talk, with the traveler conducting a tour to the various scenic wonders of the world. The photography is very good, and Newman covers some very interesting and little known spots of unique interest in Italy, India, Japan and South America. The variety and extent of the travelogue make this a first-class travel subject that should please generally.

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**Bosko, the Lumberjack**
Vitaphone 7 mins. (Okay)

A Looney Tune cartoon. A barnyard scene in the Northwest woods and lumber country, with the cartoon hero having his troubles with the half-bred bully who kidnaps his cartoon gal, Bosko. His cartoon work is novel, and moves fast with plenty of good animated gagging.

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**Nuri, the Elephant**
Vitaphone 30 mins.

A picture that will arouse keen interest from any audience. It is primarily an adventure film, produced by Elmer Clifton and directed by Lola Kreutzberg in India, and it tells the story of a Hindu family and a subject of the animal appearing to tell about life as he sees it. For instance, to the beast, this indicates that he knows he is much stronger than man and could crush any human being if he wanted to, but he prefers to let man go, thinking himself the superior because of his brain. It's a novel idea and worked out very effectively. Story has good human interest, too, in the elephant's loyalty to his masters, whom he serves and protects through a couple of generations. Some appropriate music is interpolated here and there, and the talking accompaniment is nicely suited to the nature of the subject.

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**Mickey's Revue**
(Mickey Mouse Cartoon) Columbia 7 mins.

A Pip

Mickey Mouse and his girl friend Minnie Mouse are at their best in this number. Shows Mickey putting on a musical revue before an audience of assorted animals. Mickey is an all-around artist, directly the comic star in the pit and then doubling on the stage as a one-man band, while Minnie officiates at the piano and contributes other assistance. Some very comical bits are provided by the antics of the various performers in the revue, and there are funny interruptions from a hound who keeps intruding on the stage, and a noisy peanut-eater up in the gallery. Animation is plentiful, and the musical accompaniment is good. A sure-fire number of its kind for any audience.

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**SHORT SHOTS from EASTERN STUDIOS**

*By C. A.*

**The first of the series of 12 one-reelers to be produced by RKO featuring Mr. and Mrs. Ely Culbertson in "How I Play Bridge" is scheduled to go into production Monday at the Royal Studio, Grantwood, N. J. Zion Meyers will direct, with William Steiner in charge of camera work.

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Jan Stamp, who appeared on Broadway in "The Torch Bearer" and "Up Pops The Devil," is now at the Brooklyn Vitaphone Studio working in "The Lease Breakers," a "Melody Masters" short, which features Willie Creagar and Band, Aunt Jemima and Maurice Colman.

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What is considered a record in feature production was accomplished by F. P. Productions at the Atlas Sound studio last week when "The Horror," a seven-reel feature, was completed over a period of five working days. The picture was directed by Bud Pollard.

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Work has been started at the Brooklyn Vitaphone Studio on a two-reeler musical comedy based upon the recent total eclipse of the sun. Actual scenes of the moon passing in front of the sun which were made by a special Vitaphone camera crew on the day of the eclipse are to be used. Jack Henley and Allen Lembert, staff writers, are completing the script on the Eclipse short under the direction of Herman Ruby, scenario editor. A large cast of Broadway stage players will be supported by beautiful singing and dancing girls in this 4-reeler, which is one in the Vitaphone series of "Broadway Beauties."

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After doing an exotic harem dance in Vitaphone's 19 minute adaptation of "The Desert Song," recently completed at the Brooklyn Vitaphone studio, Willis Stiles, Broadway danseuse, performs a torrid jazz dance in a two-reel "Big V" comedy starring Frank Orth and Ann Corley. New in work at the Brooklyn Studio under the direction of Al Goulding.

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**Bray's Naturgraphs**

Wild life in woodland, field, and stream...

RARE! BEAUTIFUL! DRAMATIC!

**ONE REEL** Educational Pictures

**GREATEST OF ALL COLLEGE SHORT SUBJECTS**

**SPIRIT the CAMPUS**

**GREAT GOSPEL SINGING**

**WERNERFATH**

**ONE REEL**

Produced by LARRY KENT

Educational Pictures
Our Gang Tieup Made With Mc Kesson-Robbins

Our Gang Tieup Arranged With McKesson & Robbins

Under the supervision of Howard Dietz, M-G-M's New York office has just completed a promotion tieup with McKesson & Robbins, manufacturers of pharmaceutical products, and Hal Roach's Our Gang comedies. As a result of this cooperation the characters of Our Gang will be used in a cut-out jigsaw puzzle to be given away in a nationwide campaign in behalf of McK. & R. Milk of Magnesia. The initial order for puzzles placed with the Emson-Freeman Co., lithographers, calls for 1,000,000 puzzles to be delivered in 250,000 lots. It is estimated that a total of 2,000,000 puzzles will be distributed during this campaign. Plans are now being developed which will make it possible for theaters playing Our Gang comedies to participate in the campaign to the mutual advantage of all concerned.

Mickey Mouse Displays

All the W. T. Grant department stores throughout the country will have special display features on Mickey Mouse on his birthday, Oct. 1.

Do You Remember?

One reel including Captain Mutt's Adventure Junior Walker, and Morgan Olsen, and

The Ideal Program

Exhibitors are steadily getting away from the double feature practice and adopting "ideal" programs. The "ideal" program, says Norman H. Moray, Vitaphone sales manager, who returned a few days ago from a trip up north, Moray says, "Exhibitor consensus is that the ideal motion picture theater program is a feature, two or three shorts and two-reelers. It is ideal as to both time and materials. It is for that type of program that Vitaphone has aimed its production, attempting to produce sufficient variety so that the exhibitor may always have a 'fresh' supplementary show of the caliber of the best possible feature he plays.

Eclipse Proved a Newsreel Triumph

By TRUMAN H. TALLEY
Vice-President and General Manager, Movietone, Inc.

IF THE eclipse of recent date was a "scientific flop" as one caustic headline writer boldly announced in a recent issue of his bank-line of type across the front page of his paper, it attests the wisdom of the venerable adage about the "still wind."

Disappointed scientists to the contrary, the eclipse was one of Fox Movietone News' greatest successes from more than one point of view. Two weeks of tense, full attention, lower the house, and house at- tention was all Movietone was ever geared to, but Movietone was made aware of an exhibitor consciousness regarding the newsreel's activities, and Movietone was encouraged to be bold. From the first peep, until almost 24 hours after the first contact of the moon with the sun, letters, telegrams and phone calls from exhibitors literally poured into the office for information as to the handling and distribution of the eclipse. Fortuitously, Movietone's operation in the office with only seconds between it and a deadline impressed by the carriers, the subject got every bit as fast distribution as was the most hysterical of "specials."

(Movietone first-run accounts at the most distant points are serviced with the current reels, within 24 hours after first print is struck off in our laboratory, a coverage it is justifiable to claim the newsreel man clambered into their planes to fly the negative to New York. Every plane that left New England was forced down somewhere along the route.

Larry Ellis, veteran Fox New England representative, delegated with the distribution, flew to New York as expeditiously as possible was forced down outside of Boston. To make it worse he was told on the day before that the man who had been forced down a moment before, had, during a slight cloud, gone over, crashed and burned. As he pondered this the fog descended with a peapod veil that made all his arguments with his pilot futile. The man would not dare it under any circumstances. He combed the field for a plane equipped for blind flying with none to be found. He then got on the old South Station for a train to New York. He didn't have time to buy a ticket for the train that was about to pull out. Aboard he considered his fate arriving in New York a beaten man, when at Prov-idence a familiar rattle of film cans attracted his attention to a new passenger, his opposition, forced down at the Rhode Island city.

In the meantime, fuming and fretting editors, mopped and stamped. Ellis finally turned up and saved the day by the proverbial whisker.

Naturally the negative from New England which was made in the path of totality at Fryburg, Me., was of importance and the success of these pictures are now a matter of record. Movietone News has received a number of letters from people in the trade and scientists congratulating it on the splendid results.

Weeks of careful planning and invaluable cooperation with a group of scientists from the Dear- born Observatory of Northwestern University, was amply rewarded. Of exceptional character was the negative turned in by John A. Bock- hurst, cameraman attached to the New York staff, who worked on the Maine peak at Fryburg. His was the only motion picture negative to fully photograph the hitherto un- pictured part of the corona down the valleys of the moon creating what is known as Bailey's Beads. It is the result of a solid month of testing filters that would eliminate extraneous light and would bring out in the celestial spectacle that is visible to the naked eye.

In addition to the expedition at Fryburg, Fox Movietone News had 16 other cameras photographing the eclipse from every angle. It had a crew at Conway, N. H., another vantage point, and an aviation unit flew in the totality zone during the elapsed time from the first to the last contact. Another crew was aboard the S.S. Manhattan on its maiden voyage, Capt. Fried, famous sea hero, at the request of Movietone, timed his passage to arrive in the totality zone during the height of the phenomenon. Other crews obtained angles of the partial eclipse and ground activities in New Orleans, Los Angeles, San Francisco and Seattle.

With the subject titled, scored, and synchronized Movietone, who took a seat in the wings and watched exhibitors strut their stuff.

It was here they triumphed. Their picture, "The Eclipse," will be released between September 29 and October 2, on the West Side and First Ave. across town. But, if the exhibitors here may be taken as criterions, the whole country came through for De Luxe Press Book

For "The Last Frontier," 12-episode western serial by the Van Beuren Corp. starring Creighton Chaney, RKO Radio has issued a de luxe 12-page campaign book in two color throughout. With a rousing cover design as a keynote, the book presents a wealth of showmanship material such as a line of vivid paper in full color featuring covers, covers, cover sheets, stamped buffalo herds, and hordes of hostile indi- viduals. Accessories are listed; also a double spread of attractive advertising spots. An unusual amount of pictorial and text public- ity is included. The production is directed by Fred J. McConnell and the large cast, which comprises, besides Chaney’s son, Creighton, such notables as Dorothy Gfuliver, Francis X. Bushman, Jr, Pete Morrison, Yakiha Conant, Slim Cole, Joe Bonomo, Judith Barrer, Claude Peyton and Benny Cor- bett.

MICKEY MOUSE DISPLAYS

All the W. T. Grant department stores throughout the country will have special display features on Mickey Mouse on his birthday, Oct. 1.
VARIETY! NOVELTY! STARS!
World's Best Short Features!

MADE AS ALWAYS BY COLUMBIA
VARIETY FOR EVERY TYPE OF PROGRAM

LAMBS’ GAMBOLS
2 reels each

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SCRAPPY
Produced by Charles Mintz

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Produced by Charles Mintz

TRAVELAUGHS
with John P. Medbury

SCREEN SNAPSHOTs
Walter Futter’s
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with John P. Medbury

WORLD OF SPORTS
Bill Cunningham’s

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Walt Disney’s

MICKEY MOUSE
Walt Disney’s

THE FIRST TWO “LAMBS’ GAMBOLS” NOW READY!

“LADIES NOT ALLOWED” with
LOIS Moran
WILLIAM GAXTON
VICTOR MOORE

DEWOLF HOPPER
CHARLES KING
OTTO KRUGER

and 75 other Lambs’ stars!

“SHAVE IT WITH MUSIC” with
FRED STONE
DOROTHY STONE
HARRY SHORT

CHARLES WINNINGER
ROBERT MIDDLEMASS

and 100 other Lambs’ stars!

WE’VE GOT ‘EM COME AND GET ‘EM
John Barrymore in
"A BILL OF DIVORCEMENT"
with Katherine Hepburn, Billie Burke, David Manners
RKO 75 mins.

JOHN BARRYMORE GIVES MASTERS'FUL PERFORMANCE IN POWERFUL DRAMA WITH STRONG STORY.

Women will particularly be impressed by this intense screen play adapted from the stage success of the same name. Barrymore, as the husband of a shell-shocked soldier who has spent 15 years in an asylum. His insanity is hereditary but intensified by the war. When the hero returns to his home only to find that his wife has divorced him and is about to remarry. His daughter gradually learns the truth about the family insanity and forces her fiance to leave the country so that she may stay and care for her father. What the features in the story is that the moves made in strong dialogue and convincing portrayals by the entire cast. Billie Burke as the wife is the personification of sweetness and grace, and Katherine Hepburn handles the difficult role of the daughter capably. Barrymore is outstanding.

Cast: John Barrymore, Billie Burke, Katherine Hepburn, David Manners, Bramwell Fletcher, Carl Heide, William Philo, Cavanagh, Elizabeth Patterson, Gayle Evers.

Director, George Cukor; Author, Clemence Dane; Adapting, Howard Estabrook and Harry Wagner Gribble; Dialogue, same; Editor, uncredited; Cameraman, Sid Hickox; Recording Engineer, George Ellis.

Direction, very good. Photography, fine.

"THE NIGHT OF JUNE 13" with Clive Brook, Lila Lee, Charlie Ruggles
Paramount 70 mins.

INTERESTING MURDER DRAMA WITH SUBURBAN SETTING. DEVELOPED IN NOVEL FASHION.

Because of its somewhat different style of development, this drama of murder and other exciting events, happening all of a sudden in a quiet community where little out of the ordinary is ever expected to happen, maintains a good level of interest and suspense. Clive Brook plays the part of a husband whose wife is murdered, with suspicion falling on him. By clever photographic actions, and by giving their respective theories of the crime, the audience all the while being wise to the murder, and in due course the culprit is revealed just in time to save the innocent husband. In addition to the dramatic atmosphere, there are some good comedy bits that supply effective relief. The cast as a whole is exceptionally able. Picture was adapted from the novel, "Suburb," by Vera Camprey.


Director, Stephen Roberts; Author, Vera Camprey; Adapting, Charles Garye; Dialogue, uncredited; Cameraman, Harry Fishbeck.

Direction, good. Photography, good.

"THE LAST MAN"

with Charles Bickford, Constance Cummings
Columbia 80 mins.

THRILL MELLER MYSTERY OF OCEAN DRAMA CROWDED WITH SURPRISE ACTION AND STRONG PUNCH SCENES.

The plot of this one is rather complicated, and is told in the flashback technique as Charles Bickford recounts to his rescuer the story of the derelict ship on the high seas with all the crew dead and only himself, the heroine and her father left alive. All the land shots have the port of Seattle for their locale, and the boat scenes which can be seen as the steamer leading up to the tragedy. It is ingeniously worked out, and moves with a fast tempo. Bickford is an investigator for Lloyd's Insurance and plays the part of a pretty tough criminal in order to throw off suspicion. In a tough dive he gets the evidence that leads to tracking down an insurance broker who was scuttling ships on the high seas to collect insurance. Bickford has a colorful part and puts real punch in it.


Director, Howard Higgin; Author, Keene Thompson; Adapting, same; Dialogue, same; Editor, uncredited; Cameraman, Benjgman Kline; Recording Engineer, Glenn Rominger.

Direction, satisfactory. Photography, good.

"THE VANISHING FRONTIER"

Paramount 65 mins.

MELODRAMATIC OF OLD CALIFORNIA DONE IN WESTERN STYLE HAS ATMOSPHERE AND THRILLS.

A story of Old California with a U. S. military governor and his troops ruling the territory with a high hand. Johnny Mack Brown plays the role of the leader of a band of guerrillas opposing the military rule, and does a swashbuckling hero part commendably. The hero is in love with the daughter of the military governor, and even though there is a price on his head he pays secret court to her. Her brother is murdered, and evidence points to the guerrilla chief. The girl betrays him into the hands of the troops, only to learn that he is innocent. Then she engineers a plot for his delivery with the help of his guerrilla band. There is an abundance of fast moving plot, plenty of colorful material, suspense and thrill to satisfy the lovers of melior.


Director, Phil Rosen; Author, Stuart Aragon; Adapting, same; Cameraman, James S. Brown.

Direction, smooth. Photography, good.
NOW BOOKING
HARRY RICHMAN in "I Love a Parade"

THE JESTERS, "Pop, Vin and Vital"

One-reel featurettes, Radio Series

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A drama of politics and love
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Every School In America Will Be Closed Oct. 1st
to permit you to hold a MOUSE-WARMING in honor of Mickey Mouse's Birthday

Cash in on the big national publicity campaign!

- 200,000 stores will run sales on Mickey Mouse products.
- Radio stations will broadcast Irving Caesar's hit "What No Mickey Mouse? What Kind of a Party Is This?"

What a chance for stunts and business!

United Artists Exchange
Sued by DeForest Phonofilm and Duovac

**M-G-M Studio Jumps Activity to 11 Films in Work**

Dozen Additional Stories Now in Course of Preparation

*West Coast Bureau of THE FILM DAILY*


Settlement Is Reached by Publix and Dubinsky

Differences between Publix and Dubinsky Brothers, partners in the Publix-Dubinsky theaters in Kansas City, have been settled following conferences in New York, as exclusively indicated in THE FILM DAILY on Friday. Agreement is understood to provide for the dropping of the receivership which Publix secured Sept. 9.

Musicians’ Locals Balk At Reductions in Scale

"No wage reductions" is the attitude of musicians’ locals in new contract negotiations in progress throughout the country, reflecting recent expressions of President Joseph N. Weber of the national organization. Locals, however, are in virtually every instance showing an inclination to co-operate with exhibitors in other readjustments benefitting theaters.

**DeForest and Duovac Sue W. E. Charging Sound Field Monopoly**

Remington Pictures Buys 2 More Original Stories

*West Coast Bureau of THE FILM DAILY*

Hollywood — With production on "Manhattan Tower," the company’s first, nearing completion, Remington Pictures announces the purchase of two more original stories for its

**$10 Premiure for “Bill of Divorcement”**

RKO’s "A Bill of Divorcement," starring John Barrymore with Katherine Hepburn and Billie Burke, will premiere at the RKO Mayfair on Friday evening with the house scaled from $2 to $10. Opening performance is sponsored by Mrs. William Randolph Hearst for the benefit of the free coffee and sandwich stations for the unemployed.

**$2,400,000 Theater Program Is Mapped by Gaumont-British**

Four Releases Are Set By M-G-M for October

M-G-M has set the following for October release: "Payment Deferred," with Charles Laughton, Maureen O’Sullivan and Neil Hamilton; Clark Gable and Jean Harlow in "Red Dust"; Marie Dressler and Polly Moran in "Prosperity"; "The Mask of Fu Manchu," with Boris Karloff, Karen Morley and Jean Hersholt.

London — A theater construction and reconstruction program involving eight theaters and the expenditure of about $2,400,000 in the next year has been mapped out by Gaumont-British. The project will add about 20,000 seats to the circuit in London and the provinces.

G-B will open the Lewisham Palace, seating 4,000, about Christmas, followed early next year by a new in Cheltenham seating 2,000; Wood Court.

**Tabloid Drama and Film Combination Clicks**

Tryout of the new policy of presenting condensed versions of stage plays in conjunction with films in regular movie houses, offered last Wednesday, Thursday and Friday by National Players, Inc., sponsors of the idea, at the Paramount, Stapleton, Staten Island, received a good audience reception and proved an attendance stimulator at the Public house. A 55-minute stage version

**Managerial Transfers Made by Kincey-Wilby**

Montgomery, Ala.—L. R. Towns succeeds Dick Kennedy as manager of the Paramount, while Tom McCann, manager of the Strand, goes to Tuscaloosa as assistant city manager of the Kincey-Wilby interests, following acquisition of 15 houses from Publix. Kennedy has

**Members of Exhib Unit to Report Hits and Flops**

Milwaukee—A weekly report by exhibitors on the business done by pictures, to be sent to the headquarters of the M.P.T.O. of Wisconsin and Upper Michigan, for the information and guidance of all members, is proposed by Fred S. Meyer, president of the organization. The plan is intended to serve as a guide to hits and flops as well as a line

**NO EXCLUSIVE RUN SALES PLANNED BY COLUMBIA**

Columbia will not sell exclusive first-runs, Abe Montague told THE FILM DAILY on Saturday. The company will proceed along lines of its policy to give "reasonable production," he said.

"12th St." Part Musical

With Big Array of Names

West Coast Bureau of THE FILM DAILY

Hollywood — Warner Bros., will make a part musical out of "Forty-Second Street," which Mervyn LeRoy is to direct. Bebe Daniels has been assigned to the role previously intended for Kay Francis, while Ginger Rogers will appear instead of Joan Blondell. Other names in the picture include Ruth Chatterton, Richard Barthelmess, George Brent, Ruby Keeler, Dick Powell, Guy Kibbee, Glenda Farrell, Frank McHugh and Lyle Talbot.

**Newsreels Not Affected**

Attorneys for companies issuing newsreels on Saturday expressed opinions that the Miriam Blee Mertha decision, involving the right of a film supplier to distribute his film without his or her consent, will not affect newsreels. They pointed out that no newsreel runs in a court decision rendered 10 years ago in the Grace Humiston case in New York.
Uncensored Soviet Films

In FitzPatrick Releases

First uncensored films for the- 

tical use to come out of Russia 

since the new regime will be shown 

in the next two FitzPatrick Travel- 

Talks to be released by M-G-M, ac-

cording to Theodore FitzPatrick, 

who personally supervised the film-

ing of the scenes last month. The 

releases are "Moscow, the Heart of 

Russia," and "Leningrad, the Gate-

way to Russia." Following these 

releases FitzPatrick will release 

"Iceland," "Norway," "Sweden" and 

"Denmark.

Myron Nast has been added to 

the FitzPatrick organization as 

general assistant.

WILMINGTON UNION SIGNS

Wilmington, Del. — Readjustment 

of the wage scale is understood to 

be a phase of the new contract just 

signed between a majority of the 

theaters in this district and the opera-

tors’ union. Deal was made by 

Albert B. Williams, business man-

ager of the local, and W. R. Scott, 

Sr., representing exhibitors.

"PRIDE OF LEGION" FINISHED

West Coast Bureau of THE FILM DAILY 

Hollywood—"The Pride of the Legion," 

first Mascot feature, has been completed, 

Nat Levine announ-

ces.

BABIE ROSE MARIE FOR FILM

Chicago—Babie Rose Marie, radio 

star who appeared at the State-

Theater last week, has been signed to 

play opposite Jackie Cooper in a 

picture.

ARRIVE FOR “CAVALCADE"

Una O’Connor, Merle Tottenham and 

Irene Browne, English charac-

ter actresses, arrive in New York 

from Paris today and will proceed to 

the Fox studio in Holly-

wood to begin work in "Cavalcade."

FRENCH FILM FOR CARNegie

“Le Bal,” a Marcel Vandal and 

Charles Delac production, will be the 

first French offering of the Crown 

Picture Play-

house. It opens tomorrow.

New Firm Distributing

Weber Corp. Products

Motion Picture Sales & Service 

Co. has been acquired by 

Weber Machine Corp. of 

Rochester, N. Y., manufacturers of 

Syncrofilm sound equipment. Devel-

oped by the Weber, Syncrofilm sound and 

visual 35 mm. sound-film projector 

complete with amplifier and speaker 

has also been announced by the 

Weber Machine Corp.

GOLDSTEIN TO PRODUCE

Remaining 5 on Coast

Paradise Pictures will move all production 

activities to the west coast, according to 

Mannie Gold-

stein, president. First Paradise pro-

duction, "Divorce Racket," was made 

in the east. There are five 

more in the line-up.

COHEN NEXT WEEK

West Coast Bureau of THE FILM DAILY 

Hollywood—Emmanuel Cohen leaves 

ten days for New York to spend the 

Jewish holidays with his father. 

He returns to the studio two weeks 

thereafter.

For Sale

1,700-SEAT THEATRE

in Southern New Jersey. 

Located in populous section. 

Remodeled in 1929. Modern 

equipment in every particular. 

Will finance. For particulars 

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APPRECIATION

To every member of the Paramount Publix Corporation; To the fellow-workers of my twenty years in the Motion Picture Industry; To my friends among exhibitors, distributors, producers, actors, directors, writers and every other branch, and to my friends of the press---

I wish to extend my sincere thanks and grateful appreciation for the fine loyalty, friendship and support that have kept me supplied with the inspiration so necessary to progress.

The termination of my affiliation with Paramount Publix Corporation enables me to fulfill my ambition to return to the field in which I started---Independent Production.

JESSE L. LASKY

609 OCEAN FRONT,
SANTA MONICA, CALIFORNIA
M-G-M Studio Activity

Jumps To 11 In Work

(Continued from Page 1)
ferred. "Let's Go" "Flesh" and "Reunion in Vienna."


Tabloid Drama and Film

Is Attendance Booster

(Continued from Page 1)

sion of "The Ghost Train" was offered. The condensation was achieved by eliminating intermissions and omission of unessential matter. Play is preceded by a trailer announcement. The length of each act is indicated by a dropping of the curtain, which is immediately raised again for continuance of the action. The unit carries its own union help. James Thatcher and Edward D. Turner, sponsors of the idea, say they have 12 plays available. The intention is to line up a circuit of houses and have a group of companies tour the circuit.

Remington Pictures Buys
2 More Original Stories

(Continued from Page 1)
second and third productions. They are "Legal Defense," by Harry Sabin, and "Granny's Relations," by Albert Demond. Scripts on both are now in preparation for early filming. Remington's schedule for the current season calls for eight features.

GEO. FAWCETT FOR STAGE

George Fawcett will return to the Broadway stage next month in "Peacock," which had he appeared for a tryout in Nantucket, Mass., last month.

MENJOU IN FRENCH FILM

Paris—Adolphe Menjou, who arrived here recently with his wife, Kathryn Carver, is appearing in a Pathé-Nataon production, "Coup de Vent."

New Incorporations

NEW YORK CHARTERS
Light, motion picture apparatus; A. P. Wolfehim, 120 East 41st St., New York, N.Y.
Remington Guild, theatricals; Attorney, Albany Service Co., 313 Broadway, New York, N.Y.
Main Theaters, theatricals; Reisman, Schanzer & Kester, Buffalo, N.Y. 200 shares common.
Warner-Powerie Corp., photographic business; N. C. Cameron, 78 Pike St., New York, N.Y., $50,000 common, 5,000 pf. no par.
Ridgewood Amusement Corp., theatrical enterprises; K. E. Ellis, 1441 Broadway, New York, N.Y. 200 shares common.

ALONG THE RIALTO

with PHIL.M.DALY

DEFOREST AND DUOVAR ELECTRIC GROUP

Many Happy Returns

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Sept. 19

Betty Garde
Walter Camden
James Enders
**Fox's 1932-33 Lineup Half Under Way by Oct. 10**

**MPTOA-ALLIED JOINTLY TO DRAFT NEW CONTRACT**

**Film Industry Uptrend Shown in Newspaper Survey**

Improvement is Noted by World-Telegram in Checkup

Motion pictures are among 41 of 60 basic industries which are showing improvement, according to a survey of seasonal trends conducted by the "World-Telegram." The film industry also is included among fields in which a sharp upturn is

(Continued on Page 7)

**RKO STUDIO IN HIGH GEAR WITH 15 FILMS IN WORK**

West Coast Bureau of THE FILM DAILY
Hollywood—Inaugurating the fall production season with a bang, the RKO studios under David O. Selznick have eight features shooting, five in the cutting rooms and two being prepared. In production are "Kong," "Constance Bennett," "Rockabye," "Little Orphan Annie," "Phantom Fame," "Penguin Pool Murder," "Secrets of the French Police," Bill Boyd's "Men of America" and Irene Dunne's "Man and Wife." Charles Bickford, Pictures being cut include "Conquerer."

(Continued on Page 6)

Nate Blumberg Succeeds Asher Levy in RKO Post

Nate Blumberg has been transferred from the RKO home office, as eastern theater division manager, to Chicago, where he will manage the mid-west division. Blumberg replaces Asher Levy, who resigned yesterday.

**Year's Record at Capitol Broken by "Grand Hotel"**

M-G-M's "Grand Hotel" broke all week-end attendance records for this year at the Capitol, according to MajorBowes, managing director. The house has been playing the 9:35 A. M. for the popular price showing of the picture.

**Abe Montague Appointed Manager of Distribution**

Abe Montague, associated with Columbia since its inception and for the past eight months assistant to Vice-President Jack Cohn, has been

(Continued on Page 7)

**Exhib Units Plan Federal Bill Against Exclusives—No Merger**

Chicago—Although so many other important problems came before the MPTOA-Allied sessions that the merger proposition was not brought up, a working agreement was reached whereby the two organizations will cooperate on all questions of

(Continued on Page 6)

**CAMPAIGN VS. EXCLUSIVES MAPPED BY MPTOA-ALLIED**

Chicago—A three-fold plan to combat the spread of exclusive runs was adopted at the MPTOA-Allied conference which closed yesterday. It was announced by Aaron Saperstein, president of the Illinois Allied unit. It calls for (1) drafting of a measure to be introduced in Congress to outlaw exclusives and permit exhibitors to cancel contracted pictures which he considers unsuitable for his patrons; (2) sponsoring of state laws taxing theaters showing exclusives, on the ground that the state will be deprived of taxes on the admission price.

(Continued on Page 6)

**Aylesworth Heads Slate Atampa Meet Tomorrow**

Merlin H. Aylesworth, president of RKO and NBC, heads the list of honor guests lined up by President Hal Horne for tomorrow's Ampla luncheon in Saraid's. He will discuss the linking of radio and films, Emile

(Continued on Page 7)

**“Tiger Shark” Beats 3-Year Mark in Frisco**

San Francisco—In its first three days at the Warner, "Tiger Shark," starring Edward G. Robinson, beat the best figure for a similar period since 1929, says the house management. It will be held a second week.
"Maedchen in Uniform"

This widely heralded German production is a detailed narration of the life in a girl’s boarding school, the theme centering around an orphan girl’s worship of one of the teachers who was kind to her. Contrary to reports, this reviewer found one of the most pathetic story, but slow paced and dragged in many spots. We cannot see that it rates top price in an extended Broadway run.

HARRISWORK

Shortage of Leading Men Worries Stage Producers

Lack of suitable leading men, known to theatergoers, is handicapping New York stage producers in their activities, according to producers interviewed in New York yesterday. A great majority of established leads are working in pictures on the coast, they pointed out. They expressed the opinion that pannings given by some New York newspaper critics to a number of picture names when they appeared in Broadway shows has tended to keep picture players away from stage productions.

WARNER OHIO CHANGES

Several changes in Ohio theater personnel are announced by Joseph Bernard, head of Warner Theaters. They include: Louis Lamme, named manager of the Capitol, Elyria; Charlie Keyser, appointed manager of the Majestic, Mansfield; Julius Lamme of the Variety, Cleveland, exchange places; Ralph Newton, formerly of "Cleveland News," joins the zone advertising department.

J. F. KEARNS DIES

West Coast Bureau of THE FILM DAILY — J. F. Kearns, comptroller of Charles R. Rogers Productions, is dead. Asthma is given as the cause.

"DIVORCEMENT" PREMIERE

World premiere of RKO’s "A Bill of Divorcement," starring John Barrymore, has been set for Sept. 30 at the Mayfair. The opening will be a $10 top benefit affair; Richard Dix in "Hell’s Highway" is the coming week’s attraction.

FOX-RKO PRODUCT DEAL

Completion of the deal under which Fox production will play RKO houses is expected today when the New York phase of the matter will be closed. Fox production will play 35 RKO situations in the metropolitan territory.

EUGENE PALLETTE MARRIES

West Coast Bureau of THE FILM DAILY — Hollywood. Eugene Pallette and Marjorie Cagna were married Sunday in Ventuara.

Recording—Re-recording

on film and disc

Brunswick Radio Corp.

8000 Seventh Ave., N. Y. C.

Tel: Chickering 4-2200

Richard J. Green Named Union Contact on Coast

West Coast Bureau of THE FILM DAILY — Hollywood — Richard J. Green, former general secretary-treasurer of the I. A. S. E. and M. P. O., is now filling the recently-created post of International representative here to handle studio matters. The appointment, made by President William C. Elliott of the International, gives the studio locals affiliated with the organization direct representation in the Alliance.

GEORGE WALSH BACK

West Coast Bureau of THE FILM DAILY — Hollywood — George Walsh, once a silent star, has been signed by Fox for "Pier 13," being directed by his brother, Raoul Walsh. Joan Bennett and Spencer Tracy have the leads.

WARNER-WILBY DEAL

A booking deal with Bob Wilby’s circuit will be negotiated by Grad-we1 L. Sears, Warner-First National sales executive, and Fred M. Jack, southern district manager for Warners, who left yesterday for Atlanta.

WARNERS PLAN DOG SERIES

Warners have made tentative plans for a series of films centering around a dog on the lines of the original Rin-Tin-Tin pictures, which the company sponsored.

FOX-RKO SPOKANE POOL

Spokane — Fox and RKO have agreed to pool their houses here. Initial agreements take over operation of the RKO Oregon. RKO will close the Oregon in Tacoma.

WANTED

Cartoon Animators; thoroughly experienced first class men only. Write full details of experience and salary expected.

WALT DISNEY PRODUCTIONS, Ltd.

2719 Hyperion Avenue

Hollywood, California

THE INDUSTRY’S DATE BOOK


Sept. 21: Annual Film City of Cleveland exhibitors and distributors, Lake Forest Club, Hudson, Ohio.


Oct. 29-30: Second annual St. Louis National Motion Picture Exposition, Hotel Victoria, St. Louis.


Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences Hollywood.

RKO MANAGERIAL CHANGES

William C. Dock, assistant manager of the Lyric, Cincinnati, has been promoted to manager. W. L. Kingsley, former chief of service, has replaced Dock as assistant. Jack Rochelle, formerly assistant manager at the Strand, Far Rockaway, is now manager of the Columbia, same place. H. P. Whitney, former assistant manager of Proctor’s 125th Street, is now managing the Rex, Irvington.

WARNER-CAGNEY PARLEY

West Coast Bureau of THE FILM DAILY — Hollywood — James Cagney and Warner-First National were scheduled to be slated for a conference today in an effort to settle their situation.

NASSAU • MIAMI • HAVANA CRUISES

$115... 12% DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2 days in Miami, 2 days in Havana. Or take round-trip to Nassau only and stay 7 days at the Royal Victoria hotel for $125. Daily nightly sailings by S. S. Munger on Saturdays.

BERMUDA

$45 Round Trip

Twice weekly sailings, 2,000-ton S.S. Pan America, and sister ships, all air conditioned, outside rooms mostly with beds and private baths, 5 days, including day at hotel in Bermuda $65; 7 days $75. Pan America goes direct to Hamilton.

For information on the Free Trip Slogan Contest, see any Theater World or Munson Edition. All sailings from Piar 64, N.R. New York For further information see local tourist agent or travel agency.

S. S. LUSITANIA

67 Wall Street, N.Y. • Bowling Green 0-3300
THE PHONE IS BUSY AT M-G-M!

TO THE TRADE PAPERS—
Reserve your Headlines, boys!

TO THE FAN MAGAZINES—
Tell the fans the Big News!

TO VARIETY, M. P. DAILY—
Get your Box-Office Reports Section ready!

TO M. P. HERALD—
Hold Top Spot in Box-Office Champions!

NORMA SHEARER does it again!

We have just seen it in the Projection Room. And we’re telling the cockeyed world!

SMILIN’ THROUGH

is coming to bust your favorite house record high wide and handsome. One of the greatest productions we’ve ever made—bar none! Is it sweet? Is it romantic? Is it tearful? Is it thrilling? Oh boy, and how!

Who makes the Best Pictures? You said it!

METRO-GOLDWYN-MAYER
"My first solo flight! Never thought I'd do it—but, oh! how I need Paramount in September!"

"I says, 'Lissen, baby doll, I've had a gr-r-and time. You've got everything but Paramount Pictures, and I'm off to buy them now.'"

"Get this chariot moving. Paramount's breaking records everywhere—and my competitor's in line."

"If I had the wings of an angel, I'd fly through the eleventh floor window—that's where the contracts are being signed."

"Lissen, Louie, here's the opposition. Make a Paramount deal for me, and I know I'll buy you a new car."

"It doesn't matter who's elected, with Paramount making pictures like these, everything is hunky-dory."

"YES, SIR! OUT-OF-TOWN CHANCES ... THEY'RE IN NEW
"Yeah, my gal says, 'Never mind New York—you stay home. It's either me or Paramount,' an' I says, 'Nerts, I love you, but I gotta have Paramount, or we don't eat.'"

"Hey, Elmer, wait! I'm going in to sign away my red ink, too."

"C'mon, get off your puss and on your feet. You an' me's got ourselves a date with George Schaefer."

"It's the first time I've been out of Clay County in years, but I sure aimed to get myself this Paramount group."

"If I get the Paramount group, we'll throw the chair away, and you'll be chauffeur to a big gas- buggy."

"It's a cinch! Nobody but Paramount has given us pictures in August and September."

"Come on, Jim, get back with MOVIE CRAZY, HORSE FEATHERS and LOVE ME TONIGHT, or they'll lynch you."

*NOTE: 141 Exhibitors last week visited New York to buy the new Paramount group. This is a new record in the history of Paramount-Publix.*
MPTO.A. AND ALLIED TO DRAFT NEW CONTRACT

(Continued from Page 1)

national import, including the drawing up of a standard exhibition contract and the drafting of a bill making it an offense to violate such a contract. The measure, to cover among other things the question of exclusive runs. This new bill is to be introduced in Congress as soon as possible.

The two-day meeting at the Congress Hotel adjourned at 10 P.M. yesterday after having been in session almost continuously since Monday morning. Another conference will be held Sept. 29 in Washington. At the close yesterday the following statement, signed by Al Steffes and M. A. Lightman, was given out:

"After a two-day discussion of the outstanding problems facing the motion picture industry, during which time the most heated and acrimonious disputes occurred, we believe that a joint statement is essential to the welfare of the industry. The statements which have been made are carefully reviewed with the hope that a compromise can be reached. The conference speaks for itself. While this conference marks the first time that the organizations have met to discuss common problems, both realize the seriousness of the situation and the vital necessity for prompt and effective action if the interests of the theater owners are to be protected. We extend our congratulations to the executive committees of both organizations committed to an aggressive campaign to carry out the program decided upon, further active cooperation between the two organizations will undoubtedly come. It was apparent from the start that exclusive selling, restrictive protection and unfair contracts were to be the outstanding issues, and these have been met in the most effective manner the conference could devise. On the standing committees will fall the burden of carrying out the plans for an aggressive campaign to assure the success of these necessary reforms, and in such a campaign we feel we have the backing of every thinking theater owner.

"The new Federal action decided upon has the immediate advantage over former proposed measures, covers exclusive selling and is in the opinion of the conference the only weapon at hand to combat the evils that if allowed to continue will close thousands of theaters. The duties of the legislative committee as outlined by the resolution is to secure the passage of federal legislation. We feel that this is the only means of stopping the shipment of pictures, the sale of which is illegal in the state of New York."

The following committee were appointed:

Edward L. Post, W. A. Steffes, H. M. Richey, Nathan Yamin, Siloene Samuelson, Edward G. Rabinow, George F. Searl, Fred Wehrenberg, and M. A. Lightman, with one more to be appointed.

A resolution was adopted as follows:

"Whereas the two committees in the Congress Hotel in Chicago this 30th day of September, 1932, at representing the Allied States Association and the Motion Picture Exhibitors Association respectively agree that the use of a standard exhibition contract, free of strings for the orderly conduct of the motion picture business, be it resolved that: the respective presidents of the two aforesaid organizations appoint a committee of five each and that these shall constitute a committee empowered to draft a fair and workable standard and to submit such proposed contract to the boards of directors of both associations for approval.

"After ratification by said boards the committee shall be empowered to forward said contract to every distributor of motion pictures, namely: (a) That it be used in the contractual relations between them and any other theater owners who may desire it."

The committee have further agreed that: (a) That a proper interpretation or necessary amendments be made to secure fair interpretation of the contract; (b) That such contract provide for stopping the practice of door-to-door selling; (c) That the committee's recommendation be given to every theater owner who may desire it."

"Resolution, Direct, Fairness, Photography, Okay.

THE PHANTOM EXPRESS

with J. Farrell MacDonald, William Collier, Jr., Sally Blane

Majestic 65 mins.

EAST SIDE MOLLER CONCERNING TWO-YEAR JERK-GERK WITH GOOD OLD HOLE.

This is a variation on the "Abie's Irish Rose" theme, with the Irish cop in love with the little East Side gal. The play is a vehicle for the character of the orphan adopted by Jean Hersholt, the pawningbroker. Jean also has his own son who is something of a scamp, and liess and stories of the latter are the stuff of the film. The film manages to work in all kinds of East Side atmosphere, bringing Jews, Irish, Germans and Italians. When Jean's son steals some money from his dad's cash drawer, Jackie pawns his horse, his dead mother gave him so he can replace the counterfeiter to himself. Then he steals the horse from a rich collector who bought it at an amateur contest, catches cold and is a very sick boy. This gives opportunity for the tear-jerking scenes, with the other kid repentant, Jean Hersholt philosophizing, Irish cop consoling with the girl. Filled with good old hole in a very careless continuity.


Director, Special, photography, Oliver Printzlau; Adaptor, Edward T. Lowe; Dialogue, same; Editor, Don Lindberg; Cameraman, Charles Stump.

Direction, Fair, Photography, Okay.

THE KNOCK STUDIO IN HIGH GEAR

with 15 FILMS IN WORK

(Continued from Page 1)


Campaign vs. Exclusives Mapped by MPTOA-Allied

(Continued from Page 1)

prived of revenue through the closing of smaller houses thus deprived will be regarded as experimental and Skouras appeal to the public on the screens and in the newspapers to support the stand of the independent theater owner.

Warner Exclusive Runs

Only for Own Product

According to present plans of Warner theater executives, only Warner and First National pictures will play exclusive runs in their houses and only in a few situations. Policy, it is understood, will be regarded as experimental and the circuit is not playing any exclusives.

BELLE BENNETT IMPROVING WEST COAST Bases

Hollywood — Belle Bennett, who arrived by plane this week from New York, where she had a nervous collapse, is reported improving at her home. Mary Pickford met her on arrival.

FIRST OF SERIES READY

"Dream Flowers," first of the Paramount "Secrets of Nature" series of twelve one-reelers has been completed and is ready for release. The next two, "The Two Pounder" and "Light of a Love," have been completed but will not be released until October and November, respectively.

The exhibitor is given the right, in his discretion and without payment thereto, to cancel not less than 20 percent of the pictures after they have been released and their suitability shown.

Administration of the bill would be vested in the Federal Trade Commission, which would conduct investigations and hold hearings. The Commission would settle violent disputes over film rentals. Price discrimination likewise would be banned by the measure.

ROKIO STUDIO IN HIGH GEAR

with 15 FILMS IN WORK

VINE ST. AT HOLLYWOOD BLVD.

Wednesday, Sept. 21, 1932
FILM INDUSTRY UPTREND IS REVEALED IN SURVEY

(Continued from Page 1)

expected, according to authorities. Only four trades showed a declining trend, while 15 registered slight variations.

Abe Montague Appointed Manager of Distribution

(Continued from Page 1)

appointed manager of distribution, effective immediately. His head-
quarters, business agent of the union in New York. Charles Rosenzweig continues in full charge of sales.

CALIFORNIA MERGER

Yreka, Cal.—George A. Hunt and Walter Leverette, theater owners of Yreka and Weed, have merged their interests.

CAROLINA CHANGES

Charlotte, N. C.—Recent theater transfers in the two Carolinas include: Cameo, Belton, S. C., opened by J. A. Sayler; Webb, Shelby, N. C., taken over by J. E. Webb and son from Claude Webb; Young's, Lexington, N. C., taken over by Ellis Blumenthal, who will manage it under the name of the Granada.

CANTON MUSICIANS CUT CANTON, O.—A reduction of approximately 35 per cent in scale is provided in new contracts with local musicians, according to Charles Watts, business agent of the union. The cut is expected to bring about revival of pit bands and perhaps vandeville in at least one of Canton's downtown houses.

COLUMBUS I.A.T.S.E. MEET

Columbus.—First convention of the new I.A.T.S.E. U.W. will be held Oct. 2 in the Neil House. Larry Buck is chairman of the executive committee of the state organization.

BELLEFONTAINE REOPENINGS

Belfontaine, O.—Schine is re-
opening the Strand, while the Opera House is resuming operation with Harry Moller as manager.

ITALIAN FEATURE FINISHED

"Amore e Morte" ("Love and Death"), Italian feature has been completed for Aurora Film Co., by Cav. Rosario Romeo. It will have a H.A.T.S.E. showing early next month.

New Incorporations

NEW YORK CHARTERS

Alex Amsterdam Corp., through Reit & Kaminsky, 1441 Broadway, New York, $6,000.

Courteay Burr, theatricals; O'Brien, Malvinsky & Desio, 152 West 42nd St., New York. 200 shares common.

NEW JERSEY CHARTER

Orange Rutherford, Inc., Jersey City, operate amusement places; Fred S. Weitzner, New York City. 250 shares common.

FILM INDUSTRY UPTREND IS REVEALED IN SURVEY

(Continued from Page 1)

A Public Relations Program for Exhibitors

(Continued from Page 1)

police and instructed him in no un-
certain terms to prevent the exhib-
tion of any pictures these people found objectionable for their chil-
dren. The chief, in turn, called in the exhibitor and told him that any picture he might show in the future must be approved before showing by this public committee, otherwise the city would revoke his license to operate a theater. And these were the very people the exhibitor had told "mind their own business."

Local Censorship

This exhibitor must now screen every picture at his own expense for these local censors and must get an alternate subject and advertising, also at his own expense, with each booking to guard against a dark house if the advertised pic-
ture is not approved. The strong adult dramas that had been so pop-
ular with his former patrons must be shown, all pictures must be "suitable for children," but the very people in the community whose ob-
tections are the ones about to continue to stay away from the theater as in the past.

A Sound Practical Way Out

The exhibitor must face two questions in his community: (1) How can he avoid local municipal and volunteer censors? and (2) How can he tap the potential mar-
et of non-customers that exists in every town and city? The two ques-
tions are closely related.

The normal appeal of the current pictures and the usual advertising and exploitation is designed to cul-
tivate patriotism in the fans, who truly constitute a large part of the community. But they are already friends of motion pictures; the only way to sell pictures is by the critical element is always found among the non-customers.

Suppose you were in this situation and a famous advertising coun-
 sel came along and said he could guarantee to secure without cost the interest and active support of the local schools, ministers, women's clubs, public library and organized public groups in increasing attendance at your theater, would this be worth anything to you?

You may at first think this is visionary, yet it has been done in many communities. All it takes is a little common sense, a little pa-
tience, a little intelligent effort on the part of the theater owner and very little expense. The practical results are increased attendance for the less sensational pictures (where it is most needed) and a reduction of unfair and unwar-
anted criticism from those une-
quainted with current motion pic-
ture entertainment.

(To Be Continued)

FRANK'S 1932-33 LINEUP

HALF STARTED BY OCT. 10

(Continued from Page 1)

Gauvreau, managing editor of the "Daily Mirror," also is on the slate, as are Harry Barris, Lois White-
man and Joe Lewis.

MACGOWAN PRODUCING

West Coast Bureau of THE FILM DAILY

Hollywood—Kenneth Macgowan, story editor, has assumed addi-
tional duties as an associate produc-
er at RKO Radio. Jerry Sackheim, who was in the story department under Macgowan, has been asked to his chief in production. Macgowan's first assignment is "Penguin Pool."

ST. LOUIS MUSICIANS CUT

St. Louis—In signing a new con-
tract with the St. Louis, musicians took a 10 per cent cut in scale, with number of men remaining the same. At the Ambassador, the scale stays the same, but number of men is re-
duced from 44 to 30.

ATLANTA OPENING OCT. 6

Atlanta—Opening of Loew's Grand is scheduled for Oct. 6 with "Blonde of the Follies" as the film offering.

MAKING BAHAMAS FILM

A feature dealing with the Bah-
amas and embracing interesting fishing sequences, produced by George Vanderbilt, is now being edited by its director, Al Young. Distribution arrangements for the picture, which will be released in six weeks, have not been made as yet.

MANY HAPPY RETURNS

Best wishes are extended by The Film Daily to following members of the industry, who are celebrat-
ing their birthdays:

Sept. 21

Paul Muni
Frank Strayer
Victor Saxstrom

(Continued from Page 1)

released, "Hat Check Girl" is ready for distribution and "Six Hours to Live," "Willy Gilligan," and "Golden West" are in the cutting rooms.

In production are: "Walking Down Broadway," "Jubilee," "Olde Black Holmes," "Rackety Rax," "Tess of the Storm Coun-
dy," "When He Sings," "Mother," "Roll On," "Cross Pull" and "Part II." In Preparation are "Man Eater," a McLaglen-Lowe fea-
RKO-RADIO has the honor of presenting as fine a dramatic production as the screen has seen

JOHN BARRYMORE in
"A Bill of Divorcement"

with Katharine Hepburn
Billie Burke, David Manners
Directed by George Cukor
From the play by Clemence Dane
David O. Selznick, Executive Producer

A proud achievement by RKO-RADIO...a triumph for the motion picture art.

WORLD PREMIERE
Friday Evening September 30th
at the
RKO-MAYFAIR
NEW YORK
Presented under the auspices of
MRS. WILLIAM RANDOLPH HEARST
For the benefit of the Free Milk Fund for Babies, Incorporated

ADMISSION $10.00
Allied-MPTOA Not Expected to Go “The Limit”
NATIONAL CIRCUIT OF COMMUNITY HOUSES PLANNED

Short Footage in Features Attacked by Wis. MPTO

Exhibitor Unit Demands Greater Length in Pictures

Milwaukee — Following exhibitor complaints about the unusual number of recent features having a running time of 65 minutes or less, the M.P.T.O. of Wisconsin and Upper Michigan plans to take up this matter next week. The organization of which President Fred S. Meyer is in charge presented the following statement:

ONE-THIRD OF MONOGRAMS READY OR STARTED BY OCT.

West Coast Bureau of THE FILM DAILY
Hollywood — With five pictures scheduled for production the first week in October, Monogram will have completed one-third of its 1932-33 line-up completed or in work by Oct. 10. Ready for production are “Guilty or Not Guilty,” “Black Beauty,” “West of Singapore,” “The Man from Arizona” and “West of the Rockies.” A new release will be “The Thirteenth Guest” and “The Girl from Calgary.” Completed and ready for release are “The Wayne Menace” and “Trail’s End.”

4 Miami Houses Reopen
As Publix, Union Settle
Miami, Fl.—A settlement with the projectionists having been reached, four Publix houses in the Greater Miami area have reopened.

Action of Allied-MPTOA Aroused Keen Discussion

T.O.C.C. To Go Along With MPTOA and Allied

Although the T. O. C. C. is not affiliated with either the M. P. T. O. A. or Allied States Ass’n, the New York City exhibitor unit is expected to “go along” with the two national bodies in its campaigns to bring about “industry reforms.” Whether its support will be simply moral or more tangible has not as yet been indicated.

What’s Yours?
Commenting on the exhibit in Colinsville, Ala., who runs an airport as a sideline, Managing Director Steve M. Farrar of the Colonial Amusement Co., Harrisburg and Edmardo, Ill., writes that this business of sidelines is nothing new for exhibitors in those towns. Steve, for instance, had to take up the boarding of wire-haired fox terriers, and he says he’s made more money at this in the past year than with his three houses. With 15 little wire pups due to arrive next month, Steve looks forward to a holiday business. And in Odessa, Mo., P. D. Block of the Drive, got tired of the shaving and clipper seats, so he removed 250 and now every Saturday night after the show he gives a free dance, which is drawing sArD.

Michael Friedman Heads Group to Take Over 50 Theaters
Operation of 50 subsequent run houses under leases during the next 12 months is planned by the National Association of Community Theaters, recently formed in New York with Michael Friedman, formerly of Fox, as executive vice-president. Five of the theaters will open.

SPARKS, GRIFFITH CIRCUIT
SIGN ENTIRE RKO OUTPUT

RKO's entire feature and short subject lineup has been booked by the Sparks and Griffith circuits operating 122 houses in the south and southwest. The Sparks deal was made by Jules Levy for RKO in cooperation with W. E. Calloway, southern district manager, and Frank Rogers representing Sparks. R. B. Williams, Oklahoma City branch manager for RKO, with Calloway closed the Griffith deal.

Three Frisco Houses Resuming Operation
San Francisco—Improvement in theater business here is indicated in the reopening of the President, under long-term lease to Sam Harris and associates, the scheduled reopening of the Columbia on Sept. 29 and the remodeling of the Orpheum, one of five Aaron Goldberg houses, for resumption of activity early next month.

New Kan. Blue Law Test Sought by Fox Theaters

Kansas City—A motion for stay of mandate, in connection with the recent ruling of the U. S. District Court in Denver upholding enforcement of blue laws in Kansas, has been filed by Fox Theaters in the U. S. Circuit Court of Appeals, Denver. Filing of such a motion is just a formality and court attorneys said it probably would be granted.
Columbia Net $547,292,
Toppling Previous Year (Continued from Page 1)
ber of common shares outstanding. Balance sheet shows assets of $4,-
$40,129 against liabilities of $1,-
1,469,000.
COAST BENEFIT SHOW
West Coast Studio Manager, has been
among the masters of ceremonies of the
theatrical parade and
sp-out, to be held Saturday
in the Olympic Stadium for
the benefit of the Relief Fund and the Marion Davies
Foundation. Jack L. Warner is di-
rector general of the event.
REVISED ANPA LINEUP
Due to inability of Merlin H.
Aylesworth to appear at today's
A. M. P. A. luncheon in St. Paul's,
the guest of honor list will include
Emil Gauvreur, managing editor of the
"Daily Mirror", Harry Barris, ra-
dio, stage screen, and night club
star; Joe Lewis, m. c. from Chicago;
Lois Whitman, also a night club
artist, and Pete, the "Our Gang
dog."

COUSE IN VOICE AND SOUND
A course of study dealing with the
voice, recording and reproducing
it, and problems of hearing on
the part of the listing public, will
be given by the New School for
Social Research in New York. Classes
will be held Thursday evenings
at 8 p.m. under the direction of
J. E. O'Connor of Electrical
Research Products and Dr. Harvey
Fletcher of Bell Telephone
Engineering.

CANTERBURY JOINS RKO
Hollywood—Jack Canterbury, for-
mer assistant to Sam Hill, United
Artists Studio Manager, has been
made an office assistant to Freddie
Schuessler, RKO casting chief.

GOLDEN MANAGING ST. LOUIS
St. Louis—Lou Golden is the new
manager of the St. Louis, which
RKO has just reopened. Eddie
Loftin is the director of the film
for this house and the Missouri.

Rowland and Brice Sign
Winchell for 13 Shorts
Walter Winchell has been signed
for a series of 13 shorts by William
Rowland-Montel Brie Productions
at the Eastern Service Studio in
the Bronx.

RKO SIGNS WARBURTON
West Coast Bureau of THE FILM DAILY
Warren C. Warburton, New York
Head of the studio, has been
given a term contract by RKO.
He comes from the stage and is now
appearing in RKO's "Secrets of
the French Police."

NEW ANDRIES NOVEL
Sears has brought out a new
novel, "The Merry Murderer,"
dealing with a crime in Hollywood,
by Charlton Andrews, who has had
a number of stories on the screen
and on Broadway.

HANDLING ARC LAMP
Amusement Supply Co. will ex-
clusively distribute in the East the
new Sterling high intensity "Hy-
lo" reflector lamp manufactured
by the Imperial Electric & Manu-
facturing Co. of Los Angeles.

"GOONA-GOONA" HOLDS
"Goona-Goona" is being held a
second week at the RKO Cameo.
PLAN NATIONAL CIRCUIT OF COMMUNITY THEATERS

(Continued from Page 1)

Oct. 15 or thereabouts in Westchester, Long Island and Connecticut.

The organization, which plans to operate under the name National Exhibitors' Alliance, will take over dark theaters and houses in the red-in-town areas in order to give them service to the local population. It will function in co-operation with a national advisory board composed of 20 civic and educational leaders and state boards of larger personnel.

Flexibility will be a characteristic of the circuit's operating policies under which certain types of pictures will be regularly shown on certain days. Special attention will be paid to balancing of programs, local men or women will be in charge of the circuit's houses as managers. Exaggerated and misleading advertising will be taboo. It was stated yesterday.

In addition to theaters leased, the association also plans to take over complete opera houses of other houses. Each house that will pay for this management service under a mutual rental fee plan.

Marguerite Bruson, formerly identified with both circuit and independent operation, is director of public relations for the association.

Short Length Features

Stirs Wis. M.P.T.O.

(Continued from Page 1)

is president, recently launched an intensive campaign of mutual cooperation in checking up on films, including box-office results.

NEW U. A. BERKELY HOUSE

Berkeley, Cal.—The new United Art Theater, operated by Fox West Coast Theaters, has opened with Clarence L. Laws as manager. Lou Anger, Reeves Espy and a group of film celebrities attended the premiere. Laws formerly managed the Fox California, where he is succeeded by Donald Baldwin.

SECONDBRUCKE SHORT

Roose (Fatty) Arbuckle, who recently completed his first short for Vitaphone, is set to make another, which will be in the middle of October. Meanwhile he is filling vaude dates, which he will resume after finishing the new two-reeler.

COMING & GOING

EDWARD G. ROBINSON has arrived from the coast and is scheduled to appear tonight at the Winter Garden, where he will open a new picture. "Tiger Shark," is showing.

M. OSTERT and W. J. GELL, Gaumont men from England, are back in New York from the coast.

CONWAY TEARLE is in town and has taken up residence at the Park Central.

HAROLD LLOYD, who arrives in New York today, will attend the premiere week by his wife and three children. They sail Oct. 1 for Hollywood.

JOE REDDY, press representative for Hal Roach, returned to Hollywood last week after a short vacation.

MARRY GIBBS, educational branch manager in New Haven, is in New York for conferences with Joe Skirball.

EDDY KIRK, who arrived back in New York, after producing two stage shows in Florida, to work on "Circus Princess" for American Hungarian Sound Film Co. "Easy Money" has returned to New York from the Coast.

ALLIED-MPTOA ACTION

STIRS KEEN DISCUSSION

(Continued from Page 2)

tendency to regard the proposed legislation as an attempt at persuasion rather than a plan to force a governmental line of action. Much comment was heard on the fact that Allied's proposals have taken on a more conservative turn than in previous years. In a degree the M. P. T. O. attitude toward industry issues.

Major company executives were reluctant to discuss the situation, several in the

LOSING PUBLIC

with Phil Daly

ALONG THE RIALTO

with Phil Daly

NEW YORK

LOS ANGELES

TO START campaigns on these openings of a pic in such widely separated cities as Washington, Cleveland, Boston and New York. After one inspection they do it all in a successive day. Sounds like the impossible but Billy Ferguson has just completed the stunt but he had to travel by airplane to do it, on Strange Interlude.

TWO PIECES of printed literature that make impressive sales material because of their original conception and punch copy have been turned out by Exhibitor Service, something unique in film advertising stunts.

LOOKS AS if a knockout comedy team has broken into the limelight. With ZaSu Pitts and Jimmy Gleason almost rolling 'em in the aisles at that preview showing at Loew's in New Rochelle the other night in World Wide's "Took the Circle" never saw a comedy team work so beautifully together. ZaSu starts a lot of laughs but Jimmy builds it... and with the merest trifle of a situation they keep playing it up between 'em till on several occasions you couldn't hear their lines because of the howls of laughter... and, by the way, did the screen ever before produce an outstanding mixed comedy team? the wonder is that nobody thought of teaming them together long before this.

A Public Relations Program for Exhibitors

This is the second installment of a practical campaign compiled by the M.P.T.O.A. to help exhibitors increase patronage, avoid arbitrary local censorship and make their theaters a center of community interests. Complete copies may be had by writing THE FILM DAILY or direct to the Motion Picture Theater Owners of America, 1650 Broadway.

Who Are the Non-Customers?

Aside from the involuntary absence from the theater of those habitual fans who have not purchased tickets and who, if offered admission, the exhibitor will find on analyzing his own situation that the homes in any average neighborhood or town comprise the following classes:

1. Many persons of exciting tastes who fail to realize that there is much that would be of interest to them in the current motion pictures. They still think of the movies in terms of the old silent pictures, westerns, custard pie throwing comedies, etc.

2. Persons of discriminating taste who have been offended by theatrical advertising, by something in a picture actually seen, or something reported to them (sometimes inaccurately).

3. Children, who find the sound pictures less attractive than the old silent pictures and are not so much interested in the type of dramatic stories that lend themselves to sound production. This also involves the non-attendance of the entire family in many instances for two reasons,

(a) Many families who had domestic help in the household two years ago now do their own work, with the result that the mother

must take the children with her if she goes anywhere.

(b) In the present condition of reduced family income the father is more likely to go somewhere with the children than they were a few years ago. If they think the children will not enjoy the movies, or that the movies are not good for them, they go out in the family flivver or go in for some other type of amusement.

Can They Be Interested?

In the bonanza days before the depression when capacity attendance was the rule rather than the exception, exhibitors were very much inclined to be indifferent to the possibilities represented by these non-customers. Now such patronage is badly needed at most theaters to fill out the gaps in former attendance. Fortunately, recent developments and trends within the industry have made it easier to secure this additional business, unseen under the very nose of the exhibitors.

1. Much of the offensive material in advertising and in pictures, both long and short, which drove them away from the theater, has been removed.

2. This season offers an unusual percentage of class pictures which will interest patrons of culture and discriminating taste, and a good percentage of pictures suited to the entertainment needs of the entire family.

3. The establishment of a preview service by nationally organized public groups to advise their members concerning pictures of interest to them and the regular distribution of official lists of the selected pictures to their local organizations prior to release of the subjects.

(To Be Continued)

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following friends of the industry, who are celebrating their birthdays:

Sept. 22

Eric Von Stroheim
Carlyle R. Robinson
Frances Fulton

(Continued from Page 1)

Fanchon and Jimmy Gleason are more likely to go somewhere with the children than they were a few years ago. If they think the children will not enjoy the movies, or that the movies are not good for them, they go out in the family flivver or go in for some other type of amusement.

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(To Be Continued)
For making the "Night of June 13th" an outstanding production in Paramount's 1932 schedule — Stephen Roberts has been assigned the direction of "Lives of a Bengal Lancer" — which is to be produced on a roadshow basis. Congratulations, Mr. Roberts, for a masterful job — well done!

The NIGHT of JUNE 13

with Clive Brook, Lila Lee
Charlie Ruggles, Gene Raymond
Frances Dee, Mary Boland
Adrianne Allen

Directed by Stephen Roberts
Para. Advance Rentals $500,000 Ahead of 1931
NEW CONTRACT WILL BE MODELED ALONG 5-5-5 LINES
No Big Mergers in the Air, Says N. M. Schenck

Business Improvement is Taking Place, Says Head of Loew's
West Coast Bureau of THE FILM DAILY
Los Angeles—There are no consolidations or mergers of any kind under consideration, declared Nicholas M. Schenck, president of Loew's, Inc., in reply to questions here yesterday about impending affiliations affecting big film companies. (Continued on Page 8)

5 MORE CIRCUITS SIGN COMPLETE RKO PROGRAM
Five circuits, consisting of ninety-six theaters in New England, upper New York and Canada, signed yesterday for the complete RKO feature and short subject line-up, according to Jules Levy, general sales manager. Contracts with the Shiner Circuit in New York State were closed by E. L. McEvoy. Leo (Continued on Page 8)

Marcus Baker Rejoins U. A. in Far East Post
Marcus Baker, formerly M-G-M manager in Singapore, has joined United Artists, which is resuming its own distribution in that territory. Baker, now in New York conferring with Arthur W. Kelly and other home office foreign executives, was with United Artists up to the time it discontinued the Singapore office several years ago.

International Technique In New Jannings Picture

Nice, France—A new technique whereby the main part of the picture will be made for all countries, requiring a change of only one role for the various foreign versions, is being employed on "Rai Filosofie," the Emil Jannings film being shot here by Alglas Films. Comptoir Francais Cinematographique will distribute it in France.

W. E. Cuts Service Charges in England
London—Western Electric has announced a reduction of 10% in service charges on sound equipment. The cut will go into effect the week ending Oct. 18, according to R. M. Hatfield, managing director of W. E. here.

Nine Units in Action at Fox Studios, Three More Preparing to Start Soon
Proposed Polish Quota Revised After Protest
Warsaw—Threatened withdrawal of American film interests from Poland as a result of the proposed quota law is believed to have been averted by the announcement that the Government has revised its bill following protest from business interests.

Lasky-Fox Deal Reported on Again
Sam Kaplan Announces Cut in His Own Pay
Sam Kaplan, president of Local 300, Operators' Union, has taken a voluntary one-third cut in his $21,500 annual salary, he told the "World-Telegram" yesterday, according to a story appearing in that paper. The cut started Sept. 7, the statement says.

8 Weeks' Paramount Bookings $500,000 Ahead of Last Year
Walter Bentley Forming New Circuit in England
London—An important new circuit of theaters is planned by Walter Bentley, who has taken over additional office space in anticipation of expanding his present theater operations. Bentley already has four houses, with three new (Continued on Page 8)

Paramount's film rentals for the next eight weeks, that is, contracts booked for showing, are $500,000 in excess of business on hand a year ago, it is stated in a Dow-Jones movies survey. Prospects continue bright for major companies showing profits in the last quarter, the article says.

Proposed Allied-MPTOA Draft to Include 5-5-5 Clauses
The new uniform contract, drafting of which will soon begin as a result of the recent Chicago conference between representatives of Allied and the M. P. T. O. A., is expected to be virtually the same as the 5-5-5 contract. Steps toward actual work on the agreement will (Continued on Page 8)

RADIO CITY MOVIE HOUSE WILL HAVE STAGE SHOWS
Final policy for the RKO Motion Picture theater in Radio City has been set, and the program will include, in addition to feature pictures, stage presentations of the "Chauve Souris" type as well as several acts of vaudeville. S. L. (Roxy) Rothafel told THE FILM DAILY yesterday. Both the picture house and the International Music (Continued on Page 8)

C. C. Pettijohn to Map Drive Against Legislation
Preparations for protecting the industry from offensive legislation will begin when C. C. Pettijohn of the Warner office returns to New York about Oct. 1, following his trip with Franklin D. Roosevelt's party. A big avalanche of bills, including numerous tax measures, are expected to be introduced in the various state legislatures, most of which convene (Continued on Page 8)

Two-a-Day Engagement For "Kid from Spain"
West Coast Bureau of THE FILM DAILY
Los Angeles—Warner's Western Theater changes to a two-a-day reserved seat policy for the showing of Samuel Goldwyn's Eddie Cantor vehicle, "The Kid from Spain." Premiere is set for Nov. 10, with big ceremonies.
Temporary Injunction

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THERE are good reasons for the superiority of "Certified Prints". They are made of only the finest raw stock and chemicals by the most skilled in their craft. The results of every process are predetermined. Quality is CONTROLLED.

Even though our prints now represent every action in your negative naturally and vividly, we maintain a costly research laboratory where expert chemical and technical engineers seek the means of making them MORE accurate and prolonging their life.

At Consolidated Park your negatives and prints are guarded against every conceivable hazard by modern protective devices which government and insurance officials enthusiastically endorse. And our employees' pledge to secrecy guarantees the same safety to the originality of your ideas.

Our plants can operate twenty-four hours a day and make overnight deliveries when occasion demands. They have a yearly capacity of over a billion feet of film printing.

The largest release printing contract is easily accommodated by our ample working capital. And there is always a surplus from which to make loans to our customers and finance independent production on a large scale.

If you're not already familiar with the unusual advantages offered by a large, specialized organization, send your next production to Consolidated. Compare results. You'll readily agree that twenty years of practical printing experience makes a big difference in release print quality and service.

Our New York and Hollywood plants are especially equipped to develop negatives — to render a COMPLETE film laboratory service.

CONSOLIDATED FILM INDUSTRIES, Inc.

NEW YORK   HOLLYWOOD
Young America wants *young blood* in its Westerns!

That's why handsome, *youthful* JOHN WAYNE has ousted old favorites as the reigning Saturday Matinee Idol.

That's why LOEW'S and other class circuits have grabbed the Wayne series as their first Western attractions in years.

That's why WARNERS' 4-STAR WESTERNs will change all your old ideas of the kind of money you can expect to make with this type of show!

Other reasons, too! — Adult trade attracted by Wayne's big-time rep from

"The Big Trail" and other famous hits.....

Real ticket-selling ads and accessories in the genuine Warner manner..... And typical Warner production quality, under Leon Schlesinger's supervision!

No wonder they've put Westerns back on the Big Time. No wonder *Hollywood Reporter* recommends them as "Darn good box-office on any street from Maine to Alaska!"

Stop plugging along with *average* Western grosses. Warners showed you the way to bigger profits on features..... We'll do the same for you on Westerns. Ask your exchange about them today!
ALL-THE-FAMILY
DRAW INSURED
BY REAL STAR
CASTS! ▲ ▲ ▲

Luis Alberni
Berton
Churchill
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and "DUKE" His Miracle Horse

4-STAR WESTERNS

"Ride Him, Cowboy!"
"The Big Stampede"
(Coming Soon)
"The Telegraph Trail"
"Haunted Gold"
And 2 Others

Have the Best Westerns, too!
Douglas Fairbanks in
"MR. ROBINSON CRUSOE"
United Artists. 70 mins.

GAY, NOVEL AND INTERESTING ADVENTURE OF A MODERN CRUSOE ON AN ISLAND IN THE SOUTH SEAS.

is a very modern, very resourceful and amusing hard-working Robinson Crusoe that Doug Fairbanks depicts in this South Sea jaunt. Diving off a pleasure yacht, he throws off his clothes and alone, self on an uninhabited island, it is no time before he has the place all cluttered with handiworks of his artisanship, from a big bungalow and a suspended trolley system to cocktail sets and a flock of Rube Goldberg inventions. With his faithful dog and some native animals, Doug has a great time in the charming tropical setting. Then a native beauty, running away from a forced marriage, falls in his lap, and he marries her before Saturday's day. But the tropical tribesmen eventually arrive and would burn Doug at the stake were it not for the usual lucky break which enables him to outwit the islanders and win his bet. By getting into the spirit of Doug's fun, which is not hard to get, the future can be enjoyed as a refreshing relaxation from the cares and bustle of a busy world.

Cast: Douglas Fairbanks, Maria Alba, William Farnum, Earle Browne.

Director, Edward Sutherland; Author, Tom J. Geraghty; Adaptor, same; Dialogue, same; Editor, Robert Kerr; Cameraman, Max Dupont; Recording Engineer, Walter Patman.

Direction, okay. Photography, fine.

"MAEDCHEN IN UNIFORM"
"(Girls in Uniform)"
(Im German)

Playhouse, Inc. 90 mins.

A FILM THAT WILL CREATE WIDE COMMENT BECAUSE OF UNUSUAL THEME AND ORIGINAL TREATMENT.

A great deal of advance publicity was built up for this German production because of its showings in Berlin, Paris and London, with newspapers talking of it as something different in the motion picture. It deals with life in a government boarding school in Potsdam whose headmistress is a daughter of army officers. Discipline is strict, with the head mistress a regular martinet whom the young girls fear. The principal character is an orphan girl of 14, a new pupil, unusually sensitive and yearning for love and sympathetic understanding she has never known. She develops almost a worship for one of the young teachers who provides this sympathy and kindness. The old crab of a head mistress puts an evil interpretation on 'em, but the young girl permits the old pagoda to forbid them to speak to each other, and the oversensitive child tries to commit suicide out and out. The film is shot without fear and developed with teutonic thoroughness so that in spots itdrag. But it is a beautifully conceived drama, masterfully directed and acted by a thought-provoking film, handled with a strange charm and sensitive touch. Superior English titles.


Direction, Dorothy Sagant; Author, Christa Winsloe; Adaptor, same; Dialogue, Christa Winsloe.

Direction, excellent. Photography, fine.

"IGIN'S OF BALI"

Principal Distributing. 46 mins.

VERY INTERESTING, PICTURESQUE AND INTIMATE SCREEN-JOURNEY TO BALI, WITH LIGHT NATIVE ROMANCE.

This is a refreshing and enchanting glimpse into the much discussed small island in the Dutch East Indies. The heralded beauty of the native women is revealed in excellent shots of girls at the market place, spectacular dances and attending to domestic duties. One scene shows two typical specimens of feminine pulchritude bathing in a mountain stream. Native customs, habits, industry, pleasures and ceremonies are shown in proper sequence and disclose many interesting details regarding these people of the tropics. A light romance is woven in this film, which adds to the interest. It terminates with preparations for the marriage and the customary "elopement." The scenery is magnificent and the narrative, delivered by Deane H. Dickson, is thorough and well compiled. The musical score is excellent.

Cast: Ni Wayan Tagel, Ni Wayan Ugembon, T. Kaler, I. Maria.

Director, Deane H. Dickson; Editor, Nathan Cy Braunsstein; Musical score, Louis Betancourt's Marimba Orchestra; Recording Engineer, Lyman J. Wiggins; Cameraman, S. C. Davis.

Direction, Good. Photography, Fine.

"THE CROCKED ONE" with Ben Lyon, ZaSu Pitts, James Gleason World Wide. 70 mins.

SWELL COMEDY MYSTERY THRILLER MIXES CHILLS AND GALES OF LAUGHS. SHOULD GO UP.

With this setup of thrills and uproarious comedy hitting on high from the first flash to the finale, every exhibitor who plays it can claim as his own it and at the same time have the satisfaction of any comeback. It is easily one of the best laugh numbers of the year. Cunningly, and perfectly handled in the manner of "The Gorilla," it gives you spooky thrills and suspense with a constant play of comedy that makes it a genuine treat. It is hard to say which is the best—the mystery chills or the comedy. But the combination is so skillful that it stands out from any other picture of its class. With ZaSu Pitts as the scared servant and James Gleason as the hard-boiled dumb cop, here is a comedy team that will wow everybody. Gleason takes on the tropics, but for any there is not a murder in it. At all place in a mysterious old house, with something happening every minute, either thrilling or screamingly funny. Get in back of it, for it can stand all the publicity you give it.


Director, H. Bruce Humberstone; Author, Raoul Walsh; Editor, Ralph Spence, Tim Wheelan; Cameraman, Robert B. Kurrie; Recording Engineer, William Fox.

Direction, excellent. Photography, good.

"virGInS oF BALI"

Sally Elters and Ben Lyon in "HAT CHECK GIRL"

Fox. 65 mins.

ENTERTAINING BROADWAY COMEDY DRAMA WITH GOOD BOX-OFFICE POSSIBILITIES.

Another yarn with a night club and party background and a hat check girl as its central character. The story is sentimental and inclined to wan after a while and its dialogue alternates between the coy and the bright. It's too sophisticated for children. Sally Elters plays the hat checker who meets Ben Lyon, wealthy rounder, when he finds her sleeping in his apartment after a party. Ben tries to get intimate with the girl and presumably fails but after a few disjointed sequences becomes engaged to another and announces party a blackmailing scandal sheet publisher who knows something of Sally's past is murdered and Ben gets the blame. However, justice prevails when the real murderer, who is another blackmail victim, is arrested and Ben is free to wed the gal. The players are all competent.


Director, Sidney Lanfield; Author, R. James; Adaptors, Philip Klein and Barry Conners; Cameraman, George MacWilliam; Recording Engineer, W. D. Fick.

Direction, okay. Photography, good.
**NEW BOOKS**

**On the Art and Business of Motion Pictures**

**KNOW YOUR MOVIES, The Theory and Practice of Motion Picture Production, by Welford Beaton.**


Welford Beaton has packed a mass of keen analytical thinking about the film industry into this compact book. Every body interested in motion pictures will find it both illuminating and provocative. The author seems to know that you are not going to agree with everything he says, and he is satisfied if he can cause you to exert your mentality in an effort to prove him wrong. At a stimulating, the contents of the book easily rank as the most potent tome that has come from the motion picture literature. Beaton's courageous insistence that the discarding of silents and the general depression caused by the situation will lead to an unwanted emphasis on the sometimes lazy, fatuous book. The first is too obviously erroneous to merit discussion. The second, if it only succeeds in scare-heading producers into reducing the amount of dialogue, can correspondingly increase the amount of action, will more than justify its extremity. More acceptable and informative are Beaton's comments on filmic motion picture music, sound, writing the screen story, acting, psychological analysis of imagination, musical productions, treatment of production, with its emphasis on system, stage vs. screen, and numerous other relevant topics. All in all, whether or not the suggestions offered by Beaton for improving the situation can be adopted 100 per cent as sound and practical, the volume gives a sufficient elucidation of screen art to make it decisionally worth reading.
A LITTLE FROM "LOTS"

By RALPH WILK

BARBARA STANWYCK's next starring picture for Warners will be "Women in Prison," with Preston Foster and Aline MacMahon, now in New York, will also be prominent in the cast. "Women in Prison" will be based on an unproduced play by Carlton Miles and Dorothy Mackaye.

Ben Stoloff will direct "Metropolitan Garage," third of the series of features which Charles R. Rogers is producing for Paramount. Ed- mund Lowe heads the cast.

Phylis Fraser, Radio Pictures starlet, has received a contract renewal.

Ben Grauman Kohn, former Para- mond star, has changed his pen-name of Kurt Kempler on the last four stories he has sold, being signed by M. H. Hoffman, president of Allied Pictures, to write an original, "A Shriek in the Night."

George B. Seitz will supervise all Buck Jones westerns for Columbia. He is now completing "Wild Horse Stampede." Ben Pivar will concentra- tive on the Action series.

Robert E. Sherwood has begun work on "The Education of a Prince- cess," which is adapting to the screen for M-G-M.

ROOSEVELT AT PAGEANT
West Coast Bureau of THE FILM DAIL Y

Hollywood—Governor Franklin D. Roosevelt, in his last speaking tour, will be guest of honor at the Motion Picture Electrical Parade and Sports Pageant to be held tomorrow night in the Olympic Stadium. J. L. Warner, head of the motion picture division of the Roosevelt campaign organization in Los Angeles, is also chairman of the Parade and Pageant, which are being given for motion picture chari- ties.

WARNER RELEASE CHANGES
"Secret Dawn" and "Three on a Match," originally set for release Oct. 29 and Nov. 5, respectively, have been switched by Warner Bros. The change has been made to let "They Call It Sin" work on the schedule and to open Nov. 5 instead of Nov. 12.

TERRY-TOON AT ROXY
"Southern Rhythm," Educational Terry-Toon, is playing a 1-st engagement this week at the Roxy.

ABRAHAM COHEN DEAD
Detroit—Abraham Cohen, owner of the Hollywood, died yesterday at the age of 66.

RICHTHOFEN IN DETROIT
"Richthofen the Red Ace of Germany," German production, synchronized, with English titles, has been booked by the Little Cinema. Symon Gould of New York is the distributor.

WM. ANTHONY McGUIRE ILL
West Coast Bureau of THE FILM DAIL Y


DICK FARRELL IN FKLYN

Dick Farrell, who has handled publicity for RKO theaters in vari- ous parts of the New England territory, is now in charge of publicity for the circuit's Brook- lyn houses.

THE NEW STANDARD CONTRACT WILL BE ON 5-5-5 LINES

(Continued from Page 1)

be taken at the conference planned by the joint exhibitor contract com- mittee in Washington on Sept. 29. Indications are that practically every clause agreed upon for the 5-5-5 contract will be incorporated in the proposed new contract, as there are no expiring contracts in conditions since drafting of the 5-5-5. More latitude may be sought, however, in cancellation privileges. As a highlight of the planned con- tract, as in the 5-5-5 agreement, there will be provisions for an ar- bitration system.

5 More Circuits Sign Complete RKO Program

(Continued from Page 1)


Walter Bentley Forming New Circuit in England

(Continued from Page 1)

ones in prospect and others likely. Latest to be added is the New Luxor, Eastbourne, opening next year.

C. C. Pettitjohn to Map Drive Against Legislation

(Continued from Page 1)

in January. However, new legislative measures proposed by the M. P. T. O. A.-Allied conference in Chicago are at present slated for introduction in Congress when this body goes into session in December.

New Incorporations

NEW YORK CHARTERS
Argos Productions, motion pictured company; B. H. Wesley, 729 Seventh Ave., New York, 200 shares common.

Admiration Pictures Corp., motion pictures; Phillips & Nizer, 1560 Broadway, New York, 200 shares common.

Sim Amusement Corp., amusement de- vices; S. H. Kuegel, 70 Pine St., New York, 50 shares common.

Golden Productions, motion pictures; E. P. Yassell, 291 Broadway, New York, $50,000.

Centipede, photographic business; M. Dilli- mond, 595 Madison Ave., New York, 100 shares common.

Odeon-Roosevelt Theater Corp., theatricals; Kennedy, 719 East 2nd St., New York, 100 shares common.

Herrick Photo, photographic business; M. B.Nilsson, James St., New York, 200 shares common.

NEW JERSEY CHARTERS
Ashor Amusement Co., Atlantic City, op- erate amusement enterprises; Garson & Gar- son, Atlantic City, N. J., $125,000.

DELWARE CHARITER
Minnesota Amusement Co., Wilmington, Del., operate theaters, plates of assessment; Corporation Trust Co., Dover, Del., 100 shares common.

NO BIG MEGERS IN AIR
SAYS NICHOLAS SCHENCK

Schenck said theater attendance, after a long decline, had been holding steady or improving in the last 60 days. At a time attendance also is holding up, he stated.

Nine Units in Action
At Fox Film Studios

(Continued from Page 1)


Radio City Movie House
William Powell Stage Shows

(Continued from Page 1)

Hall will be complete in a few weeks, but will not be opened until the first of the year. The picture theater will have its formal opening two days ahead of the music hall.

FINISH INDIE MUSICAL
"It Happened in Paris," founded on "The Two Orphans," has been completed by Picture Classics, Inc., at the Ideal Studios, Hudson Heights, N. J. It is one of the first independent musicals and in the cast are Rammy Weeks Eva Lorraine, Taylor Holmes, Isabel Bering, Cur- ties Cooksey, Anne Sutherland, Woods Miller, Max Fizman, Fred Eide, Robert Camminesi, Al Astley, Town Quartette and Nat Shilkret's Orchestra. It was produced and di- rected by W. J. Weisfeld.

"PHANTOM EXPRESS" HOLDS
"Majestic's "The Phantom Express" will be held over at the Globe on Broadway.

COMING & GOING

GILBERT ADRIAN, for several years chief costume designer at the M-G-M studio, has arrived in New York to study new sec- tion of the Andy Meller Studios.

LAWRENCE TIBBETT arrived from abroad yesterday in the studio where "Fidelma" is being shot. "Fidelma" is the first color Opera produced in America.

BUNNIE BARNES and FRANK LAW- TOW, of the Artists Booking Bureau, are here to take delivery of Irene Brown arrives on the rehearsal, all for Fox's production of "Gбольная." It is the second color picture produced in America.

HARRY GOETZ of Reliance Pictures, now on location in England, will con- fer on new season production plans, will return to New York in two weeks.

ANGELA GRANT, who was scheduled to arrive yesterday from the coast, will appear at the Roxy this evening. Winter Garden, where, his first National performances were to appear, his good, is a feature of this evening's program.

CRANDALL VAN DUSEN, dialogue re- turns for some of the shooting at Forts in the coast today.

NOMINATIONS FOR THE 22nd ANNUAL
Academy Awards will be made at the pre- sent annual meeting of the Academy of Motion Picture Arts & Sciences, to be held at the Biltmore Hotel on March 7.

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N. Y. Independent Circuits Conclude Product Deals

ERPI SETTLES MUSIC CONTROVERSY FOR $825,000

Start Probing West Coast Product Monopoly Charge

Government Investigating Independents' Claims Against Circuit

West Coast Bureau of THE FILM DAILY

Los Angeles — Thomas Cullen, chief of the Los Angeles Bureau of Department of Justice, heads the investigation of charges made by independent exhibitors of southern California that Fox West Coast has monopolized the purchase of product, thereby handicapping independents. The exhibitors claim the al-

(Continued on Page 2)

PLYMOUTH WILL MAKE 6 INDEPENDENT FEATURES

West Coast Bureau of THE FILM DAILY

Hollywood — "Mazie," by Frank Gay, is the first of six features planned by Plymouth Pictures for the independent market. Dorothy Lee is starred, with Dallas Fitzgerald directing.

Williams Again Heads California Theatrical Ass'n

Modesto, Cal. — At the annual meeting of the California State Theatrical Ass'n, the following officers were elected: F. B. Williams, San Francisco, re-elected president; R. H. Harrison, Sacramento, vice-president; Anthony L. Noriega, San Francisco, re-elected secretary-treasurer; L. G. Blix, H. R. Snow, J. W. Southwick, W. Feddorik, Al Dial and E. H. Dowell, executive committee.

Better Films Campaign launched in New Orleans

* Orleans—Saturday matinees for kids. Nights in neighborhood houses, and charity matinees will be employed by Films Committee of the Louisiana Educational Ass'n in a drive to get in better films. The drive will not undertake arbitrary pu-

MEMOIRS' SHORTS SERIES BEING MADE
FROM OLD ESSANAY FILES IN CHICAGO

Carlyle Barrett Shifted By Warners to Pittsburgh

Emanuel Cohen Laundered by Sam Katz

Emanuel Cohen's accomplishments in "revitalizing" the Paramount studios on the coast are the subject of a laudatory article, signed by Sam Katz, in the leading front-page spot of the current "Screen Opinion." Katz credits Cohen with building up a high morale throughout the studio, as well as making improvements in production

(Continued on Page 2)

CHICAGO POLICE TIGHTEN GANG FILM BAN

Chicago—Orders have been issued by the police department to the local censor calling for further tightening of the edict against gang films here. One picture was barred this week even though the gangster contents were only an incidental part of the action

'Memoirs' Shorts Series Being Made From Old Essanay Files in Chicago

Carlyle G. Barrett, for several years Massachusetts district manager for Warner Theaters, has been transferred to the Pittsburgh territory.

Schine, Benton Circuits Sign Full Warner Output

Booking deals covering the entire Warner-First National-Vita- phone output have been closed by Warners with the Schine Circuit of 25 houses in New York and Ohio and the Benton Circuit of 10 the-

Product Deals Are Concluded By N. Y. Independent Circuits

3 Theater Reopenings Slated in Fort Worth

Fort Worth, Tex.—Two leading houses here, Publix's Palace and the RKO Majestic, are to reopen in October, while a neighborhood house, the Owl, has been taken over by M. C. Embry Amusement Co. and is being renovated for reopening next week. The Palace opens Oct. 2 with a film policy, while the Majestic starts Oct. 30 with vaudeville

Chicago Police Tighten Gang Film Ban

Chicago—Orders have been issued by the police department to the local censor calling for further tightening of the edict against gang films here. One picture was barred this week even though the gangster contents were only an incidental part of the action

(Continued on Page 2)

New Agreement is Being Made for Future Use of Music

A $825,000 settlement was made yesterday in the controversies arising out of the domestic copyright music agreement between John G. Paine, acting as agent and trustee for the music publishers, and Educational Research Products, acting for its producer-licensors.

This means the withdrawal of the suit instituted by Paine some

(Continued on Page 2)

MANY PUBLIX REOPENINGS HINGE ON LABOR PARLIES

In addition to a score of houses recently placed in operation, Publix is considering many more reopenings provided that any existing union deals are concluded. Houses recently opened and managers assigned to them are: D. J. Chat-

(Continued on Page 2)

Philly Golf Tournament Surpasses Former Events

Philadelphia—A downhill in the afternoon failed to dampen the ardor of the golf enthusiasts who turned out in big numbers for the annual tournament sponsored by "The Exhibitor" and held at the Lu Lu Country Club. It was voted

(Continued on Page 2)

Non-Allied Chicago Exhibs Still Undecided on Duals

Chicago—Independent houses in this terri-

(Continued on Page 2)
$82,500 Settlement by Erpi in Music Suit
(Continued from Page 1)
time ago on behalf of music publish-
er. The settlement is to be entered into at once to per-
mit use of the music of Paine’s
publishers to conclude the nego-
tiation of a new long-term agree-
ment that will replace which expired on Sept. 4.

Independent Circuits
Close Product Deals
(Continued from Page 1)
Paramount pictures and is negoti-
ating for Fox product. Double-
featuring will be continued by Man-
hattan due to all product being sub-
sequent run, according to Steinman.
Consolidated circuit has booked Cu-
lumbia and RKO. The Lee Osa-
circuit is reported to have booked
Fox, Warner, Columbia, RKO and
one other company’s product.

Cohen’s Accomplishments
Are Praised by Sam Katz
(Continued from Page 1)
methods, including casting, story-
gathering and assignment of work-
the tasks they like best.
Cohen’s assistants in this work
included Albert Kaufman, Harold
Hurler, Merrit Hubard, 4. M.
Ling, Russell Holman, George
Palmer Putnam, D. A. Donan, Henry
Salisbury, Maud Miller, H settings
Innes, Miles Gibson, Frank Vreeland
and Albert Hirsch.

Many Publ’x Reopenings
Hinge on Labor Parleys
(Continued from Page 1)
report: Garden, Greenfield, Mass., C.
J. Lawler, manager; Gorman, Fram-
pton, Mass., Wm. Hartnett, man-
ger.

Hoffenberg Gets Bad Film
J. H. Hoffenberg Co. has acquired
distribution of “Isle of Paradise” for
English-speaking countries and is
preparing a Spanish version to be
followed by versions in other lan-
guages.

Ornitz on Vacation
Samuel Ornitz, who recently com-
mited “Men of America” as his
fourth RKO script on the coast, is
expected to be on vacation in New
York. He returns to the studio
Oct. 15.

NASSAU • MIAMI • HAVANA • CRUISES
$115...12½ DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2
days in Miami, 2½ days in Havana.
Or take round-trip to Nassau only and stay 7 days at the Royal Victoria
hotel for $125. Forthnightly sailings by S. S. Monarou on Saturdays.

BERMUDA
$45 Round Trip
Twice weekly sailings, 21,000 tons S.S.
Pan America and sister ships, all air,
outside rooms mostly with beds and
private baths, 5 days, including day
at hotel in Bermuda $61; 7 days $73. S.S.
Magellan goes direct to dock at Hamilton.

For information on the Free Trip 'Stagnant Contest, see any Tourist
Agent or write the Monunex Line.
All sailings from Pier 64, N.Y. New York.
For further information see local travel
agent.

MUNSON
67 Wall Street, N.Y. Bowling
Wilton Hotel
100

THE INDUSTRY’S
DATE BOOK
Vol. LX, No. 72 Saturday, Sept. 24, 1932 Price 5 Cents
Promise your customers...

A MILE OF MERRIMENT

5874 feet (to be exact) of fast-paced fun... with sweet Sally Eilers as a ha-cha hat check miss who has everything and misses nothing. This will make her more popular than ever... not to mention your theatre.

Says
Hollywood Reporter
"Charming romantic comedy that flappers and the woman trade generally will do handsprings over... should pay off in any kind of a house."

Going Over:
"CONGORILLA"
WILL ROGERS in "DOWN TO EARTH"
"CHANDU the Magician" with Edmund Lowe and Bela Lugosi

Coming Up:
"SIX HOURS TO LIVE"
Warner Baxter, John Boles, Miriam Jordan
"RACKETY RAY"
Vctor McLaglen, Greta Nissen and a big squad of All-American coaches and players
ZANE GREY'S epochal "THE GOLDEN WEST"
JANET GAYNOR & CHARLES FARRELL in "TESS of the Storm Country"
CLARA BOW in "CALL HER SAVAGE"

HAT CHECK GIRL
SALLY EILERS
BEN LYON

Ginger Rogers • Monroe Owsley
Arthur Pierson

From the novel by
Rian James

Directed by SIDNEY LANFIELD

Watch Fox this year
HOLLYWOOD

PHIL GOLDSMITH has signed George E. Stone for an important role in "The Betrayal," fourth Majestic feature. John Krafft wrote the story. Christy Cabanne will direct.

* * *

Shooting has started on "As the Crows Fly," the first comedy in Educational's series of two-reelers starring Moran and Mack. Harry Edwards is directing.

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"The Face in the Sky," a comedy classic, will be Myles Connelly's first production for Fox Films, probably with James Dunn in the lead. It's an original by Connelly, and Fox executives feel they will make the screen adaptation.

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Our Passing Show: William Slavens McNutt is being congratulated because his yacht, Fathay, won the Santa Barbara to Honolulu race; Eddie Cline, Osslow Stevens, Manny Wolfe, Abe Randel, Doug Hodges, Abram Simon, N. Brewer Morse, Leo Morrison, Laura D. Wilek, Eugene Tackeray, Kubek Glazman, Ben Holmes, Maxwell Arnow, Nat Levine, Barney Sarkey at the opening of "Loudar, Please" at the Pasadena Community Playhouse.

* * *

Overheard on the Sennett lot: Wally Ford: "What do you mean by saying you'll marry a man because of his figure?" Marjorie Beebe:

IN THE HEART OF HOLLYWOOD'S most convenient hotel, next to famous studios, theaters, cafes and shops... ten minutes from golf courses, bridge paths, etc.

The Plaza Hotel is quiet, luxuriously furnished, with restful beds, slanting tub and showers, excellent service and cuisine, convenient parking, modern convenience for your comfort.

European plan $2.50 and up, single, $5.50 and up; double $4.50 and up; twin beds. Special weekly and monthly rates.

Look for the "Doorway of Hospitality"

HOLLYWOOD PLAZA

VINE ST. AT HOLLYWOOD BLVD.

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A LITTLE From "LOTS"

By RALPH WILK

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HOLLYWOOD
A Public Relations Program for Exhibitors

This is the fourth installment of a practical series written by F. L. T. D. T. Co. to help exhibitors increase patronage, avoid adverse local censorship and make their theaters a real community asset. Complete series may be had by writing "The Film Daily," 162 Broadway, New York.

A Plan to Boost Patronage

The problem may then be restated in terms of these groups, institutions or organizations which exist in almost every community where there is a motion picture theater. To win the active interest of these groups or organizations a mutually acceptable formula must obviously be discovered for each of them through which the leaders and the exhibitor can successfully direct the interests of their members into the defense of picture support which will show results in the box-office.

Having found that formula, the next question is the development of methods by which the resulting influence can be broadcast and multiplied in the locality where each group or organization operates. The organizations which usually become interested in such a program are: Community organizations, schools, public libraries, clubs organized for cultural, social and other purposes, etc. The methods by which their influence is multiplied are:

1. Speeches, sermons, notices on the regular bulletin, discussions at club meetings, etc.
2. Organized telephone messages.
4. Newspaper accounts, including speeches, reports of club activities and especially lists of recommended pictures.

The successful formula for each of these groups may be outlined as follows:

Organized Groups

During the war organized club women acquired a sense of real achievement in the discharge of one duty after another suggested to them by the various agencies of the Government. Since the war these groups have turned their attention to civic welfare and other socially valuable pursuits. They are no longer satisfied with the trivial programs that contented them before the war days; they represent culture above the average level of the community, economic independence which provides leisure time, a yearning to help direct affairs in the town or neighborhood and a growing impression of the importance and social interest of the motion picture industry.

Forming Film Committee

Emergency Unemployment Relief Committee, of which Albert A. Biright and F. W. Telpel of Manufacturers Trust Co. are vice-chairmen, is organizing a motion picture committee. Campaign starts Nov. 10.

RUTH HALL WITH FREULER

West Side Bureau of Film Daily, Inc.

Hollywood, Ruth Hall, who has the feminine lead in Eddie Cantor's "The Kid From Spain," has been signed by Freuler Film Associates to appear opposite Grant Withers in "The Gambling Sex." Maston Williams and John St. Polis also have been added to the cast. Fred Newman will direct.

To civic, welfare and socially valuable pursuits. They are no longer satisfied with the trivial programs that contented them before the war days; they represent culture above the average level of the community, economic independence which provides leisure time, a yearning to help direct affairs in the town or neighborhood and a growing impression of the importance and social interest of the motion picture industry.

Porter H. Evans Slated As S. M. P. E. Chairman

The election of Porter H. Evans as chairman of the New York Section of the S. M. P. E. is expected to be announced at the joint meeting of the section and the S. M. P. E. in New York City later this year.

MRS. FINSKIE INJURED

Denver, Mrs. Louis Finskie, wife of the Publix district manager, was severely cut and bruised in an auto accident.

WHITNEY IN BOULDER

Boulder, Colo., Gerald Whitney, formerly of Denver, is now city manager here for Fox West Coast, which has the Curran and Isis. George Paton has been transferred from here to the Longmont in Longmont, succeeding Millard Gettier, resigned.

UNION OFFICERS TO DENVER

Denver—International officers are on their way here to try to settle the stage hand dispute. Meanwhile the Orpheum and Denver are using no acts or orchestra.

NEW INDIANA FIRM

Indianapolis—Articles of incorporation have been filed by Arthur J. Theaters Corp., Evansville. Incorporators are A. O. Hasseman, C. M. Sherwood and N. B. Severin.

THE Film DAILY

NEW YORK, Sept. 24, 1932

COCOM & GOING

LILLIAN GISH arrived on the European coast yesterday on her trip abroad.

EDWARD EVERETT HORTON left the Coast yesterday en route to New York and Paris to sail Oct. 1 for a two-months' vacation in Europe.

ADELA ROGERS ST. JOHN leaves the Coast tomorrow on a six-weeks' vacation in Spain.

CLAUDE MACGOWAN, Mayfair executive producer, arrives this morning from Hollywood via New York. He leaves tomorrow after visiting various key cities en route from the Coast.

G. V. VEDDER, who left the Coast yesterday, has reached New York to handle the opening of Columbia's "Washington Square." Reviewing "The Romance of Pinky."-

WILL VAN LEER is in Baltimore handling the opening of Columbia's "Washington Square." Reviewing "The Romance of Pinky." -

WERNER K. WISHER of Warner Theaters is back from an upstate trip.

NOW COMES Harry Spiegel, operating the Family theater in Scranton, Pa., who claims that he has had only one losing week in the last 80! And Harry admits there is no trick to it; he has plenty of opposition, but he has studied his audience, caters to them. He has a personal acquaintance with them, makes them feel that they are his personal guests when they enter his house... and he makes it a point to spend more in advertising and publicity than the other fellow. He never has a giveaway night and features the Harry Starkey that folks want nothing but Pictures. He asked for personal Attention. He gives 'em both and is doing very nicely, thank you.

NO WE HAVE it on the word of Jack Cohn that a small exhibitor in the south of France found the going very tough... receipts kept dwindling to the vanishing point. So he gets a bright idea... and notifies the community that from now on they can bring their whole families to his theater as his guests. They all came as they were... and said casually that if they were pleased by the show they might drop in at the box-office, and away on the way out... whatever they considered the entertainment was worth and now he is collecting more cents than he ever did!

YOU CAN buy Liberty for a nickel but that's about all it's worth in this country.

PORTER H. EVANS SLATED AS S. M. P. E. CHAIRMAN

Election of Porter H. Evans as chairman of the New York Section of the S. M. P. E. is expected to be announced at the joint meeting of the section and the S. M. P. E. in New York City later this year. Voting is now in progress via mail. Announcement will also formally be made of the re-election of Dr. A. N. Goldsmith as president of the S. M. P. E.

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NEWS of the DAY

St. Louis — W. E. Green of Atlanta, who will operate the St. Louis Theater Program Co., has leased a building at 3311 Olive Street.

Philosophy of the company is that Chicago has leased space for a branch office at 3313 Olive Street. J. Weinberg will be in charge.

St. Louis — The German Film Theater in the German House, 2345 Lafayette Avenue, has reopened under new management.

Kansas City—The Mainstreet, according to Lawrence Lehman, managing director, will play Fanchon and Marco shows weekly.

F. & M. ACTS FOR ARTHUR

Bridgeport, Conn.—Ten acts of Fanchon & Marco vaudeville, plus a first-run feature, will be presented Mondays and Fridays at the Lynn, Harry Arthur house, at 40 cents top.

ROB CLEVELAND EXCHANGE

Cleveland—Roberts got $110 in a holdup of the Paramount exchange.

They held Manager John Himmlin and Howard Roth, feature booker, at the point of guns.

"TIGER SHARK" SETS RECORD

Cleveland—Opening of Edward G. Robinson in "Tiger Shark" at the Lake set a first-night record in the history of the Warner house, according to the management.

REPLACES EYESELL

Harry Lustgarten has been appointed city manager of Paramount theaters, replacing Gus Eysell, who has been transferred to Kansas City.

CHAPLIN KIDS SUIT OFF

West Coast Bureau of THE FILM DAILY

Hollywood—Lita Grey Chaplin and second court attempt to place her two boys in a Fox picture case has come to an end, for the present at least. On motion of her lawyer, the petition was taken off the Superior Court calendar.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry who are celebrating their Birthdays:

Sept. 24-25

Winfred E. Sheehan

Paul Guillet

Julie Faye

Harvey B. Day

L. A. Rockett

Ray Wray

Robert Wyler

Al Cocke

Albert Kaufman

Edward A. Rottman
Short Shots from New York Studios

By “C. A.”

TITTLE JACK LITTLE, supported by William Hall and Irene Beasley, will be featured in the next of the series of Nick Kenny shorts being produced by William Rowland-Monte Brice Productions. It goes in production Saturday at the Eastern Service studio.

“Moonbeams,” two-reel musical comedy based on the recent total eclipse and starring Col. Stoomangle and Rudd, was completed last week by Vitaphone.

The original dialogue and continuity on the “Horror,” recently completed at the Atlas Sound studio by the F. P. Productions, was done by Basil Smith.

Joe Cunningham, newspaperman, radio writer, and after-dinner speaker, has been commissioned to write the dialogue for the new Young George Vanderbilt’s recent expedition to the waters of the tropics, directed by Al Young of Du-Art.

Shooting on the first of a series of 26 industrial shorts to be produced by Louis Simon for Mutual Pictures Corp. is scheduled to start next week at the Atlas Sound studio. J. Burghi Conner will be in charge of camera work. George S. Guillette, head of Atlas, says these pictures embody a new and novel treatment in their field, employing a regular cast and story treatment, with advertising angle being incidental.

Herman Ruby, scenario chief at the Vitaphone studio, has assigned Jack Henley and Glen Lambert to write the dialogue for the next series of four “Big V” comedy on the new release schedule. It is titled “Wrong-Armed” and will be directed by Al Goulding. Stewart Stuart, casting director, is lining up a large supporting cast of Broadway players for this film.

Re-recording of an Italian feature, “Should a Girl Marry?” has been completed at the Atlas studio.

PREPARING FOR S.R.O.

Warner Bros. began distribution yesterday of S.R.O. signs in two colors and on heavy board 7 1/2 x 10 inches. Copy on the signs, which have a string for hanging on the box-office, reads “Standing Room Only,—of course its a Warner Bros. Hit.” Distribution will be effected through the Warner Bros. exchanges.

Polish Musical Film Here

“Puszta-Ulundi” to be the first Polish musical comedy film, opens tomorrow at the Fifth Ave. theater, Broad- way. And 25th Street. Tows Polish-American Film Co. is handling the picture.

Marlene Dietrich in “BLONDE VENUS” with Herbert Marshall, Cary Grant, Dickie Moore

Paramount 80 mins.

“MARLENE DIETRICH IN DIFFERENT TYPE ROLE LOOKS BOX-OFFICE DESPITE SOME WEAKNESS IN VEHICLE.

While there is no doubt about the public being ready to flock to see the new Marlene Dietrich picture, many are going to find a different type of Marlene from what they expected, and whether she will like her or not is entirely a matter of taste. The story is not exactly family type, since it shows a wife and mother continually turning to the streets in order to get money for her ailing husband and then to support her little boy. However, Joseph von Sternberg has built a handsome production and there are excellent performances by Herbert Marshall as the sick husband, Dickie Moore as the boy, and Cary Grant as a character who is largely responsible for the wife’s downfall, in the end takes her back to her home.


Direction, fair. Photography, good.

“EXPOSED” with William Collier, Jnr., Barbara Kent Eagle Productions 63 mins.

WEAK AND UNCONVINCING UNDERWORLD DRAMA GETS NOWHERE IN POORLY CONSTRUCTED STORY.

This is one of those careless productions that started with a poor continuity and when it has run its year, is outdated anyway. William Collier, Jnr. is a young hospital doctor hired by a gangster chief to attend his men who get shot up by the police and other gangsters. When he will like her or not is entirely a matter of taste. The story is not exactly family type, since it shows a wife and mother continually turning to the streets in order to get money for her ailing husband and then to support her little boy. However, Joseph von Sternberg has built a handsome production and there are excellent performances by Herbert Marshall as the sick husband, Dickie Moore as the boy, and Cary Grant as a character who is largely responsible for the wife’s downfall, in the end takes her back to her home.


Director: Albert Herman. Author: Max Gordon. Adaptor, same: Dialoguer, same. No other credits listed.

Direction, Weak Photography. Okay.

“KLONDIKE” with Lieut.-Commander Frank Hawks, Lyle Talbot, Thelma Todd, Henry B. Walthall, Priscilla Dean

Monogram 68 mins.

MELODRAMA IN ALASKAN SETTING HAS STRONG PLOT AND LOOKS GOOD FOR POPULAR PRICE HOUSES.

A good dramatic situation forms the basis of this picture and, while a more effective result might have been achieved, the story ought to please the pop neighborhood crowds. It’s about a young physi- cian, L. T. Todd who loses his practice because one of his prominent patients dies following a long-chance operation. He joins a friend in a long air flight, but while over Alaska they have a mishap in which the pilot is killed, while the doctor is rescued. At the trading post where he is taken, there is a young man afflicted with the same ailment which brought about the doctor’s exile, and in response to pleas from the lad’s father the doc performs operation. The result is cure, the patient pretends to be still afflicted in order to lose his faithful girl friend, Thelma Todd, who has fallen for the doc. Naturally the duplicity is discovered and the way cleared for the lovers.


Director: Phil Rosen. Author: Tristam Tupper. Adaptor, same: Dialoguer, same.

Direction, fair. Photography, okay.

“White Eagle” with Buck Jones Columbia 64 mins.

SWELL DRAMA OF PIONEER DAYS WITH INDIANS AND CAVALRY TROOPS IN COMBAT WILL GET THE KIDS.

Buck Jones will wow the kids in this one, for he appears as an Indian brave and leads his white in the same spirit. Buck rides the pony express for the palefaces. A crooked government agent and his gang rob the stage and real cavalry horse is captured. Buck’s tribe of friendly Indians committed the outrages. Buck knows his man is innocent, but cannot prove it. When war breaks out, he joins up with the redmen, and goes back to his Indian costume and war paint. The kidnapping of the girl with whom he is in love helps Jones pin the crimes on the leader and his gang, who are cleaned up by the Indian tribe in a hot fight. The Indian chief then reveals that Buck Jones is his adopted son, stolen in infancy after a raid on a white settlement. As the son of a famous old army captain, Jones can claim the girl as his future wife. The Indian and cavalry stuff are very realistic, and will get a big hand from the young-sters.


Direction, Very Good. Photography, Good.
NOW BOOKING
HARRY RICHMAN in "I Love a Parade"
THE JESTERS, "Pop, Vim and Vigor"
One-reel features, Radio Series
STANLEY DISTRIBUTING CORP.
729 Seventh Ave. New York City
Telephone Bryant 9-2812

"Lucky Girl"
Gene Gerrard in a riotous musical comedy of Kings, Queens and jewel thieves.
POWERS PICTURES, INC.
723-7th Ave. Bryant 9-6067
N. Y. Exchange, 630—9th Ave.

LIGHTING EQUIPMENT
SALES : SERVICE : RENTALS
We Light Studios—Theatre Fronts
Studio Sets—Generator Trucks Furnished
MOTION PICTURE SERVICE CO.
318-320 W. 48th St., N. Y. Tel. Chic. 4-2074

WILD WOMEN of BORNEO
PERCENTAGE ENGAGEMENTS
Now Booking Nationally
The World's Leading Independent
First Division Exchanges, Inc.
Buffalo, Albany, Wash., Phila., N. Y. 630—9th Ave., N.Y.C. Tel. Penn. 6-4424

"PHANTOM EXPRESS"
Emory Johnson Railroad Thriller
NOW 2nd BIG WEEK
GLOBE THEATRE, N. Y. C.
A Majestic Picture
CAPITAL FILM EXCHANGE Penn. 6-9550-51-52-58

State Right Buyers
THE HEAD HUNTERS of PAPUA
Now Available to Wire Exchange
RELIANCE FILM EXCHANGE
729—7th AVENUE
Bryant 9-5395

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723-7th Ave. Bryant 9-6067
N. Y. Exchange, 630—9th Ave.
ACCLAIMED last year as a sensational medium for use with incandescent lights, Eastman Super-sensitive “Pan” has since proved equally valuable under arcs or daylight. Promising revolutionary advances in its original form, it has made even more surprising progress with its non-halation gray backing. Today, with rigid economy at a premium, it is at the peak of its importance. It gives the industry finest quality and maximum efficiency on every conceivable kind of “shot.” Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE PANCHROMATIC NEGATIVE (GRAY-BACKED)
**Business 25% Better in Canton Area**

Canton—Theater business in this territory is up about 25 per cent since Labor Day. A. H. Boehrig, Loew's manager, reports a decided improvement, due chiefly to “Grand Hotel.” F. E. Wade, new Warner manager, says his circuit’s houses are 25 per cent ahead of August, with theaters in Alliance and Massillon also doing better. Grind houses likewise are doing better, with the Valentine and Strand here getting a good play, according to Joe Calla, manager. Increased prices at the de luxe theaters has not affected attendance.

---

**David O. Selznick Says Music Is Back in Pictures to Stay**

**THE FILM DAILY**

“Without an undercurrent of music a film play is cold. Just as some actors and actresses require that music be played on the set in order to get into powerful emotional moods, so are audiences placed in a more responsive mood to a picture with proper music.”

---

**Allied Federation in East Planned**

Preliminary discussions have been held in connection with a plan to form a federation of Allied units in the east, with headquarters established in New York City. State organizations to be embraced in the association would include New York, New Jersey and the New England unit. Further consideration of the plan is slated for New Jersey and New York Allied meetings scheduled during the next month.

---

**Exhib Units’ War on Dists Causes no Circuit Withdrawals**

Despite the militant program against major distributors proposed at the recent Chicago conference between Allied and the M.P.T.O.A., there is no perceptible disposition on the part of producer-owned circuits to withdraw from the national exhibitor organizations, a checkup made by THE FILM DAILY discloses. So far no meetings have been held.

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**U. S. Distributors Would Be Hit by Australian Consolidation**

Sydney (By Cable)—Merger of Hoyt’s Theaters, controlled by Fox Film, and Greater Union Theaters will be forced by the English-Scottish-Australian Bank, holders of debentures of both circuits, unless unexpected developments occur. If the merger is consummated, the effect on American distributors will be disastrous, as the elimination of circuit competition will force them to accept prices offered. Fox could not be reached for comment.

---

**Western Series Shorts Planned by Indep’t Unit**

Hollywood—Francis Corby, with Hal Lyons and Mac Reader as associates, will produce a series of two-reel aviation pictures, with two finished, and there will be a series of westerns.

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**Harry Goldberg Appointed RKO Chicago City Mgr.**

Harry Goldberg, formerly a Fox division manager and recently in charge of the Albee, Brooklyn, is becoming city manager for RKO in Chicago. Nate Blumberg assumes his duties in charge of the Chicago-Omaha division of RKO on Sept. 28, with Morgan Ames as his assistant. Nineteen houses are in the division.

---

**Cambria to Tell Roxy Plans**

At a tea to be given tomorrow afternoon in the Hotel St. Moritz, Frank Cambria, managing director of the Roxy, will make announcement of plans for renaming the house as well as future presentation policy.
Second Warner Exhibit
Planned for Jan. or Feb.
(Continued from Page 1)

Second Warner Exhibit
Planned for Jan. or Feb.
(Continued from Page 1)

by affiliated circuit representatives on the matter, it is understood. Affiliated theaters figure importantly in the M.P.T.O.A. financing through membership fees paid to various state units. A number of affiliated houses also indirectly contribute to Allied.
POWERFUL DRAMATIC THRILL FOR ANY BOX OFFICE

is this authentic drama of man's eternal struggle against the ruthless, unconquered North.

"Another picture to be added to the distinguished list."—Robert E. Sherwood, New York Evening Post.

"Stands shoulder to shoulder with 'Chang.'"—New York Evening Journal.


"Stampede of caribou is the most spectacular sequence."—New York Daily News.

"Tremendously exciting."—Baltimore Sun.

"THE SILENT ENEMY"

A modernized version of a picture which Paramount played in key spots. Improved and cut down to seven reels for general release for the independent market.

Territorial Rights Now Available

SCREENART PICTURES, Inc.

25 West 45th St.
New York City

Telephone
MEDallion 3-5412
THE DAILY

A Public Relations Program for Exhibitors

This is the fifth installment of a practical campaign compiled by the M.P.T.O. to help exhibitors increase patronage, avoid obstreperous behavior, and make their theaters a center of community interest. Complete copies may be had by writing THE FILM DAILY or direct to the Motion Picture Theater Owners of America, 1500 Broadway, New York.

Club Activities

The essential basis for all the club activities that have developed is the preceding service by which the following 11 groups regularly see pictures in Hollywood or New York prior to their release:

- American Library Association
- Boys Scouts of America
- California Congress of Parent-Teacher Associations
- Daughters of the American Revolution
- Federated Church Brotherhoods of California
- General Federation of Women's Clubs
- International Federation of Catholic Alumni
- American Association of University Women (Los Angeles Branch)
- National Council of Jewish Women
- National Society of New England Women
- Young Men's Christian Association

Lists of recommended pictures are sent regularly by these various groups to a total of more than 2,000 local public groups leaders throughout the country. The amount of volunteer service that will be cheerfully rendered by a local group in behalf of good motion pictures and motion picture programs suitable for children and for family attendance is estimated that already in probably one-sixth of the neighborhood theater situations in the United States helpful cooperative activities joining the local club and the theater have been developed already.

The one distinction between these forms of publicity and the average exploitation of motion pictures by the industry is the fact that this public relations exploitation always comes from a disinterested group. It takes all of the following forms:

1. Speeches by club leaders, motion picture chairmen, etc., on all sorts of occasions; notices of selected motion pictures read at club meetings; publicity on official bulletins, lists on reading tables in libraries, etc.

2. Telephone. An illustration of what may be done is the discussion of motion picture exploitation of motion pictures found in one city where 5,000 families were automatically notified by the Better Films Committee when a picture which they considered of unusual merit was playing in that city.

3. Radio. Within the last two years the various clubs who are seeking to cultivate better appreciation of the finest motion pictures have secured a powerful ally in the form of radio broadcasting. The incentive for this is found in the fact that the Federal Radio Commission is requiring the radio stations to increase the proportionate time given to so-called educational programs as distinguished from paid advertising. Twenty or more radio stations are now regularly carrying speeches voluntarily made by various club leaders on motion pictures not merely relating interesting news about the motion picture industry but giving into specific detail in the recommendation of pictures currently showing at the local and neighboring theaters. All of course are valuable to the exhibitor nothing and could not be purchased at any price. Its value lies in the fact that it is utterly disinterested. This type of cooperation is capable of great expansion.

4. Newspapers. Within the past two years several-minded groups have succeeded to a slight degree in securing space in newspapers for the publication of lists of recommended pictures. This publication, of course, is not in the advertising columns of theater sections but in the club columns or in the news items listing the activities of the local organizations. More than 300 daily papers are now carrying this service with varying degrees of regularity. The national leaders of some of the public groups are now conducting a somewhat intensive drive to increase the number of newspapers cooperating.

(The End)

San Francisco — Cinema Display Co., display advertising firm, is opening at 108 Ninth St.

Pineole, Cal. — James Hall has leased the Pineole.

San Francisco — A. Goldberg announces some $4,000 worth of alterations and improvements at the Circle.

San Mateo, Cal. — O. Lochbourn and D. Ralph have purchased the Regent and will remodel it through-out.

NEW RKO "NOW" EDITOR

F. L. Trussell, former city editor of the Baltimore "Sun" and recently assistant managing editor of the Philadelphia "Ledger," has been engaged by Bob Sisk as editor of "Now," RKO circuit house organ. Ken Long, former editor, is being transferred to another RKO department.

"DIVORCEMENT" PROLOGUE

Preceding the world premiere of RKO's "Bill of Divorce" at the Mayfair Friday night, Pedro de Cordoba will make a personal appearance in a prologue written by Martha Wilchinsky and directed by Samuel L. (Roxy) Rathole.

L. A. ORPHEUM CLOSING

Los Angeles—RKO will close the Orpheum on Sept. 29 and move the present policy of "A" pictures without stage shows to the Hillstreet. Richard Moss has been transferred from the Orpheum to the Hillstreet as manager.

GARRICK NOT IN POOL

Madison—The RKO-Publix pooling deal in this city will not include the Garrick, which is closed.

MADE AUSTRALASIAN MGR.

Melbourne—Cecil Mason has been made general manager of Greater Australasian Film Distributors, major British product.

NEWS OF THE DAY

COMING & GOING

FRANK BECK leaves Wednesday for St. Louis, where he will make personal appearances at the Missouri in connection with the showing of "Bringing Up Father Alive." Following the St. Louis date, Beck will lecture on Dec. Mason, Motian, Springfield, Ill., and Chicago.

J. W. McFARLAND, general sales man for Goldwyn Pictures, left yesterday for a tour of the country's exchanges.

John D. Mclvaine, special staff writer for The Daily Variety, has put his car on the road to New York to attend the World's Series.

B. WILLIAM HARRIS, Jr., is back in New York from the coast, but plans to return to Hollywood in another week.

NICHOLAS M. ST. HILDE and E. ROBERT RUBIN arrived in New York on Sat- ture and will leave Monday.

ELLIE TRAY is heading east from Hollywood to Santa Fe, and will return from there to the coast.

RODWEALL, L. SEARS, Warner sales representative, returned Saturday from a southern trip.

"SHOW BOAT REVUE" BOOKED

Entire cast and production of Bobby Sanford's "Show Boat Revue," the showboat concept of the past summer, has been booked by Publix and RKO. Jack White heads the cast of 60. Abe Feilberg arranged the bookings, which start Oct. 1 in Albany and Troy.

INA CLAIRE'S STAGE PLAY

Ina Claire is returning to the stage in "Nine Pine Street," which Kay and Hewes are producing.

FIRST FOX BRITISH FILM

London—"After Dark," first Fox British Productions film, is in production at the Nettlefolds studios with Albert Parker directing.

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40 Gaumont-British Features for U. S. Next Year

U. A. Closes World Deal With British-Dominions

Most Screen Writers Lack Technique, Says Lawson

Playwright Sees Originals as Chief Hope of Future

SOPHISTICATION WANTED IN COMEDY, SAYS LLOYD

More Glamour In Films Urged by Archie Mayo

Principal Distributing Takes Over 12 Exchanges

Arthur Lee Will Distribute 40 Gaumont Features in U. S.

Guessing Academy Winners

Three-Year Deal Covering 36 Pictures Concluded by U. A. and B. & D.

SPUR IN FILM BUYING REPORTED BY GRAINGER

Harry Balaban Leases Chicago, 1,800-Seater

WASHINGTON—Arthur Lee, who is back in New York after a visit in Hollywood, in turn (Continued on Page 8)
The Morals ... of advertising

(Continued from Page 1)

sky is the limit. Let them put up a drab and female form on a twelve-sheet and the theater will be held up by the reformers as the horrible example, but the newspapers and magazines of the country can be flooded with semi-nude bits of feminine architecture. And not the hiding of advertising of brassieres, panties, hold-ems, garters, even-your-best-friend-won’t-tell you and what not. Not that we care. We’re too busy to waste the past ten years finding ways and means of earning a living for our families. And that is not to say we have to be made the goat they can never think of any other field but the movies.

FOX SIGNS VICTOR JORY

West Coast Bureau of THE FILM DAILY

Hollywood—Victor Jory, stage player who has been appearing recently at the Pasadena Community Playhouse, has been signed by Fox on a six-month contract. He will play the Leo Morrison office. It is understood Jory will be groomed for steller roles.

“JUNGLE KILLER” ROSHDOW

“The Jungle Killer,” a Carverth production, will be road-showed by Century Productions. It is a wild animal expose.

ULLMAN WINS BONUS DRIVE

Newark—Saul Ullman, managing director of the Capitol, won the New Jersey Warner Bros. Theater Bonus Drive in which 43 managers took part.

COLUMBIA FILM FOR LOEW’S

Columbia’s “This Sporting Age” will have its premiere Sept. 30 in seven Loew theaters in Greater New York, including the State, Paradise, Valencia, 175th St. Lexington, and 72nd Street.

WARNER-E. M. LOEW DEAL

E. M. Loew’s circuit of 18 New England theaters has closed for Warner’s entire 1932-33 product.

THIRTEENTH GUEST’ FOR FOX

Philadelphia—Al Blofson, manager of First Division Exchange, has closed a deal with the Fox to play Monogram’s “The Thirteenth Guest” the week of Sept. 30.

“TIGER SHARK” HELD OVER

“Tiger Shark” will be held over at the Winter Garden for at least one more week.

DAHME OPENS ART STUDIO

F. A. Dahme studio has opened at 145 West 45th Street, where he is equipped to handle work on cartoons, titles, art background, and commercial and trick photography.

MORE W. B. PRODUCT DEALS

Deals covering 100 per cent playing on New York are announced by Warner-First Vitaphone output have been closed by Gradwell L. Sears, Warner sales executive, with the Wilby and Kinney houses in the southeast.

Sfurt in Film Buying

Reported by Grainger

(Continued from Page 1)

houses. Cupper, with local managers, signed the East Texas, Paschal and other circuits in the southwest. C. E. Grainger negotiated four deals with the Atlanta, New Orleans and Charlotte territories, while Nolan is concluding some negotiations with northwestern circuits.

 Arbitration System

Sought in Porto Rico

Request that the M. P. T. O. A. lay out a system of arbitration for Porto Rico has been issued by President Rafael G. Marti of the M. P. T. O. of Porto Rico, who is now in New York. M. J. O’Toole, secretary of the exhibitor association, has taken the matter up with the Hays office for suggestions.

FILM CENTER LEASES

Erwin S. Wolfson, agent of the Film Center Building, has leased space on the third floor to Zenith Film & Supply Co. and Monopol Film Corp. for the sale, storage and display of motion picture films and theatrical supplies.

Renewal of lease also was made with Behrend Motion Picture Supply House, Inc., for space on the fourth floor.

LOEW MEMPHIS CHANGES

Memphis—Billard Thomas is taking over the managerial post at Loew’s State, while C. E. Vogel will have the Palace and be city manager. Heo Jennings is leaving shortly for Atlanta to open Loew’s Grand there. The Palace is now dark.

NEILL GETS CONTRACT

West Coast Bureau of THE FILM DAILY

Hollywood—Roy William Neill, director, has been given a new long-term contract by Columbia.

Al Gottesman Erecting

House for Warner Bros.

Al Gottesman is building a 1,600-seat house for Warner Bros. in Washington, D.C. Theater is slated to open Jan. 15. John Eberson is the architect.

THE INDUSTRY’S DATE BOOK


Oct. 5: Meeting of Society of Motion Picture Engineers, Detroit Century, Grand Central Palace, N. Y.


Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences Hollywood.

NED WAYBURN

Offers You a Career

Today offers greater opportunities for a career on Stage, Screen and Radio than before. Now faces, fresh talent and new concepts in demand. Arrangements have been made with Ned Wayburn Institute to give FREE auditions and dance tryouts to anyone who is interested. No previous training is necessary. There is no obligation. The experience of Ned Wayburn as an instructor and director of great musical productions, including the hit Tony on Zeigfeld Follies is at your disposal. Here is your chance to learn from the man who broke up the ladder of fame such stars as Al Jolson, Maurice Miller, Fred and Adele Astaire, Jeanette MacDonald, Marlon Davies, Eddie Cantor, Ed Wynn.

Lowest Rates Now

For All Classes

CHILDREN’S COURSES—for girls and boys, ages 4-16—Classes meet Saturdays. Also special hour one after schools classes.

ADULT GIRL CLASSES—(Age 16 years and over). Regular term fall and spring. Also one evening classes for younger girls and women, once or twice or five times weekly.

LADIES’ REDUCING AND BODY BUILDING—Daily Mon. to Fri. at 10:30, 3:30 and 7:30. Mild courses for Middle Aged people.

RADIO BROADCASTING—for children and adults—classes in private education in the art of distributing words, music, in invention, song rendition and microphone techniques.

Free illustrated bulletins on request.

NED WAYBURN INSTITUTE OF DANCING AND RADIO BROADCASTING

Studio P, 625 Madison Ave.

Between 58th & 59th Sts.

Tel. Wt, 2-4500

THE INDUSTRY’S DATE BOOK

The New Hotel Victoria

7th Ave. and 51st Street

1000—1000 Baths

Radio, Service and Circulating Ice Water

Bed Reading Lamp in Every Room

RATES:

Single $3.00—$4.00—$5.00—$6.00—$7.00—$8.00—$9.00—$10.00

Parlor and Bedroom $9.00—$20.00

A Richardson of the Motion Picture World is in charge of the 16 M.M. D. B. MULLIGAN

Executive Vice President

LOUIS LOW

Resident Manager
U. A. Closes World Deal
With British Dominions

(Continued from Page 1)
for 1933, 1934 and 1935. Several foreign branches will be
opened by U. A. to strengthen its world-wide
organization. In addition to the new Singapore office under
Marcus Baker, the company may establish branches in Malaysia,
Siam, Dutch East Indies and French Indo
China. U. A. also has added Denmark
to the territory in which it is han-
dling Columbia product, and which already includes England,
Brazil, India and Spain.

More Glamour in Films
Urged by Archie Mayo

(Continued from Page 1)
ieves that the public appetite for glamour and romance would be
whetted if a large percentage of theaters were closed and picture
shows were not as easily available as at present.

Before coming East, Mayo di-
rected "Night After Night," with
George Raft, for Paramount, to
which he was loaned.

Principal Distributing
Takes Over 12 Exchanges

[Continued from Page 1]
land. M. R. Lebensburger: Dallas,
C. C. Ezell; Detroit, Fritz Friend;
Kansas City, Robert Witmer; Min-
neapolis, C. A. Michel; Omaha, A. M.
Parkhurst; Philadelphia, Hen-
schel and Klang; Pittsburgh, George
Collins; Washington, J. L. Whittle,
and St. Louis, manager to be an-
nounced this week.

JACK BUCHANAN DUE SOON
Jack Buchanan, who arrives from
London soon to appear in a new
Broadway musical, probably will
journey to Hollywood for a short
conference with Joseph M. Schenck,
president of United Artists, before
starting rehearsals for the Aaron's
and Freedley show, which is sched-
uled for some time in November.
The conference will have to do with
details of production on pictures
which Buchanan will make for
United Artists release. "Magic
Night," first of the Buchanan films,
is already in the hands of U. A.
and the second one, "Yes, Mr.
Brown," is now being edited. The
third, "That's a Good Girl," will be
started in the spring.

ALONG THE RIALTO

(Continued from Page 1)
last four years as a writer in Holly-
wood and is now in New York for
the production of his stage play,
"Success Story," for an article for
the "New York Herald-Tribune,"
paying tribute to Hollywood for
the valuable experience it has given him.
Lawson says in part:
"Writing for the screen is a stimulating
and valuable experience. It is a field which
will have a tremendous future significance
and it is worth learning from the ground
up. One must accept the limitations and
attempt to give full value. The movies
would be better off if the writers were
given greater freedom of expression.
The present method of adapting novels and plays
is both expensive and unsatisfactory. It is
my personal opinion that the time is not far
distant when screen writers will write directly
for the screen, with a definite mo-
tion picture technique. But the prime factor
is that such a change is in the writers' best
interests. As long as they don't know the job, as
long as they think it's been done for them, their
creative expression on the screen is manifest-
ly impossible.

"One must appreciate the dilemmas which
timbers face; they must have creative
work; they realize that the best way of
sustaining the very livelihood of their business; they hire
out-talents who are desperate and often
misguided) effort to get creative
results. When a writer fails to deliver any-
thing of value the fault is generally mutual;
the studio is at fault in asking the
writer to do something for which he is totally
untrained, in failing to correctly analyze
and utilize his particular talents. I have dis-
cussed this with many picture executives
and they are keenly aware of the problem
involved. But, in all fairness, one must ad-
mit that the writer is also much to blame:
he expects little from himself and the
scheme with which he is dabbling; he feels
childish superiority to his medium.

Sophistication Wanted
In Comedy, Says Lloyd

(Continued from Page 1)
mount will begin early in January,
following his return from Europe.
He will make Friday on the Bremen.

Lloyd intends to stick to a policy
of producing one picture a year.
Two years elapsed between his last
picture and his current "Movie
Crazy,"
The fundamentals of screen art as they affect the box-office; an analysis of the condition of the film business in 1932, with constructive suggestions for its improvement, together with discussions of the principal features of picture production and the knowledge one must acquire if he is to succeed in screen work.

WINFIELD SHEEHAN SAYS OF MR. BEATON'S BOOK:

Welford Beaton does know his movies. His comments are always interesting, though oftentimes controversial. He professes no platitudes, sidesteps the obvious, and hits straight from the shoulder.

WINFIELD SHEEHAN

Welford Beaton

KNOX KNOW YOUR MOVIES

WITH A FOREWORD BY

CECIL B. DE MILLE

The Book the Industry Has Been Waiting For

PRICE TWO DOLLARS

PALMER INSTITUTE OF AUTHORSHIP

PALMER BUILDING, HOLLYWOOD, CALIF.
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

Fred Spencer, who was graduated from Yale, is assisting
George Cukor at RKO. Spencer assisted Cukor at the Paramount
Long Island studio and came west with Cukor. Spencer has had many of-
fers to act, but prefers to remain in his present job.

Our Passing Show: Governor
Rolfe, Ronald Colman, Charles Farrell, Ray Francis, Ralph
Block, Kenneth MacKenna, David Butler, Maurice
Reynes, Harry Beaumont, Herbert Marshall, Lew Schrieber, Ber-
nard Hyman, Leonard Praskins, Myles Connelly, Wiard Ihnen, Noll
Gurney, Martin Cornica, Archie Marshek at the Pacific Southwest
tennis tournament; John Gilbert and Virginia Bruce showing much interest
in the playing of Stanley Briggs who is Miss Bruce's brother.

Armand Schaefer, youthful director,
who was slated to direct Noah Berry, Jr., in a western, has been
assigned to direct Tom Mix's next picture. Schaefer has directed sev-
eral features and serials.

Neoma Judge, pretty young Min-
nesota swimming champion with no
previous screen experience, will play
the lead opposite Rex Bell in "The Man from Arizona," for Monogram.
Miss Judge was chosen for the lead-
ing role by Harry Fraser, Mono-
gram director, who is credited with introducing Marion Burns to the screen.

Excellent reports filter in on
"Renegades of the West," which
Casey Robinson directed for RKO.
The picture stars Tom Keene, Rob-
inson was with Paramount and War-
er Bros. before joining RKO.

Lester Cohen, author of "Sweeping-
ings," a saga of fatherhood, is writing
the script for RKO Radio's pro-
duction which will star Lionel Bar-
rmore.

William A. Wellman will direct
the next Ruth Chatterton-George
Breit picture, "Common Ground,"
for First National.

Bernard Schubert and Owen Fran-
cis are authoring the atmospheric
side of RKO Radio's "Man and
Wife." Wanda Furnoch, whose op-
tion has been renewed by RKO, is
handling the romantic phase. Irene
Dunne is starred, with Charles Bick-
ford as the male lead.

Adding Library Vaults

West Coast Intl., THE FILM DAILY
Hollywood—Open from 8:00 a.m. to 5:00 p.m., the library is con-
structing seven vaults, each with a capacity of 2,000,000 feet of film. The
vaults are to be used in storing the combined, Daybox, Kinogam and Set-
ster libraries which were recently pur-
blished by General. Mr. Kades is in charge of the office here.

A major studio is understood to
be negotiating for the services of
Graham John, prominent English
author-scenarist, who recently com-
pleted the script version and dia-
logue for "The Monkey's Paw," which Wesley Ruggles is directing.

Having completed the selection of
the cast for "Employee's Entrance,"
which he has been assigned to di-
rect for Warner-First National stud-
i. Roy Del Ruth has started ac-
tual filming. Del Ruth's last assign-
ment was "Blessed Event."

Howard Estabrook's adaptation
for "Bill of Divorcement" brought
forth many complimentary com-
ments from local trade paper critics
who recently attended a preview
showing of this David Selzick pro-
duction which George Cukor di-
rected for RKO-Radio.

Charles Brackett, "Satepeost"
writer and author of "Week End,"
has arrived at the RKO Radio stu-
dio to start work on an original
story.

Remington Pictures has finished
"Manhattan Tower," with Mary
Brian and James Hall.

George Meeker has natural, wavy
platinum blonde hair, and he spends
a good deal of time and money try-
ing to get rid of it. When millions of
women would give anything to
have it. Just one of nature's little
pranks.

Graham John, prominent English
playwright and librettist, has com-
pleted the script version and dia-
logue for "The Monkey's Paw,"
which Wesley Ruggles will direct
for RKO. John is free-lancing.

Vince Barnett, who made a par-
ticular hit with Edward G. Robin-
son in "Tiger Shark," has had three
offers from Broadway producers to
appear in fall shows. But he is
sticking to picture work.

David Broekman, noted European
composer, is attracting much atte-
tion by his work in conducting
his symphonic orchestra at Grau-
man's Chinese, where the current
picture is "Rain." Broekman was
brought to this country by one of the
major companies to arrange scores for pictures.

Here and There: Warner Baxter,
William LeBaron, William A. Selter,
Ralph Hammett, Nat Goldstone,
Lonnie D'Orso, Pauline Garon,
Chandler Sprague, Charles Medera-
ft at the Pacific Southwest tennis
matches.

Stanley Cortez, who "shat" second
camera on "Rockabye," starring
Constance Bennett, is a brother of
Ricardo Cortez.

DON'T TIRE
your audience
WITH LONG TRAILERS

GET IMPATIENT & NERVOUS
waiting for the
SHOW THEY HAVE TO COME TO.
THAT'S NOT GOOD SHOWMANSHIP.
Exhibitors trailers
ARE SHORT AND SNAPPY
well-balanced

NOT TOO LONG OR TIRESOME
animations, drawings

MUSIC, SALES PUNCH, SOUND EFFECTS
planned and prepared

BY EXPERTS — THAT IS WHY
EXHIBITORS TRAILERS
ARE BETTER
and
COST LESS

OUR LIBRARY IS COMPLETE
READY FOR INSTANT SERVICE.
EXHIBITORS SCREEN SERVICE
is free from
MONOPOLISTIC CONTROL
OR DOMINATION.
Organized to
IMPROVE TRAILERS, TRAILER SERVICE
AND PRICES

EXHIBITORS SCREEN SERVICE INC.
NEW YORK CHICAGO DALLAS LOS ANGELES
A Public Relations Program for Exhibitors

The Film Daily

Tuesday, Sept. 27, 1932

RICHARD DIX IN HELL'S HIGHWAY

GRIM DRAMA DEALING WITH CONFLICT CAMP CONDITIONS AND OUTBREAKS BY CHAIN GANG PRISONERS.

The Chicago Fifth Coast

Newspaper

The settings of the film are strictly for Italian audiences or Catholic neighborhoods, for it is essentially a religious film, recounting the life of St. Francis. The picture opens with his birth as a wealthy merchant prince, his gradual turning toward a spiritual career, and then the successive steps till he joins the Crusaders and so on to the time of his death. The production is very elaborate and pretentious in the matter of settings and tremendous mob scenes, which occur continuously throughout the eight reels. Costuming is authentic, and technical details have evidently been given plenty of thoughtful attention. English titles make the action very clear, and there is a very fine musical accompaniment. Photography is very good, and for the most part the innumerable sequences indicated will prove a very acceptable subject. It has been treated with great reverence, and the religious aspect does not destroy the entertainment value inherent in the dramatic and stirring events of that colorful period in Italian history. It is plenty of stirring action.

CAST: Alberto Pasqualli, Alfredo Roberto, Franco Sals, Romul Joube, Bice Jani, Emanuela Baranduch, Donatella Gemmo, Enna De Rago, Director, Conte Giulio Antamoro; Editor, Pierre Arnaud; Titles, Franklin Murray. Direction, satisfactory. Photography, very good.

THE EAGLE OF THE CAUCASUS

Amkino

SOVIET prototype of AMERICAN WESTERNS HAS HEAP OF ACTION IN COLORFUL MOUNTAIN BACKGROUND.

A good many of the ingredients that made American westerns popular from the start have been incorporated in this Soviet silent production, presented here with English titles. In the attractive mountain surroundings of the Caucasus, a Robin Hood type of hero known as The Eagle leads a band of so-called outlaws who are fighting against the ill-treatment accorded them by a cruel prince. This mountain gang indulges in some fast riding, and the same goes for the Cossack troops on their trail. The kidnapping of The Eagle's sister and the betrayal of the hero by a girl friend also add interest to the plot, which comes to a healthy climax when The Eagle kills the tyrant once and for all, and then swipes his sword and then makes himself the well-timed victory to mankind throughout, and there are several neat thrills in the action in addition to the above.


NEW BOOKS


It is an admirable story of Lillian Gish. The author, correspondent of the New York World, has put together with care. With a warmth of understanding, a penetrating eye for detail, a humorous touch of humor and a general charm of flowing style, he gives an account of this material subject that is both humanly sympathetic and entertaining. The book is an easy read in with Paine's cadence that La Gish is beyond criticism. D. W. Griffith also figures prominently in the account. So do other idols of that silent era.

Some regret is justified that such an engaging play as the Gish fame and image on such widely and genuinely loved star could not have come off the press at a time when Miss Gish was at her height of activity and the coincident popularity, which would have made a vastly wider public eager for the book—for so many have been eager to know the more intimate side of this ethereal-looking artist—and it would have lifted them to a greater and more satisfying appreciation of their heroine. But, better late than never.

Whether you want to get an insight into Lillian Gish or merely to read fascinating stories about success won in the face of hardships and many vicissitudes, you will love you enriched.

D. G. G.

NEW HOUSE FOR GARY

Gary, Ind.—Plans for construction of a $40,000 theater here are announced by Andrew and John Kennedy. The building will be constructed on the site of the old Plaza, razed by fire a year ago.

PASCHALL BOMB ATTEMPT

Dallas—A bomb was set off last week in front of the Highland Park home of E. W. Paschall, who took over the 47 Paschall-Texas theaters three months ago.

NEW INCORPORATIONS

NEW YORK CHARTERS

Garter Co., E. A. Gart and Bros., 1441 Broadway, New York. 100 shares common; 100 preferred.


DELACORTE CHARTER

Edwin F. Decker, Pres. and General Manager, operate theaters, stock companies; Corpora tion Trust Co., Dover, Del. $100,000.
Your Answer--

is within the covers
of the industry's recognized
standard reference
book---the book that is
referred to daily by
thousands of people in
every branch of the
motion picture industry,
THE FILM DAILY YEAR BOOK
(There's only one)

1933 EDITION
Now
IN PREPARATION
40 GAUMONT PICTURES

FOR U. S. NEXT YEAR

(Continued from Page 1)

Gaumont-British will distribute 42 American-made films throughout the
United Kingdom. The list is comprised of 23 World Wide, six Golden
Arrow productions made by George Weeks, five Invincible pictures and
eight Allied. Gaumont-British operates 357 theaters in the United
Kingdom with a total gross business yearly of one-third the entire
amount taken in by all other theaters combined, according to Oster.
Subsidiary companies are Gainsborough, Ideal, Gaumont and
Gaumont-British laboratories.

National Screen Animation
Used in Dietz Stage Revue

A National Screen Service animated trailer is used in connection with a song
number by Clifton Webb in the Howard Dietz stage revue, "Flying Colors." As
the tempo of Webb's song, "Day After Day," becomes too fast for him to
keep up with the music, the screen animation picks up the action and
the events described are projected in amusing rapid-fire animation.

THIRD MASCOT SERIAL

West Coast Bureau of THE FILM DAILY

Hollywood—Production has started on Nat Levine's third serial, "The
Devil Horse," with Harry Carey, Noah Beery, Frankie Darro and
Greta Granstedt in the cast.

MEYER SYNCHRONIZING 4

West Coast Bureau of THE FILM DAILY

Hollywood—Abe Meyer of the
Abe Meyer Synchronizing Service is
supervising the musical score for
"Trailing the Killer," which B. F.
Zelzman is producing for Worldwide
release. Meyer is also supervising
the scores for Pat Dowling's
"The Iceless Arctic," for Educational;
"The Cowboy Counsellor," a
Hoot Gibson-Allied production; "The
Big Flash," starring Harry Lang-
don, for Educational.

STANLEY RELEASING THREE

First three subjects in the Cine-
scope series of six shorts to be dis-
tributed by Stanley Distributing
Corp. are now being placed in re-
lease. They are a two-reeler
"An Old City Speaks," with nar-
rative by Irvin S. Cobb, and two
one-reelers, "The Sponge Divers of Tar-
pon Key" and "Tales of Romance—Th
dry Tortugas."

Local 306 Hearing Set
For First Week in Oct.

Conspiracy charges brought
against officers of Local 306, op-
erators' union, will be tried in the
Supreme Court, New York County,
the first week in October. It is
expected that the report being
compiled for the I. A. T. S. E. & M.
F. O. concerning the Sam Kaplan
administration will not be made
public until after the conspiracy
trial.

Officials of 306 are gratified by
the fact that the Socialist party is
swinging its support to the local in
its dispute with Empire State M. P.
Operators. A statement issued by
the party calls upon all workers to
give their "moral support" to the
Kaplan outfit.

NEW HAVANA EXCHANGE

Havana—R. A. Brea of New
York has opened Independent Films,
a distributing company for inde-
pendent producers. It is the larg-
est independent distributor to be es-

dtablished in Cuba. Brea is han-
dling the product of J. H. Hoffberg
Co., which includes Peerless, Big
Four, Chesterfield and Willis Kent
films. Maria M. Garrett has been
appointed manager of Independent
by Brea.

CROWDS BRING POLICE

Cleveland—Greta Garbo in
"Streets of Sorrow" and the stage
presentation, "The Truth About
Married Love," being roadshowed
by Public Welfare Pictures Corp.,

ttracted some clamoring crowds at
Embry's Auditorium that police
had to help maintain order.

SHIKRET IN RADIO FIRM

Nathaniel Shikret, musical direc-
tor, and David W. White, director
of the Mobiloil Hour on the
radio, have formed a company to
serve radio sponsors.

AL ALTMAN ON THE AIR

"Talent Requirements" will be dis-

cussed by Al Altman of M-G-M over
the radio from the St. Moritz Hotel
station Tuesday night.

BRUCE POWELL BACK AT RKO

Bruce Powell is returning to RKO
as a member of Herschell Gordon
Stevens' staff. He is assigned to assist B. J.
Hynes in handling personnel, theater
concessions and theater inspection.

GOLDSTONE STARTS FOURTH

West Coast Bureau of THE FILM DAILY

Hollywood—Phil Goldstone has
started production on "The Betray-
al," his fourth Majestic release.
Greta Nissen, Skoena Gallagher,
Mary Bryan, Lew Cody and Louise
Fazenda head the cast under the
direction of Christy Cabanne. "The
Betrayal" is an original by John
Kraft.

HOFFMAN BUYS STORY

West Coast Bureau of THE FILM DAILY

Hollywood—M. H. Hoffman, presi-
dent of Allied Pictures, has bought
Brandon Fleming's "The Pillory,"
which was produced as a play under
the title of "The Eleventh Com-
mandment," and will produce the
picture under the latter title.

Never during the entire depression did Consolidated lose its faith in the future of our industry. We did all in our power to help it through the lean years. We lowered our prices to bedrock. We've been liberal with credit and terms. And when called upon, we lent our customers huge sums of money at a time when it was difficult to get money elsewhere.

We have lent millions and are willing to lend more millions. Right now we are financing independent productions on a larger scale than ever before, believing it our duty to exert every effort to relieve the present shortage of productions.

Not only by loans are we demonstrating our faith but also by the establishment of Consolidated Park—world's greatest film laboratory with a capacity of over one billion feet of "Certified Prints" per year, and by dedicating it to furnishing a COMPLETE laboratory service to the industry.

Our organization is trained to cooperate. It knows the importance of speed... is accustomed to meet the instant demands characteristic of the industry. When overnight service is required, our plants can operate 24 hours a day.

Every precaution is taken to guard your negatives against all possible dangers. And the utmost secrecy is maintained to provide the same measure of safety for the originality of your ideas.

Only by sending your negatives to Consolidated can you realize the countless advantages in quality, cooperation and speedy service of an institution with 20 years' experience that has proved its faith in the industry.
Allied-M. P. T. O. Washington Confab Postponed

RKO BRINGS NEGATIVE COSTS DOWN TO $200,000

50 New Members Enrolled by Motion Picture Academy

31 Technicians Included Among Additions to Roster

West Coast Bureau of THE FILM DAILY

Hollywood—Enrollment of 50 new members in the Academy of Motion Picture Arts and Sciences is announced by President M. C. Levee. The group includes 19 in the acting, writing, directing and production executive branches, and 31 in the technical branch. In the list are: Actors Branch: Claude Colbert, Bette Davis, James Durante, Wynne Gibson, Madonna, and Leila Hyams; Directors Branch: Russell Mack, Producers Branch: A. M. Botsford, and Merrill Hulburd of Paramount-Publix; M-G-M.

(Continued on Page 10)

OKLAHOMA CITY HOUSES REPORT ATTENDANCE JUMP

Okla. Indie Exhibitor Appeals to Governor

Okla. City—An increase of 40 per cent in business at the five regular theaters in this city has been noted in the past three weeks, according to Pat McGee, zone manager.

Okla. Indie Exhibitor Appeals to Governor

Okla. City—E. L. Johnston, independent exhibitor in McAlester, has appealed to Governor Murray for an investigation of alleged illegal competition. Johnston wrote the Governor that the product of four major companies had been tied up by a competing theater operator. The Governor referred the letter to the attorney general, who advised Johnston to confer with the U. S. district attorney in Muskogee.

Publix Goes for Kid Clubs

Introduction of Buck Jones Rangers Clubs on the Publix circuit will take place at the State, Poughkeepsie, N.Y., under the management of Ray Arce, Powell. Other Publix houses are expected to follow suit. RKO and many independents already are utilizing these kid clubs sponsored by Columbia.

Fans to Help Pick New Name for Roxy

Picking of a new name for the Roxy will be done with the aid of the theater's patrons, it was announced yesterday by Frank Cambria, managing director of the house, at a tea given in his honor at the St. Moritz. No decision has been reached yet as to what the new title may be. It has been suggested that the theater be called the Cambria, but the managing director is opposed to the personal exploitation. The names of World and Edison also have been mentioned at various times. Meanwhile, the Roxy title has gone up over the new movie house in Radio City.

$100,000 in Contracts Signed

By Freuler During First Week

Earl Bell Entering Omaha Theater Field

Pittsburgh—Earl Bell, assistant zone manager for Warners in this district for three years and president of the local Warner Club, has resigned to become a theater operator on his own account in Omaha.

(Continued on Page 10)

Studios Are Cooperating More, Says Morrison

Inter-studio harmony on the Coast has reached an unprecedented degree, declared Leo Morrison in New York yesterday, pointing to the increased spirit of co-operation existing between producers as evidenced by the exchange of talent. "Better class" independents are having no difficulty in getting "name" players, said the agent, who plans (Continued on Page 10)

Second Allied-MPTOA Meet Is Put Off Until Next Month

Motion in Monamad Suit Taken Under Advisement

Okla. City — The motion of major film producers to amend the petition of A. B. Monamad in his suit charging violation of anti-trust laws, has been taken under advisement by Judge Edgar S. Vaught in the federal district court here. Request was made by the attorneys to have the court strike out parts of Monamad's petition.

Second conference planned between Allied and the M. P. T. O. A. and slated to open tomorrow in Washington has been postponed, probably to Oct. 15. Latter date is subject to confirmation by the M. P. T. O. A. representatives, said Abram F. Myers, Allied general counsel, in a wire to THE FILM DAILY yesterday.

Deferring of the conference occurred when President M. A. Light-
"Washington Merry-Go-Round"

Here's a bang-up Columbia production to add to the sure bets for the election season. It's hot stuff, packed with swelling melodramatic action, and carries a side walk of controversial stimulus that is going to get it plenty of attention. The picture doesn't exactly follow the episodic book of the same title. Instead, Maxwell Anderson and Joe Sweering have fashioned a dynamic connected story of political intrigue at Washington, and James Cruze has directed it with a firm grip on dramatic effects, while Lee Tracy rings the bell again as a crusading young member of Congress. While the story doesn't single out any political party or point to any big political or financial figure, it hits at the supposed puppetry of congressmen on the end of strings manipulated by powerful racketeers behind the scenes. Of course, the characters and situations have been theatricalized to the nth degree, but it all makes for grand entertainment, and although here is a slight chance that some con man may be encountered, it shouldn't be anything beyond easy remedy. From a strictly box-office angle, it's an in-the-money hit.

GILLETTE.

Reliance, U. A. in Deal On Series With Langdon

West Coast Bureau of THE FILM DAILY

Hollywood — Deal is practically set whereby Reliance Pictures, headed by Edward Small and Harry Goets, will produce a series of Harry Langdon features for United Artists release. The deal may also involve other productions.

Fawcett Recuperating

Minneapolis-Capt. Roscoe Fawcett of the Fawcett Publications is back in Minneapolis, recuperating from an illness.

ITALIAN FILM AT SELWYN

Aurora Film Co., headed by Col. Rosario Romeo, has taken over the Selwyn legitimate house, for the showing of “Amore e Morte” (“Love and Death”), Italian talker for starring Romeo. Premiere is scheduled for Saturday. The picture has English titles and a musical score.

U. A. BORROWS ESTABROOK

West Coast Bureau of THE FILM DAILY

Hollywood — Howard Estabrook has borrowed from RKO and Samuel Goldwyn to work on the screen version and dialogue of “The Masquerader,” the next Ronald Colman release for United Artists.

The Ely Colbert series on bridge has been started by Radio Pictures at the Royal Studios in Grantwood, N. J., where Zion Myers is directing episodes for “The Fatal Hand” and “The Forced Response.” Johnny Walker is in the cast of “The Forced Response.”

Invincible to Handle 6 Maurice Chase Films

Maurice Chase yesterday closed with Invincible Pictures for metropolitan distribution of the six features planned by his new Realert Pictures Company. Other territories are now being closed. Casting for the first production, “Missiling Millions,” is in progress and production will start soon, says Chase.

ROXY TO FRIDAY OPENING

Starting with its next attraction, “Chandu the Magician,” the Roxy will go back to Friday opening. The Capitol also reverted to Friday change this week.

ABE LYMAN FOR VITAPHONE

Abe Lyman and his orchestra have been signed by Vitaphone for one of the “Melody Masters” band shorts. Herman Ruby is preparing the picture, and Ray Mack will direct.

JAKE WILK ON STORY HUNT

Jake Wilk, eastern story editor for Warner Bros., has left on a scouting trip devoted to personally contacting authors and playwrights for unpublished material which has screen possibilities.

For Rent Sound Movilas

Cutting, Editing and Viewing

BRUNSWICK RADIO CORP.

799 Seventh Ave., N. Y. C.

Tel.: Chickering 4-2200

Wanted

Cartoon Animators; thoroughly experienced first class men only. Write full details of experience and salary expected.

WALT DISNEY PRODUCTIONS, Ltd.

2719 Hyperion Avenue

Hollywood, California

A Column of Successful Showmen!

ROBERT PATTERSON
Shastona Theatre
Mount Shasta, Calif.

Booked solid on Columbia 1932-1933.

Says "American Madness" is one of the best pictures that we have had the pleasure of housing in my theatre. I did a very good business. Keep up the good work."

A. E. LICHTMAN
Lichtman Theatres
Washington, D. C.

"We want to take this opportunity of telling you and the rest of the country of our Complete Satisfaction with your product during this past year. The booking of Columbia product in our 14 theatres just proves one thing—give us the pictures and we can do the business, and this is evidenced by the fact that the 1933 contracts have already been signed, sealed and delivered for our entire circuit."

SOL LACHMAN
Reno Theatre
Reno, Nev.

Has bought Columbia service 100 per cent. People who are being Reno-vated are strong for the Reno Theatre in consequence.
BARRYMORE
POURS HIS BURNING
SOUL INTO ONE OF
THE FINEST LIVING
DOCUMENTS THE
STAGE HAS EVER
GIVEN THE SCREEN!

"Meg, Meg, Meg! Isn't there
just a chance? Don't leave me
all alone. I won't get in your way
—only just—give me something
—the rustle of your dress—a
cushion where you've lain—
your voice about the house. You
can't deny me such little things
—things you give your servant
and your dog."

John
BARRYMORE
in Clemence Dane's Magnificent Play
"A BILL OF DIVORCEMENT"

with KATHARINE HEPBURN
BILLIE BURKE · DAVID MANNERS
Directed by George Cukor

WORLD PREMIERE
FRIDAY EVENING, SEPT. 30 at the RKO-MAYFAIR, N. Y.
Selected by and Presented under the auspices
of Mrs. William Randolph Hearst for the
Benefit of the Free Milk Fund for Babies, Inc.

ADMISSION $10.00
ONCE IN A BLUE MOON A STARTLING BECAUSE IT IS DIFFERENT!... ENTHRALLING

"THE MOST DANGEROUS GAME" will be one of the most talked-of pictures ever produced!

A story of far-flung fancy... based on nothing that has ever gone before... brought to you by those adventurous story-tellers, Merian C. Cooper and Ernest B. Schoedsack, who went to the far corners of the world to give you "Chang," "Grass" and "Four Feathers"... and now plunge into the strangest world of all—THE WORLD OF IMAGINATION—creating a picture that hurls precedent out the door and ignores tradition with a thrill-charged romance born of adventures never even dreamed 'til now!
A man—fearless adventurer ... a girl—beautiful, alluring ... cast away on Zaroff's mysterious island! Their ship lured to destruction by his false beacon lights! ... They had been wined and dined in that strange castle that was hidden by the mists of the sea! Then Zaroff—polished nobleman, fascinating host—had shown his secret room lined with the strangest trophies human eyes ever beheld!

A story that leaps beyond the frontiers of imagination and hurls you into a world of fabulous adventure, tense, tugging mystery and glorious romance born in a world of terror!

With JOEL MCCREA
FAY WRAY LESLIE BANKS
ROBERT ARMSTRONG

A COOPER-SCHOEDSACK PRODUCTION
Directed by Ernest B. Schoedsack and Irving Pichel from the story by Richard Connell.
AND NOW! THE BOOK THAT FASCINATED A MILLION WOMEN IS ON THE SCREEN!

A nation of women read the book and gasped! Sometimes they said “s-s-sh” when it was mentioned . . . afraid to admit that such things could be true! . . . but every woman found that she could put her feet into the shoes of one of the Thirteen women . . . that’s why millions will flock to theatres to see it!

With

IRENE DUNNE
RICARDO CORTEZ
JILL ESMOND
MYRNA LOY
Peg Entwhistle  Mary Duncan
Directed by George Archainbaud

RKO
Radio Pictures
DAILY JIMMIE • publicity • here
Miriam was 

FOR He is what 
every 
one big 
ALL THAT 
Robinson 
theaters 

in 

Mr. Robinson Crusoe," coming to Loew's Midland. Doug throws native men around with reckless aban-
don. He had to know wrestling holds to do it and spent a con-
siderable period of tutelage under Londos." Then, of course, 
the balance of the poster was 
devoted to the billing of the 

Walt Disney's first Silly 

Symphony in Technicolor was given a real break by Abe 

Waxman, director of advertising for the Roxy in New 

York. Waxman mentioned the 

Silly Symphony in all his newsp-

paper ads; put a large display 

board on the side of the the-
er; mentioned it prominently in 

the program and put Silly 

Symphony up in blazing lights 

on the marquee. As a result the 

Silly Symphony received more 

critic notices than any short 
ever featured in a New York 

theater. Critics went out of 

their way to enthusiastically 

welcome Walt Disney's newest 

short feature.

—Roxy, New York

WE HAVE with us as guest columnist today our 
ole pal Earl Wingart....publicity manager for Paramount-
Publicix....every once in so often these pressageys send in 

a yarn that warrants extended space....here is one that 

Earl due up which practically proves that George M. Cohan is 

the godfather of the talkies....for it shows that Mister 

Cohan started a lot of the screen celebs off on their careers 
in one way or another....we hope you like Mister Wingart's 

days....for that will encourage us to encourage other 

pressageys to write our columns for us.....and pretty soon 

we will be elevated to the rank of a sort of Column Supervisor 

with practically nothing to do.....just like any 

Hollywood supervisor....shoot, Earl.....and remember 

we stand right back in of you.....we sink or swim together 
on this Bold Venture

IT SEEMS that when George Cohan arrived 

in Hollywood to star in (free ad) Paramount's "The Phantom 

President"....he bumped into some lad or lassie that he 

had helped to succeed every time he turned a corner.... 

and when it was all over....George realized why Broadway 

show biz had gone on the bum....all the former stage 
talent is now in Hollywood making pix

THE FIRST straight part that John Barrymore 
had on Broadway was in Cohan's "The Fortune Hunter".

George Bancroft, then a messenger boy in Philly, was encour-
gaged to attempt a screen career by Cohan when the two met in 

that city 30 years ago. Bancroft later played in a number 
of Cohan's musical shows, the last of which was "The Rise of 

Rosie O'Reilly"....in which Bancroft was a song and 
dance man

FOR SEVERAL years Doug Fairbanks appeared 
as one of Cohan's leading men....later he was starred 
his biggest hit was a Cohan show, "Stop Thief!

When Cohan produced his play, "Gambling," he starred Clark 

Gable, and sent him to Philly to create the role....during 

the tryout Gable received a film offer....so Cohan had to 

step into the role for the Broadway run

THAT OLD trouper, Thomas Meighan, was made a 

star by Cohan....and sent to London to play the latter's 

original part in "Broadway Jones"....Jimmie Gleason was 

starred in Cohan's "Hit the Trail Holiday"....played in 

several other of the author's productions....and served as 

stage manager....Miriam Hopkins received one of her 

earliest major stage breaks when Cohan cast her in "The Home 

Towners"

AND WHEN Cohan staged his play, "Yellow," on 

Broadway, he used Chester Morris in one of the leading roles 

in the east, having his first Broadway engagement, 

was Spencer Tracy....Great Mitchell was starred, and 

Natalie Moorhead and Spencer Tracy featured in the producer's 

play, "The Baby Cyclone"....Mitchell had received his first 

starring parts in Cohan's "It Pays to Advertise," "A Tailor 

Made Man" and "A Prince There Was"

PLEASE NOTE that in Mister Wingart's column 

above the name of Mister Cohan who appears in 
Paramount's "The Phantom President" is mentioned no 

less than 16 times...and if that ain't a Perfect Pressagey's 

Column...what is?

DAILY JIMMIE • publicity • here

MAN'S ATTITUDE TOWARD HIS THEATER

ON the numerous little excursions the editor has 
taken to points around New York City, he was rather 
surprised to note an air of indifference about many of the 
theater attaches in the majority of the theaters visited. This, 
our way of thinking, is a deplorable condition and is one of 
the things that cause patronage to drift. A manager who per-
mits his help to grow lax and careless in their handling of his 
patrons has fallen down on one of the most important parts of 
his job. Service and attention are of great importance in this 
age of showmanship and those who neglect it are falling 
behind the parade. Ofttimes this condition is like a slow-moving 
illness, it creeps over the theater without those within it 
noticing the affliction, but then along comes some outsider and 
to him the condition is magni-

fied because he has not been around to watch its gradual 
approach. It is always a good 
point to keep in mind that a 
manager must walk into his 
theater in about the same frame 
of mind as a patron. He 
should look things over and 
seek to learn whether his help is 
really on the job dispensing 
service, courtesy and atten-
tion because the moment these 

factors are missing your pa-
trons will feel that the theater is 
not up-to-date. This goes 
whether you are running any 

size house. Whether you are 
doing a very big or average business.

—Howdy

(Warner House Organ)

mary's

DAILY REMINDER

Enforce the "No Smok-
ing" rule and use of matches rigidly.
WASHING
MERRY-GO
RIPS THE LID OFF
in the midst of the most important
POLITICAL CAMPAIGN
since the Civil War!

Backed by a
HUGE
NATIONAL
NEWS-
PAPER
Advertising
Campaign!

Coln
IS PROUD

THE GREATEST SUREST BOX
LEE TRACY
CONSTANCE CUMMINGS
Alan Dinehart—Walter Connolly
Directed by James Cruze

THE DARING THUNDERING EPIC OF AMERICA

Timely! Sensational! Smashing!

Just what you and your patrons are crying for!
A terrific blast of dynamite that will rock the nation!
A tremendous story that's on everybody's tongue—
timed to the heart-beat of 120,000,000 Americans!

“OUT AND OUT CLEAN-UP” says Variety
“EXHIBITORS CAN CASH IN HEAVILY” says Hollywood Reporter

COLUMBIA PICTURES

GIVE YOU
OFFICE MAGNET OF THE YEAR!
50 MEMBERS ENROLLED
BY ACADEMY OF M.P. ARTS

(Continued from Page 1)
for Albert Warner, Harry M. Warner and
David Warner of Warner Brothers First Na-
tional.

Writers Branch—Tom Taylor and Kubec
Gladstein, Lillie Hayward, Brian Marlow,
Bayard Veiller and Edgar Allen Wool.

Technicians: George Seid, R. J. Enckler.
George Lewis, Max Parker, A. MacDon-
lough, Mac Ogilvie, Jack Lillie, Paul
Ferace, Eduardt, Frank Goodwin, Edward A.
Hilton, William Edlin, Don Doham,
Lloyd Knechtel, Leo Tovey, Sidney M. Ul-
man, Vernon Walker, George Cate, Charles
D. Hall, C. Roy Hunter, Maurice Pivar,
G. W. Alexander, B. A. Brown, Oliver Gar-
rerton, Robert M. Haatz, Harold I. McCord,
Frederic MacAlpin, William A. Mueller.
Chesler L. North, C. A. Rius, B. F. Reit.
Hal Shaw.

Studios Ace Cooperating
More, Says Morrison

(Continued from Page 1)
to remain in New York 10 days before
returning to the Coast.

M Morrison represents a market for
leading men and ingenues. He is
now negotiating contracts for
Edie Dougherty, Nat Dorfman and
Richard Carroll. Sidney S. Chasman now
is coordinating with Warner Bros.

5 "PORT-O-CALLS" RECORDED

Atlas Studios has completed a record-
ing of five of the 14 "Port-O-
Call" series being produced by Im-
peachment Distributing. Completed sub-
jects are: "City of David," "City of the Sun," "The Last
Report," "Mother Change's" and "Children
of the Nile."

BALABAN WITHOUT PLANS

A. J. Balaban "has no plans" for
re-covering the exhibition field, he
said in THE FILM DAILY in New York
yesterday, following his return from
abroad. He goes to Boston today and
Tuesday begins to motor to
Chicago.

LYRIC, INDIANAPOLIS, OPENS

Indianapolis — The Lyric opens Saturday under the management
of George Sine, who years ago was
treasurer of Keith's.

FOX SPRINGFIELD RESUMING

Springfield, Mass.—The Fox, dark for 21 weeks, reopens Friday as
a first-run, Samuel Torgerson, who will
manage both the Fox and the Poli,
announced that exclusive booking will
prevail on some feature.

520 SINGLES
200 DUBBS
ROM AND BATH

HOTEL PICCADILLY
45 ST. WEST OF BROADWAY
NEW YORK

NEW-MODERN-REFINED

MAIL ORDER

WORDS and WISDOM
from within and without

"Most certainly business is recov-
erying in general. The signs are too
solid and substantial to be
mistaken."—LOUIS B. MAYER.

"The 'once in a lifetime' idea of
motion picture executives contains
enough of the salt of reality to be
highly deverting. But the emphasis
on this half-truth has completely
clouded the fact that the major-
ity of people in the industry are intel-
ligent and keenly aware of their
own problems."—JOHN HOWARD
LAWSON.

"The exhibitor with only half an
eye for the future knows that bet-
ter days are ahead, and that he
must prepare now to take advan-
tage of them."—JULES LEVY.

"Work for prosperity . . . talk
prosperity . . . lead enough to
storm the calamity howler."—HAROLD B.
FRANKLIN.

"The creative brain is a scarce
commodity."—JOSEPH M.
SCHRACK.

"The industry must learn to dis-
 criminate in film values."—M. A.
LIGHTMAN.

"I say without reserve, that there
is nothing wrong with this busi-
ness, morally or industrially which
cannot be cured in a 12-hour con-
ference. If the germ-distributing
industrial dissenter would disinfec-
t their methods and play the game of showmanship on the
law of averages and equity."—THOMAS D. VAN Osten.

Meet on Theater Fronts
Scheduled for Tomorrow

An effort to adjust differences be-
tween the Broadway Association and
Broadway picture houses will be
made this week, probably tomor-
row, when a conference will be
held between Attorney Leopold
Friedman of M-G-M, representing
the theaters, and a representative
of the merchants' organization.
When an agreement is reached con-
tracting theater bailhoy stew and
fronts it will be taken to the city
for approval. City department
hanging in the matter are the
bureau president, depart-
ment of highways and superin-
tendent of buildings.

NEW WARNER RELEASES

Among Warner releases scheduled for
next month are "The Big Stam-
pede," Oct. 8, and "One Way Pas-
sage," Oct. 22.

BENNY RUBIN FOR CAPITOL

Benny Rubin opens at the Capitol on
Friday.

WARNERS APPOINT BLYTH
Representative in India

David Blyth, formerly domestic sales
promotion manager for Warn-
ers, has been appointed special
representative in India, with head-
quartares in Bombay, it is an-
nounced by Sam E. Morris, vice-
president. Blyth leaves today on the
Bengal, accompanied by his
wife. He was tendered a farewell
in the Park Central by home office
associates.

JOIN CHARLES R. ROGERS
West Coast Bureau of THE FILM DAILY

Hollywood — Harrison Wiley, for
art director for Columbia,
has joined the Charles R. Rog-
ners Productions in the same capac-
ty. His first assignment is on "Mount-
ropolitan Garage." Rogers also has
engaged Louis Weitzenkorn, play-
wright.

JOINS "SCREEN WEEKLY"

Eve Bernstein, who has been con-
ected with various fan publica-
tions, has joined "Screen Weekly."

S.M.P.E. MEET

S.M.P.E. will hold a monthly meeting of the S.M.
P.E. on Oct. 23 at the New York Athletic Club, at 7 P.M.
in the Roof Garden of the Pennsylvania Hotel, with men
and women invited. Board of
Governors will hold a meeting the same
afternoon.

RKO NEGATIVE COSTS
REDUCED TO $200,000

(Continued from Page 1)
(Continued from Page 1)
economies have been reached through
having scripts ready and
complete before the start of any
production; by making all units as
hure to schedules, and by stars be-
ing farmed out when possible and
also placed under contracts that
are not considered serious commit-
ments.

Russian Film Industry
Is Being Reorganized

(Continued from Page 1)

Bel-Film and World-Film. A special
company will be in charge of
film construction, and another will
handle educational, cultural and
newsreels. It is proposed to pro-
duce 60 educational and 100 shorts
for 1932-33.

Allied-MPTO Washington
Meet Postponed

(Continued from Page 1)
meetings for the lineup, says Gleit.
Two of the features are: "The Fighting
Gentleman," with William Collier, Jr., Josephine Dunn
and Natalie Moorhead, and "The
Gambling Sex," with Ruth Hall and
Grant Withers, are now in produ-
cion, while the first Tom Tyler
"barker-M-Pers" is in the cutting room.

$100,000 Contracts
By Freuler in Week

(Continued from Page 1)
to negotiations for the lineup, says Gleit.

JOHN BALABAN, Public executive, ar-
vives back in New York tomorrow from a
Southern trip. SAUL GLUDON and JOE CLEMONS
of Jefferson Amusement Co., operating the
theaters in East Texas, are in New
York buying product.

BASIL DEAN, head of Associated Radio
Pictures in E. Rockland, has arrived in New
York City to prepare for the opening
of the "Gay Nineties.""—MORT BLUMENSTOCK,
director of ad-
vertising for the theaters, is vent-
ing for a trip to Pittsburgh, Phila-
delphia and New Haven, where he will hold
advertising conferences.

JOHN BALABAN, left New York Saturday
yesterday for the coast, where he will join
Clyde Elliott and prepare for shows for
Balaban and Jack in the fall. "Man Eater" for Fox.

JERRY MARKS, western division man-
ger for Powers Pictures, has left Chicago for a tour of the company's exchanges.

COMING & GOING

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Announcing
The 1933 Film Daily
YEAR BOOK

The Standard Book of Reference of the Motion Picture Industry

Covers Everything Used By Everybody Goes Everywhere

Out January 15th
Theater Changes Reported by Motion Picture Daily, Thurs., Aug. 28, 1930

LUSCONSIA

Changes in Ownership
Daih. Vill.. Franklin, owned by R. H. Bolin, sold to C. Davis, St. Francisville, Leslie, sold to Mrs. W. M. Sendly by Leslie Heard.

Baton Rouge—Philo Brinkley.

MARYLAND

Changes in Ownership

Closing
Kirtsmiller—Marcus.

MASSACHUSETTS

Changes in Ownership

Re-Opening

MICHIGAN

Changes in Ownership
Hancock—Orchim, sold to Chas. S. Mason by Reuben Rottenblatt. Ironwood—Ironwood, sold to C. P. Reim by Ironwood Amuse. Corp.

Re-Opening
Onsmanton—Rex. Peaseville—Opera House, reopening.


MINNESOTA

Changes in Ownership

Closing

Re-Opening

MISSISSIPPI

Changes in Ownership

Closing
Sensobia—Glenda.

MISSOURI

Changes in Ownership

Re-Opening

Name Change
Winston. Weston to DeLesse.

NEBRASKA

Changes in Ownership
Elgin—Avalon, sold to Averill Heaver by Neynour Belcher. Omaha—New Club, sold to Solomon Rosenfeld.

Closing

Re-Opening

NEVADA

Closing
Reno—Wren.

NEW HAMPSHIRE

Changes in Ownership
Ashland—Mallard, sold to A. J. Cottrell by E. Rehlig.

NEW JERSEY

Changes in Ownership


Closing
Union City—Civic.

NEW MEXICO

Changes in Ownership

Closing
Hobbs—Ritz.

NEW YORK

Changes in Ownership

Closing

Re-Opening

NEW YORK CITY

Changes in Ownership

New Theaters

Closing
Forum—400 E. 153rd St.—Loew’s Circle. Columbus Circle. Lynn—42nd St.—Rome—Park Row.

BROOKLYN

Changes in Ownership

Closing
BROOKLYN

Changes in Ownership

New Theater
Northport—New Cornucopia Playhouses, owners.

STATEN ISLAND

Changes in Ownership
Rosebeck—Lyric, sold to John A. DiMaria by Rosefield—Pastime. Chowchilla.

Re-Opening
Rosebeck—Lyric.

NEW JERSEY

Changes in Ownership

Re-Opening
South Pines—Cornvallis Playhouses, owners.

OKLAHOMA

Changes in Ownership

Closing

Making Plans

NEW THEATER

Oklahoma City—New. Toluuk Teacher, owner.
NOT ONLY LINES AT THE THEATRE!
BUT WHAT LINES IN THE REVIEWS!

By 9:30 in the morning, the Rivoli was packed to S.R.O. capacity...novel plot...elegantly developed...thrilling...true Tarzan manner. Doug carries it splendidly”
— IRENE THIRER in the DAILY NEWS.

“Affords Doug opportunity to out-TARZAN TARZAN...story moves briskly...situations deftly built.” — BLAND JOHANESON in the DAILY MIRROR.

“Done in Mr. Fairbanks' best vein...artful, jolly and imaginative.”
— MORDAUNT HALL in the NEW YORK TIMES

“Not a travelogue. The advent of a hostile tribe provides Fairbanks with one of those exciting swinging-from-limb-to-limb acrobatics that were his screen trade-mark long before Tarzan appeared on the cinema horizon! Good entertainment...plenty of comedy”
— ROSE PELSWICK in the EVENING JOURNAL.

HIS BEST SINCE "ROBIN HOOD"!

DOUGLAS
FAIRBANKS
MR. ROBINSON CRUSOE

UNITED ARTISTS PICTURE
A LITTLE from "LOTS"

By RALPH WILK

FRANCES HYLAND has been as-
signed by M. H. Hoffman to head Allied Pictures' scenario and script department.

Columbia Assignments: Thelma Todd and Greta Granstedt for "Cau-

"One million dollars cash for your name. No money to invest, No coupons to clip. No limiers to write. No bottle-tops to save. You can eat your cheerios out of solid gold cups." Thus reads a jovial announcement from Mr. and Mrs. Leonard Levinson, who are seeking a name for their first-born daughter.

More Passing Show: Mauri Grahe in conniving following a minor operation; a postcard from Creelman Chaney in the High Sierras brings word that so far he has escaped the shots of other deer; hunters; Oscar, the penguin, in "The Penguin Pool Murder," making friends with Jimmy Gleason; Betty Roberts, head of the RKO reading department, back at her desk after a short illness.

Director Charles Lamont finds fishing a helpful way to relax be-
tween pictures. He is leaving on a short fishing trip to the northern mountains and upon his return, will direct Moran and Mack in "The Two Black Crows in Africa," under the supervision of Al Christie. Lamont has also directed three of the "baby starlet" comedies for Jack Hays. The comedies are being released by Educational.

Lillie Hayward and John Francis Larkin, Warner Bros. scenarists, are writing an untitled original, which will serve as a starring vehicle for Joan Blondell.

Charles Vidor has sold an untitled original to Tom White Prods. White will leave next month for India, where he will make the picture. The Vidor story deals with the Nepal country.

Marshall Pollock, sound technician, is handling special effects on Italian versions for Columbia.

Michael will direct "Wax Museum" for First National. Don Mul-
ley and Carl Ercleickson are doing the adaptation.

M-G-M Assignments: Martha Sleeper, Ralph Morgan, Tad Alex-
ander, C. Henry Gordon, Diana Wyn-
yard, Richard Arlen, and Kay Francis are doing the screen play.


Una Merkel and Ned Sparks have been signed by Warners for "Forty-
Second Street."

POLISH SOUND FILM STUDIO
Warsaw—The new D'Alen Stud-
io will be in operation here within a week when the Orto Co. places into production its first sound film, "The Moving Palace." Richard Or-
dynski will direct.

WALTER LLOYD SHIFED
Hartford, Conn. — Walter Lloyd, manager of Public's Allyn, has been transferred to the management of the Paramount, New Haven.

HARTFORD REGAL CHANGE
Hartford, Conn. — Regal has changed its policy from second to first-runs with double features. Alfred F. Weiss, Jr., has been appoint-
ed manager.

LEASES SEYMOUR HOUSE
Seymour, Conn. — The Strand, dark since spring, has recently been leased by E. H. Rolston, owner, to John Masrey of Waterbury.

Columbia has bought "Ranger Man," by William Colt MacDonald as a vehicle for Tim McCoy.

Abe Meyer, Oscar Potoker and Sam K. Wineland are working on a complete musical score for "Trailing The Killer," Bennie F. Zeidman's picture of America's most successful fugitive, William Wide will release. Mr. Meyer, who has many screen successes to his credit, in-
cluding "King of Kings," and "Tabu," is in charge of scoring, while Oscar Potoker is writing special music.

First National Assignments: Frank Reicher, Helen Mann, Zita Mo-
ulton, DeWitt Jennings, Charles Sel-
en, H. C. Bradley, Walter Wal-
ker, Wallace Ford, Allen Jenkins,

Tom Douglas, English stage star has been chosen for the lead oppo-
site Betty Compson in "Guilty Or
Not Guilty," Monogram melodrama.

Albert Gran and Marjorie Gateson for "Employee's Entrance;" Pat O'Malley and Roscoe Karns for "Common Ground."

MELBOURNE NEWSREEL THEA
Melbourne—Greater Union Thea-
ters is opening the Times Theater-
ette in the basement of the Bloch, for the showing of newsreel pro-
grams. Sydney has had a newsreel house for the past year.

"GOONA GOONA" IN FOR RUN
"Goona Goona," Ball film released by First Division, will be held at the Cameo immediately. It is now in its second week.

NEXT FOR EUROPA
"Louise, Queen of Prussia," Ger-
man film with Henny Porten, opens Oct. 4 at the Europa.

AUSTRALIAN MERGER

Paramount Assignments: George Raft, Shirley Grey, Kent Taylor, W. C. Fields, Grant Mitchell, Benton Churchill, Clarence Muse and Rolfe Sedan for "If I Had a Million"; Richard Arlen, Charles Laughton, Irving Pichel and Arthur Hohl for "Island of Lost Souls"; Sidney Toler, Gertrude Messinger, and Dorothy Granger for "He Learned About We-
men."

David Lewis has been assigned to supervise the next Tom Keene picture for Radio. Sam Jaffe will handle the physical side of produc-
tion. Jack Jungmeier is writing the story, which will go into production within a few weeks.

Anthony Abbott's "About the Murder of the Circus Queen," now a serial in Liberty Magazine, has been selected by Columbia as the second in the series of Thatcher Colt mysteries which the company is producing. Adolphe Menjou will again have the chief role.

Betty Compson, heads the cast of "Guilty or Not Guilty," M. H. Hoff-
mann production for Monogram re-
lease. Others in the cast are Claudia Dell, Noel Madison, William Davison, George Irving, Walter Percival, Louis Alberni, and Erin Lebessoniere. Albert Ray will di-
rect from Frances Hyland's adapta-
tion of Arthur Hoel's published newspaper story.


Neona Judge, Minnesota swim-
ning champion, has been signed for the lead opposite Bob Bell in "The Man from Arizona" (title changed from "Arizona Bound") which goes into production at Monogram Studios. She was chosen for the leading role by Director Harry Fraser.

Title Trouble
Edward H. Griffith, director of RKO's forthcoming "Animal Kingdom," says he is keeping his fingers crossed to answer questions from persons who think this is going to be another jungle thriller.
**NEWS OF THE DAY**

Des Moines, Ia.—Knoxville Theaters, Inc., of Knoxville, Ia., has filed articles of incorporation here listing capitalization at $25,000. B. G. Holson is president, and F. C. Faccy, vice-president, secretary and treasurer.

Vinton, Ia.—The Palace has been opened with about $10,000 worth of new equipment. The theater was practically destroyed by fire last March.

St. Charles, III.—The Arcade has installed a super-giant screen and a Western Electric sound system, and is now celebrating its sixth anniversary.

Detroit—Frank Thomas is buying the Ritz from Stanley Janiszewski.

San Francisco—W. J. Baker and R. Lane have sold their theater equipment establishment to Fred W. Carbine, Jr.

Oakland, Cal.—Dean Gross succeeds Erwin Levy and Allen Levy as the owner of Century.

Brookhaven, Miss.—The Brookhaven Amusement Co., has filed articles of incorporation with a capital of $5,000.

New Orleans, La.—C. F. Bulliard has leased the Metairie, suburban house which has been closed for some time. It is to be renovated and opened within a few weeks.

Middletown, Conn.—The Middlesex, recently taken over by Middletown Theaters, Inc., will be reopened Sept. 24 after extensive renovation.

Hartford, Conn.—Cameo Theater Corp. has been incorporated with authorized capital of $50,000, of which $1,000 is paid. Incorporators are Abraham D., Anne L., Edith B. and Ruth D. Goldberg.

Cleveland—Mrs. Rose Stasny has reopened the Rex.

Lectonia, O.—G. S. Grainger is now operating the American. He formerly had picture houses in Mt. Gilead and Plymouth.

Point Place, O.—The Shoreway has been reopened under the management of John Thomas.

Rossford, O.—Paul Kotowiez is the new owner of the Ross, formerly operated by C. A. Young.

Charlotte, N. C.—W. S. Tuttie, formerly of Atlanta, is now affiliated with the local United Artists office.

Detroit—Embassy Talking Picture Service has been organized by A. A. Weiner and R. E. Code, formerly with Metropolitan Motion Picture Co. They have offices in the Film Exchange. Embassy is putting on shows for schools, clubs, etc., and making silent films for Paramount News in this territory.

Detroit—Supreme Screen Service of Michigan has been incorporated, with offices at 306 Film Exchange. Incorporators are Samuel H. Greisman and Samuel K. Decker. Greisman, who is manager of the new enterprise, was formerly with Tiffany. Decker is, and will remain, manager for Excellent Pictures.

San Francisco—Standard Theaters, Inc., was recently incorporated with a capitalization of $5,000 by N. H. Wilmot, H. N. Joyner and N. Leach. The firm’s attorney is E. W. Wilson.

CRUMIT TO HEAD LAMBS

Election of Frank Crumit as president of the Lamb’s is scheduled for Oct. 20, when the club’s annual meeting takes place. Joseph Sampley is slated as boy.

FISHMAN IN CLEVE. OFFICE

Cleveland—Jess Fishman has joined the local Warner theater department. Nat Wolf and Frank Phelps continue as zone and division manager.

Goldfield, Nev.—R. L. Pennington has opened the Lyre.

Carson City, Nev.—V. C. Shattuck has purchased the Roxie from Pat Stevenson.

Indianapolis—Articles of incorporation have been filed by the Star Theater Corp. Incorporators are Kenneth R. Gregory, Frank C. Taylor and Robert L. Cookingham.

Hattiesburg, Miss.—Royal Amusement Co. has filed articles of incorporation here.

Detroit—Howard Craven, owner of Exhibitors Service, has merged this organization with the Detroit Film Delivery, of which he is also the owner. Offices have been moved to the Film Exchange Building.

Denver—Jack Krum is back at United Artists as salesman.

Detroit—The Midwest Theater, operated by Albert West and John Covaleski, has been taken over by the New Colonial Theater Co. and name changed to the New Colonial. House is owned by Jake Schrieber circuit.

Stoughton, Mass.—Stoughton Amusement Co., Inc., has been formed by Michael H. Bresnahan, Albert and Ida P. Gould, all of Peabody, Mass.

Van Wert, O.—The Lyric has reopened.

Cleveland—Lev C. Thompson has been appointed manager of the local office of American Display Corp., of which Harry A. Samwick is president.

FIFF ON MICKEY BROADCAST

Fifi D’Orsay, star of Monogram’s “The Girl from California,” will broadcast on the Mickey Mouse Birthday Program over the NBC network on Thursday.

PATRICOLA SHORTS IN EAST

Tom Patricola, who leaves for London after his current RKO Palace engagement to appear at the Palladium for four weeks, will return directly thereafter for a series of shorts to be made in the east. The Leo Morisson office is conducting the negotiations.

Cleveland—George Folberth and Nicholas Pavle have taken over the Almira Theater from Sam Fine.

Amherst, O.—Jerry Steel, who owns the Apollo at Oberlin, has purchased the Colonial. 

Celina, O.—O. P. Maus is the new owner of the Lakona, formerly operated by Leo Dwyer.

Columbiana, O.—The Globe, closed since June, has been reopened by W. K. Anthony of Youngstown.

Fayette, O.—H. A. Pavlin has leased the Orpheum to Howard Gimmer.

Cleveland—The Lexington Square Co., headed by Edward Kohl, has taken possession of the Lexington—formerly owned by the late John J. Harwood.

Lima, O.—The Rialto, closed since spring, is now open and under the management of F. C. Pochi.

Kenosha, Wis.—Charles Secord, formerly assistant manager of Warner’s Sheboygan and Majestic in Sheboygan, has been named manager of the Butterfly, local house, operated by Hugo Velge and Sam Lovinson.

Milwaukee—Harry Billings, former manager of RKO’s Riverside, is handling publicity for the Harry Minturn Players, stock company, at L. K. Brin’s Majestic.

TO-DAY’S BIG EVENT

AS SEEN BY ‘THE PRESS’ AGENT

**TODAY’S BIG EVENT**

“Elizabeth Patterson, who plays the part of Aunt Hester in ‘A Bill of Divorcement,’ has knitted 22 sweaters in her spare time on the set in Hollywood.”

—RADIO PICTURES.

**Soviet Russia’s raw film factories, Schostenskaya, has turned out 2,000,000 meters of raw film, and the Pershikovskaya more than 1,000,000 meters.**
WONDER WHAT LEO, THE M-G-M LION THINKS ABOUT!

It's great not to have to worry about having your option taken up. My job's permanent. Neither Metro nor Goldwyn nor Mayer can roar like me!

When I think of my folks back in the jungle I've gotta laugh... Me, the greatest star on the screen! They call me 'Star-Face.'

'Did you notice the tears in my eyes on that 'Smilin' Through' print? Honest, that picture got me. Shearer was marvelous!

'Lionel Barrymore's got a beard just like mine in 'Rasputin'. John, Ethel, Lionel--all together! Some line-up. Wait 'till I start roaring about that one!

'M-G-M likes me to look dignified on the screen. I couldn't keep a straight face on that Dressler-Moran 'Prosperity' print! Scuse it please!

'I like to play those $2 stands. We're doing swell business at the Astor with 'Strange Interlude.' I'm not high-hat about it, just proud!

'S's funny how the folks say 'Oh and 'Ah' when I'm on the screen. It's not for me personally, darn it! They know it's an M-G-M picture coming!

'Whoops! I'd do a hand-spring if I didn't have to sit and look pretty! Clark Gable and Jean Harlow together in 'Red Dust.' Sweet and hot, I call it!

'Pardon me, the show must go on. I feel a roar coming on... let's go... 'Rrrrrrrrrrrrrrrrrr' Thank God that's over now I can sit back and enjoy the picture--M-G-M, of course!
Policy of Producing Timely Subjects is Clicking

15 CIRCUIT HOUSES ARE SLATED FOR REOPENING

Will Horwitz Takes a Poke at Exclusive Run Policy

Houston Showman Tells Public He Holds Contracts for Films

Houston—In one of the column newspaper ads devoted to his local theaters, Will Horwitz took the following poke at exclusive runs: "Hold everything, folks—Don't get excited!—It's the Hat—Not the Head!—O'P' Root-Hog's Back!—O'P' Movie-Trust Hog!—And All of This Picture is—Exclusive Here Only!—Ha! That's Caused By—The Hi-Hat!—It's Hokey!—It's O'P' Movie Hawg—Trying to Corner—The Boy-Friend—Will Horwitz—(Continued on Page 6)

New Technique in Comedy Production Being Introduced by Radio Pictures

Alabama Amusement Tax Is Backed by Governor

Montgomery, Ala.—As predicted in a recent issue of THE FILM DAILY, a concerted drive for a 10 percent tax on admissions has been launched in the special session of the Legislature. Gov. B. M. Miller himself appeared and demanded a tax on admissions. Exact details of the plan have not been made public. (Continued on Page 6)

Comedy Writers Needed, Says Joe E. Brown

Dearth of good screen comedies is due largely to the scarcity of writers who can turn out laugh material of sufficient merit and wide appeal, said Joe E. Brown, Warner-First National star, in an interview in New York yesterday. Comedy is the hardest type of story (Continued on Page 6)

High Average of Hits Resulting From Timely Policy on Stories

A. E. Riskin Lining Up Stories for Columbia

A. Everett Riskin, Broadway theatrical producer and executive, was signed by Columbia this week as special studio representative with temporary headquarters in New York. He is now in town searching for suitable screen vehicles for immediate production. (Continued on Page 6)

What's in a Title??

West Coast Bureau of THE FILM DAILY

Hollywood—Warners announce that the title of the next starring vehicle for James Cagney, who has just made "Maiden Special" at Warners after a long contract wrangle, will be "Bad Boy." It's from Houston Branch: "The Lowdown," with adaptation by Wilson Mizner and Robert Lord.
Junior Commerce Chamber Endorses Ala. Sunday Bill

Birmingham—Junior Chamber of Commerce has endorsed and is aiding the move to legalize Sunday shows in Alabama. Church groups, however, are in opposition. Petitions urging the Jefferson County delegation in the Legislature to favor the Goodwood for Sunday shows are being circulated here. Theater interests are financing the distribution.

STUDYING PINK FILM

West Coast Bureau of THE FILM DAILY

Hollywood—A new type of film limestone of the usual racy, was being used for the first time by Harry Fishbeak in photographing Paramount's "Evenings for Salome" has aroused the interest of the Academy of M.P. Arts & Sciences, which requested a special print so that members could view the results. The "inkie film" is said to produce perfectly clear whites, with all muddiness and grain absent. Blocks have a peculiar transparency which gives them added lustre and richness.

PHOTOPHONE FOR INDIA

Calcutta—East Indian Film Co., of which R. Khanna is the head, has acquired a complete RCA Photophone studio and location recording unit for the production. Upon its arrival from the United States, the company will immediately begin operations in a new studio now under construction here.

James Murray in Comeback

West Coast Bureau of THE FILM DAILY

Hollywood—James Murray will star in "Comeback Ground." First National picture starring Ruth Chatterton. He reprises George Brent. Murray was Warner star a few years ago.

More Paramount Writers

West Coast Bureau of THE FILM DAILY

Hollywood—New writers recently put to work at Paramount include Fred Allen, Lynn Starling, Stuart N. Lake, Francis E. Faragoh, Norman Rush and Nina Wilcox Putnam.

Boris Morros Feted

A farewell party was tendered Boris Morros of Publix last night at the Waldorf-Astoria. He sails today for Russia, where his father's death forces an extended stay. Mr. Morros was in charge of arrangements.

Globe Gets Powers Films

Brandt Brothers, distributors of the Globe on Broadway have contracted with Powers Pictures for the playing of all features to be released by Powers for 1932-33.

Frank Capra's Contract

Non-Cancellable for 3 Yrs.

West Coast Bureau of THE FILM DAILY

Hollywood—Frank Capra has signed a new three-year contract with Columbia. It replaces his old agreement and one of its features is the waiving of the usual options, making the contract non-cancellable.

RKO Theater Assignments

Erwin Rock, formerly assistant manager and treasurer of the Paramount Cincinnati, has been appointed manager of the State, Dayton, William Cook, formerly assistant manager of the Pantages. New York, is now manager of the Strand, Yorkers, Leonard Seng is now manager of the Strand, Syracuse. Fred Corne has been named manager of Frosle's, Grand, Albany.

Lovejoy to Direct

West Coast Bureau of THE FILM DAILY

Hollywood—Albert Lovejoy, who resigned as dramatic coach at RKO plans to enter the screen directorial field some time next year. He will seek stage plays before coming to the Coast.

Ray Johnston Giving Party

W. Ray Johnston, president of Monegrum Pictures, is celebrating the opening of his new Larchmont home. Johnston Villa, on Saturday night, Johnston leaves next week for the coast to look over Monegrum production activities.

Another Brighton House

Edward N. Rurfoff and Herman Reeker, Brooklyn theater operators have bought a site at Brighton Beach for a 1,600-seat theater, with plans of mosaics being drawn by Chas. Grant and seating for a large stage plays before coming to the Coast.

Start Alamda House

Alameda, Cal.—Alamda Amusement Co. now proceeding with its two-year-old protract to build a $500,000 theater here to seat 2,200.

Plans Indo-China Film

Armand Denis, one of the producers of "Goona Goona," is planning to make a feature in French Indo-China. He is now in New York arranging financing of the film.

Toronto Get-Together

Toronto—Film men representing all phases of the industry will hold an informal party Oct 21 at the home of King Edward. Harry Law, educational manager, heads the committee in charge of arrangements.

Donald Novis in 'Broadcast'

Paramount has added Donald Novis, radio headliner, to the "Big Broadcast."
Held over for 2nd Week!

By public demand!

San Diego Union

'The Thirteenth Guest'

Prolongs Visit

To Thrill Fans

Mystery and action pictures have the greatest popular appeal, according to Ginger Rogers, a "murdered" person who comes to life in "The Thirteenth Guest," mystery melodrama playing on the Mission screen. By public demand, "The Thirteenth Guest" is prolonging its visits at the Mission for an additional week.

Frances Rich, daughter of Irene Rich, screen star, plays the role of Marjorie "Thornton," sophisticated, wise-cracking cousin of Marie Morgan, the role taken by Miss Rogers.

"The Thirteenth Guest" is adapted from the Armitage Trail novel of the same name. It is a hair-raising tale of a series of murders in an old abandoned house. Glyn Talbot plays the investigator who solves the mystery. Others in the cast are J. Farrell MacDonald, Paul Hurst, James Eagles, and Phillips Smalley.

When a town of 147,000 can hold a picture over for a second week, it must have box-office pulling power... "The Thirteenth Guest," Monogram's thrilling thriller, is doing capacity business from coast to coast!

Opened Saturday to smashing business at Loew's Stillman, Cleveland, opens at Fox Theatre, Philadelphia, week of Sept. 30th

An M.H. Hoffman Production

Directed by Albert Ray

Story by Armitage Trail, Author of "Scarface"

Available at 36 Monogram Exchanges
HIP! HIP! HIP!

"HYPNO"

STARRING

MORAN AND MACK

THE TWO BLACK CROWS

A

MACK SENNET

FEATURE SPECIAL

THE GREATEST, FUNNIEST FEAT
Hooray! Or Tized"  

With  
Ernest Torrence - Wallace Ford - Maria Alba  
Charlie Murray - Marjorie Beebe  

In 8 Reels  

Presented by  
E. W. Hammons  

World Wide Pictures
15 CIRCUIT THEATERS SLATED FOR REOPENING

(Continued from Page 1)

A week. In Springfield, III., the RKO Majestic will reopen Oct. 10 with pictures or two. or three changes a week. Oct. 2 openings include the Paramount, Fort Wayne, with a straight picture policy and six week run. After the State, Dayton, 0., with a straight picture policy and three changes a week, they plan to have a like number of Skouras houses also are scheduled to reopen.

Timely Subjects Policy Results in More Hits

(Continued from Page 1)

his favorable showing, the plan is to be expanded even more widely as the season goes along. Warners already have definitely announced that most of their subjects will be along such lines. Columbia likewise is launching a search for timely material.

New Technique in Comedy Being Introduced by RKO

(Continued from Page 1)

some cases instead of read. The first story is an original by Ben Mark Sandrich will direct it. The intention is not to copy the Lubitsch comedy style so much as to set a style in zieg construction and routine that will combine light, sparkling humor with gags of sure-fire caliber.

COMING & GOING

ARNOLD VAN LEER returned from Baltimore yesterday.

FAUSTUS WURKIS. explorer returns Oct. 2 from Haiti, where he has been filming "Voodoo" for Principal Pictures.

MR. AND MRS. GEORGE ARLISS arrived from England yesterday on the Mauretania.

PEGGY SHANNON is in New York for a visit following completion of "False Face" for World Wide.

ADOLPHE MENJOU arrived on the Bremen yesterday from abroad.

W. RAY JOHNSTON leaves next week for the coast.

JOHNNY WALKER and MONROE GOLD, producers of "The Great Holab Summer" and "The Eyes Remember" series for Educational, sail tonight on the Bremen for Berlin, where they will inspect film material stored in vaults there.

JOE E. BROWN and TENNY WRIGHT, directors, left New York last night for Chicago to attend World Series games, taking some shots for Brown's next film "Elmer the Great," after which they will return to the coast.

SIL MANKIN, Milwaukee zone manager for Warner Theaters, is in New York.

HERBERT MARSHALL tomorrow completes his scenes in Paramount's "Eventails for Sale" and will leave for New York the same night. His wife, Edna Best, will accompany him. They sail Oct. 7 on the Olympic.

JOHN BALABAN has returned to New York following a Southeastern trip.

WILL HORWITZ POKES EXCLUSIVE RUN POLICY

(Continued from Page 1)

Again! Also Yet!—Movie Hogg's Donned the Tail-Millinery!—He's Trying to—Crash Society!—!—He Sneers At—Nickels and Dimes!—But Listen, Folks!—Will Horwitz Has—A Cast-Iron Contract!—You'll Get all the—Best of the Movie Hogg's Product—And Don't You Get All in a Lather!—See You At—The Hog-Wallow!

John Balaban Reports Improvement in South

(Continued from Page 1)

agement of the Balaban & Katz houses, part of the Publix circuit. He is not expected to have a successor in New York, his duties likely being absorbed by other executives.

Scurt in Theater Activity Seen Throughout Virginia

(Continued from Page 1)

shown in several other university towns. It is also reported that several new houses are planned in the state, with projects already being considered here in Virginia Beach.

Comedy Writers Scarse, Declares Joe E. Brown

(Continued from Page 1)

to turn out, according to Brown, who believes audiences are gradually getting to appreciate more subtle than the ancient slapstick. Brown came east to see some World Series games and also some baseball scenes for his next picture, "Elmer the Great."

VON STERNBERG TO HAITI

West Coast Bureau of THE FILM DAILY

Hollywood—Joseph von Sternberg leaves this week by airplane for Haiti in search of atmosphere, including a hurricane, for Marlene Dietrich's next film. He will be accompanied by Jules Furthman, scenarist; Paul Ivano, cameraman, and two assistants.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays: Sept. 30

George Bancroft
Norman Z. McLeod
Herman Starr
Ralph Forbes
THE old fashioned idea that producers of motion pictures could produce, distribute, exhibit and PRINT their motion pictures has lost millions of dollars to the industry. We have PROVED that the industry needs specialization. We have saved millions of dollars for those producers who have placed their film printing with us.

Specialization has made it possible for Consolidated to develop plants and equipment with a yearly capacity of over a billion feet of "Certified Prints". We use only the finest raw stock and chemicals ... employ only the most skilled operators ... measure every process. **Quality is CONTROLLED.** And we maintain a costly research laboratory to seek further advancements in the art and science of film printing.

Accustomed to the instant demands characteristic of the industry, our highly specialized organization can operate twenty-four hours a day when overnight delivery is required.

Specialization has established Consolidated Park as the safest place in the world to send your negatives. Our engineers have originated many exclusive devices for guarding them against every danger. And so well is our organization trained in secrecy and responsibility that the originality of your ideas can never be revealed to trade or public until release date.

Send your negatives to Consolidated—release printing specialists. Relieve yourself of a troublesome and hazardous burden. Only Consolidated with its working capital ample to carry out the largest printing contract, to make loans to its customers and to finance independent productions on a large scale, can give you the high quality and speedy service so essential to the profitable operation of every producer.
15 CIRCUIT THEATERS SLATED FOR REOPENING

(Continued from Page 1)

a week. In Springfield, Ill., the RKO Palace will reopen Oct. 16 with pictures on two or three changes a week. Oct. 2 openings include the Paramount, Fort Wayne, with a split-week picture policy, and the State, Dayton, O., with a straight picture policy and three changes a week. Other houses and a like number of Skou- ras houses also are scheduled to reopen.

Timely Subjects Policy
Results in More Hits

(Continued from Page 1)

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MR. and MRS. GEORGE ARLISS arrived from England yesterday on the Mauritania.
PEGGY SHANNON is in New York for a visit following completion of "Pair Faces," for World Wide.
ADOLPH MENJOU arrived on the Bremen yesterday from abroad.
W. RAY JOHNSTON leaves next week for the coast.
JOHNNY WALKER and MONROE GOLD, producers of "The Great Hokum Mystery" and "Do You Remember," for Educational, sail tonight on the Bremen for Berlin, where they will inspect film material stored in vaults there.
JOE E. BROWN and TENNY WRIGHT, director, left New York last night for Chi- cago to attend World Series games, taking some shots for Brown's next film, "Elsie the Great," after which they will return to the coast.
SPIL MANKIN, Milwaukee zone manager for Warner Theaters, is in New York.
HERBERT MARSHALL, tomorrow completes his scenes in Paramount's "Evening for Salad," and will leave for New York the same night. His wife, Edna Best, will accompany him. They sail Oct. 7 on the Olympic.
JOHN BALABAN has returned to New York following a Southeastern trip.

WILL HORWITZ POKES EXCLUSIVE RUN POLICY

(Continued from Page 1)

Again! Also Yet!—Movie Hawg's Downed. It's Tail-Millinery!—He's Trying to—Crash Society!!!—He Sneers At—Nickels and Dimes!!! But Listen, Folks!—Will Horwitz Has:—A Cast-Iron Contract—You'll Get All the—Best of the Movie Hawg's Product—And Don't You Get—All in a Lather—See You At—The Hog-Wallow!!

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(Continued from Page 1)

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THE BUSINESS DROUGHT IS OVER!
HERE'S WHAT EVERY EXHIBITOR
HAS BEEN PRAYING FOR!

THE LIGHTNING HIT OF THE YEAR!!

with
WALTER HUSTON
WILLIAM GARGAN
GUY KIBBEE
WALTER CATLETT
BEULAH BONDI
MATT MOORE

A DELUGE of PASSION
A STORM of EMOTION

JOSEPH M. SCHENCK
presents

JOAN CRAWFORD

IN COURTESY OF METRO-GOLDWYN-MAYER

RAIN
A LEWIS MILESTONE Production
UNITED ARTISTS Picture
Hartford Gets Big Bargains as Circuits Compete

SPARKS TAKING OVER 12 PUBLIX FLORIDA HOUSES

Mullin and O’Donnell Shifted in Publix Setup

New England Again Gets Mullin—O’Donnell to Middle West

Switches reported in the Publix setup will bring Marty Mullin back to Boston in charge of the New England zone, while Bob O’Donnell will be transferred from charge of the circuit’s Southern division to handle the Middle West, where Mullin has recently been in charge. Making and various partnership and management deals in the South is understood.

(Continued on Page 2)

CAESAR FILM CO. OF ROME ENTERS AMERICAN MARKET

Caesar Film Co. of Rome, next to Pittaluga in importance, is entering the American market with the appointment of Frank Penno as general manager to run offices at 261 Broadway, Pittaluga is a pioneer film man here, having distributed American Biograph product in the old days. He will not only sell state rights territories on

(Continued on Page 2)

Florida Theater Adds Dramatic Playlets

Jacksonville, Fla.—Dramatic playlets, put on by the local Little Theater, have been added to the program at the Florida. It is planned to run one playlet a day for three days each week, three shows a day, for the next several weeks as an experiment.

Hoot’s Rodeo Series

Dallas—Hoot Gibson arrived next week from Hollywood to stage the big rodeo at the Texas State Fair here Oct. 8-23. His presentation is to stage armed rodeos in other parts of the country besides the local event, M. H. Hoffsman, jr., of Allied Pictures, producer of Gibson westerns, has prepared a trailer for showing in Texas before the Fair.

“Bill of Divorcement”—Grand Picture and Big Opening

RKO’s “Bill of Divorcement” opened its Broadway engagement last night before the swankiest first night audience of the season, and, while the picture has already been reviewed in this publication, we wish to go on record here and now that we have personally seen nothing finer on the screen in the past few months. The story is curious, imaginative, stark and tragic. The direction of George Cukor is splendid. John Barrymore is his usual capable self and the cast, including Billie Burke and David Manners, is unusually fine. It remains, however, for a newcomer to the screen, Katherine Hepburn, to capture ranking honors. You’ll hear a great deal more from this young lady. The $10 premiere brought one back to the good old days. A Hollywood first night on Broadway. A list of those attending would read like the social register. All in all, it was a big evening for the aggressive Mr. Aylesworth and RKO.

JACK ALICOATE.

Measures Aimed at Exclusive Runs

Loom in Next State Legislatures

Possibilities of anti-exclusives bills being introduced in the various state legislatures which go into session early next year are looming, with units affiliated with both the M.P.T.O.A. and Allied on record as opposed to the developing policy. The M.P.T.O. of Eastern Pennsylvania, in a current survey, is compiling data on the policy as it functions in its territory. In Connecticut

(Continued on Page 2)

Circuit Competition Brings Bargain Bills in Hartford

Consolidated Film Gets Monogram Pictures Work

Consolidated Film Industries has been awarded the contract for negative developing and release-printing on the remaining Monogram Pictures lineup for 1932-33. About 20,000,000 feet of release printing is involved. Consolidated also will make prints for Monogram’s “The Girl from Calvary,” using its exclusive Magnacolor process.

Mayfair Pictures Opening Own Southeast Exchanges

Mayfair Pictures is opening its own exchanges in the southeast, with three branches to be in operation within two weeks. Offices will be established in Atlanta, Charlotte and New Orleans. M. C. Howard, now connected with the company’s home office, will be in charge, headquartering in Atlanta.

Forming New Company to Handle Southern Theaters

E. J. Sparks on Nov. 1 will take over 12 Publix houses in Miami, Palm Beach, West Palm Beach and Lake Worth. Sparks, who operates Consolidated Theaters, is expected to form an operating company to handle the theaters. The deal is: Miami, Olympia, Paramount, Rex, Roseland, Lane, United Artists; Lake Worth, Beach, Paramount and Beaux Arts; West Palm Beach, Kepler, Stanley, Arcade and Rialto; Lake Worth, Oakley.

GREATER ACTIVITY NOTED AMONG SOUTHEAST EXHIBS

Birmingham — Indications of reviving activity are noted by George Goodale of Birmingham Film Exchange in the fact that last week alone, more out-of-town exhibs were in his office than in any single week for months, and all were talking either of reopening or increasing their number of operating days.

Also in anticipation of better business, Premier Advertising Service

(Continued on Page 2)

Canadian Attendance Showing Improvement

Toronto—as a result of improved attendance, Famous Players Canadian is expected to show a profit for the second year in a row, as compared to only a break even in the first year of operation.

Colonel Herschel Stuart

Added to the list of distinguished Kentucky Colonels is Herschel Stuart, RKO theater exec, who has been appointed to Gov. Laffoon’s staff in that state.
Cesar Film Co. of Rome Enters American Market

(Continued from Page 1)

Cesar features considered suitable for this market, but also will buy rights in American market for production in Italian when particularly suitable stories are found. First Cesar film to be brought over is "La Vecchia Signora" ("The Old Lady"), all-talking and singing, with Emma Gramatica and Arturo Tofani. English titles will be added.

Pennino also is president of the European Music Publishers Protective Ass'n, which includes such music houses as La Canzonetta, Genarelli, S. C. I. A. di E. A. Mario, M. Cosentino, Fratali Cure, etc., many of whose songs have been used in foreign films.

Anti-Exclusive Bills

Loom in Legislatures

(Continued from Page 1)

tics representatives of the M.P.T.O have gone to Washington to try to prohibit the practice. Distributors, on the other hand, have pointed out that so far the policy is being tried in only a few spots.

3 MAYFAIR RELEASES SET


LOS ANGELES CHANGES

West Coast Bureau of THE FILM DAILY

Los Angeles—When Loew's State goes all sound next week, Fanchon & M承re shows will be moved to the United Artists, which has been dark. Pantages Hollywood will have a Grauman show and the Chinese will close after its current attraction.

ARLISS TO MAKE THREE

George Arliss, who arrived this week from England and leaves in a few days for Hollywood, is expected to make three pictures for Warners this fall and winter. First will be either an Ernest Pascal story or Edgar Franklin's "The Adopted Father."

MANAGERS SHIFTED

Mobile, Ala.—Bob Hampton, manager of the Paramount, Gulfport, Miss., has been transferred to the Crown here as manager, succeeding J. H. Marchand, who has been switched to Gulfport.

GRIFFITHS DUE HERE ON DEAL

R. E. and L. C. Griffith, who operate the Griffith family theater in Oklahoma City, and John M. Griffith, who will arrive in New York on Monday in connection with a new deal.

Mullin and O'Donnell Are Shifted by Publix

(Continued from Page 1)

stood to have made necessary as signing an executive contract. Harry Katz is expected to assume many of the duties of John Balaban when he goes to Chicago to handle Balaban & Katz houses.

Greater Activity Noted

Among Southeast Exhibits

(Continued from Page 1)

vice of Kansas City has opened a poster exchange here at 912 Morris Ave. Alabama Poster Exchange also has opened on 18th St. near Sixth Ave.

RKO MANAGERIAL CHANGES

Harry Weiss has been named manager of the Albe, Brooklyn, N. Y., succeeding Henry Goldberg, who was recently promoted to Chicago city manager. Albert Goodwin replaces J. L. McCurdy, resigned, as manager of the Boston, Boston. Harry Lyons is the new manager of the Lincoln, Arlington, Mass., replacing Henry Rosin.

ABRAHAM COHEN DIES

Detroit — Abraham Cohen, who was owner of the Hollywood and formerly of the Colonial, Coliseum and several other houses, died this week of a heart attack. He is survived by Ben and Lou Cohen, his sons, and is operated actively managed the theaters for several years.

3 MAJESTIC OCT. RELEASES


ROMANO TO DO DESIGNING

Alex Romano, former art director with coast studios, is giving up sculpturing to become a costume designer in New York.

MANAGING 'FRISCO EXCHANGE

Sam Francesconie, Hugo Stockland has been appointed manager of the Allied Pictures exchanges here, succeeding Sidney Goldman, re-

WARNER-LIGHTMAN DEAL

M. A. Lightman has bought the entire Warner-Frissel National-Vita-phone lineup for his 20 houses in Arkansas and Tennessee.
HERE'S THE LOWDOWN on the ten (count on 'em) most important dates of the fall season . . .
**HERE'S the page you'll want to keep!**

<table>
<thead>
<tr>
<th>Release</th>
<th>Title</th>
<th>Cast, etc.</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 16</td>
<td><strong>SIX HOURS TO LIVE</strong></td>
<td>CAST: Warner Baxter, Miriam Jordan, John Boles, Beryl Mercer, George Marion, Sr., Hallie Hobbs. STORY: &quot;Aum. Wiederein&quot; by Gordon Morris and Morton Barbaux. DIRECTOR: William Dieterle.</td>
<td>Powerful and amazing drama of a man with six hours to love...to avenge a murder...and save his country.</td>
</tr>
<tr>
<td>Oct. 30</td>
<td><strong>THE GOLDEN WEST</strong></td>
<td>CAST: George O'Brien, Janet Chandler, Marion Burns, Arthur Pierson. STORY: by Zane Grey. DIRECTOR: David Howard.</td>
<td>Zane Grey's epochal smash of God's Country...nothing half as big in the past five seasons.</td>
</tr>
<tr>
<td>Nov. 13</td>
<td><strong>CALL HER SAVAGE</strong></td>
<td>CAST: Clara Bow, Gilbert Roland, Estelle Taylor, Alexander Kirkland, Thelma Todd, Monroe Owsley, Weldon Heyburn. NOVEL: by Tiffany Thayer. DIALOGUE: Edwin Burke. DIRECTOR: John Francis Dillon.</td>
<td>A woman lives out the call of love that most hide in their innermost hearts.</td>
</tr>
<tr>
<td>Nov. 27</td>
<td><strong>WALKING DOWN BROADWAY</strong></td>
<td>CAST: James Dunn, Boots Mallory, Zasu Pitts, Minna Gombell, Terrance Roy. PLAY: by Dawn Powell. DIRECTOR: Erich von Stroheim.</td>
<td>A boy and a girl from Main Street whose love and courage snatch happiness from the Big City.</td>
</tr>
<tr>
<td>Dec. 4</td>
<td><strong>PIER 13</strong></td>
<td>CAST: Joan Bennett, Spencer Tracy, Marion Burns, Henry B. Walther. STORY: by Barry Conners and Philip Klein. DIRECTOR: Raoul Walsh.</td>
<td>Love, drama and thrills on a trans-Atlantic dock branded with a fatal number.</td>
</tr>
</tbody>
</table>
A Little from "Lots"

By RALPH WILK

VAL BURTON and Will Jason, who wrote the music for "Tess of the Storm Country" and "Robbers Roost," for Fox, will continue to head the musical department of KBS Pros, at Tiffany. They are also doing a new type of musical short for Louis B. Mob's at RKO.


Harvey Thew, Paramount sceneartist, is returning from a vacation trip to the East. En route, he visited Minneapolis, where he was employed four years ago.


Greta Granstedt is one of the busiest character players on the Coast. She is playing a featured role in an untitled comedy being produced by Warren Doane. She has also been signed for a feature, which will be made by Nat Levine.

Charles Lamont, who has directed children for several years, directed "War Babies," "Pie-Covered Wagon" and "Rags to Riches" and "The Kid's Last Flight" in the "Baby Burlesque Productions" series.

BILL BARON TO NEW ORLEANS

Bill Baron, formerly with the Warner Bros. booking department, has joined Educational World Wide as New Orleans branch manager.

NEW EDUCATIONAL MANAGER

Seattle-C. Frank Harris has been named manager of the local Educational exchange. He succeeds B. W. Rucker.

Dwan Doing 3 More Abroad

London—Allan Dwan, who has just finished a picture for British International, has been signed for three more.

CALIFORNIA

ALONG THE RIALTO

with PHIL M. DALY

LOS ANGELES

- - TODAY IS the birthday of the most outstanding member of a family of most ancient lineage. Peromyscus leucopus—just to go Latin on you—an ancient family that has been hounded and abused since time began—despised and persecuted by Christian, Moslem and Jew alike—yet this one member of the family, by sheer force of his dazzling genius has lifted his people to an honored place among all nations—so that today the world over millions of his votaries will partake of the birthday cake in the form of cheese sandwiches...as they stand up and yell "Hail—Mickey Mouse!"

- - FOR MICKEY is four years old today. He is still in "shorts" as youngsters should be, but shorts that are more important than Ghandi's and cover a lot more territory. His shorts also furnish a better screen than do Ghandi's—oops! forgive it—we're sorry.

- - SO HERE is Mickey at four, playing in a year to more people than most stars play to in a lifetime. One of the few stars remaining whose popularity increases year after year with audiences throughout the world.

- - ONLY A pen-and-ink character, but how the fans are reading between the lines! His fan mail is greater than that of several of Hollywood's elite—some fans actually send Mickey camembert and gorgonzola—they love him so much that they're got to looking upon him as a real live individual.

- - ONE OF the secrets of Mickey's enormous appeal is his voice. The piano he bangs unmercifully occasionally turns round and bites its tormentor—and so with all the other innamorato props in his cartoons...they act like humans—and Mickey treats them as such! The folk get a great kick out of this for people with sentiment attached to their household properties...yezzir there's more psychology in these Mickey Mouse pix than meets the eye.

- - IN MANY respects Mickey is unique from any other screen star—he is the only star who works continuously without vacations—he sears a contract—was never late on the set—never talks back to his director—he does not know the meaning of temperament—Mickey has more patience than all the hospitals in the world—retakes mean nothing to him—husbands take wives to see him—wives take husbands—but the B. O. brand that count.

- - SO TODAY birthday parties are being thrown for Mickey all over the world—at the New York hotel, with George Olsen as host to countless stars...at parties in Hollywood, London, Paris...and broadcast all over the world—so all honor to Mickey!—and his creator, Walt Disney who, as Hal Horne said...hitched his gagglin' to a star—is it any wonder that theater managers all over the world are lobbying for Mickey Mouse?

SHORT SHOTS FROM NEW YORK STUDIOS

By "C. A."

BURNET HERSHEY, writer at the Vitaphone studio, is at work on the off-screen dialogue for another of those interesting reels made up of clips from old silent screen flitters. Bert Frank, Vitaphone's film editor, compiles all of these reels.

The third of the series of Nick Kenny "Radio Thrills," featuring Little Jack Little and being produced by William Roulane and Monte Bricce Productions, was completed yesterday at the Eastern Service studio.

Retakes from the Vitaphone studio: Sam Sax planning bigger and better shorts; Marty Schwartz biting finger nails to cuticle (between meals); Ed Savin nerve ting of looking at figures (and we mean the 1-2-3-4-5 kind); Herman Ruby trying to train his hair to stay east or west; Burnet Hershey on his way to publish an article; Dave Mendoza trying out autos, and Stewart Stuart satisfying the extra in his own imitable way.

Synchronizing of "Guardian Princess" has been completed by Steve Toth, director-general of the American-Hungarian Sound Film Co.


Synchronization of the latest "Hodge Podge" being produced by Lyman Howe has been completed at the Atlas Sound studio.

Abe Lyman and his orchestra is the latest nationally known aggregation to be signed by Sam Sax. Production chief at the Vitaphone studio, for a series of "Melody Masters" band shorts. A special story is now being prepared for the famous band leader by the Vitaphone staff writers under the supervision of Herman Ruby.
Theater Changes Reported by Film Trade Boards

NORTH DAKOTA
Closing
Bowdler—H & L; Otter—Comm.; Rotelle—Rotelle.
Re-Opening
Lederwood—Grindel—Neche—Neche.

OHIO
Changes in Ownership
Bellevue—Ohio, sold to Ohio Thea. Co. by Bert W. Bieber; Celina—Ohio, sold to Local Tha. Inc. by Celina Amuse. Co.; Cleveland—Sunbeam, sold to Sunbeam Cleveland Co., by Sunbeam Amuse. Co.; College Corner—College Corner, sold to Wm. Langford by J. F. Connor; Jeromeville—Community, sold to Paul Harbeck and Ed. Ramsey by B. L. Smith and P. A. Carl; Leipsic—Mystie, sold to R. M. Harris by E. L. Staup; Payne—Strand, sold to G. M. McCauley by Carl Arm- brust; Ravenna—Strand, sold to Abby H. Fine; West Salem—Orena House, sold to Merchants of the Town by R. R. Ben- ngholz; Youngstown—Dome, sold to Dome Amuse. Co. by Warner Bros.

Closings
Cincinnati—Park Hall; DeGriff—Ohio; Lakeview—Indiana; Pomeroi—Maine; Roseville—Mojave; Somerset—Russell; Rav- enna—Strand.

Changes in Ownership
Celina—Ohio, sold to Bertha—Keith’s, Star; Columbus—Rialto; Cornings—Maine; Franklin—Franklin; Hamilton—Palace; Lynchburg; Lynd—Middletown—Simp’s, O. H. Nelson; Rt. 3; Passville; New Lexington—Ohio, sold to E. E.; Portmouth; Columbus; Richwood—Orena House; Sharonsville—Shareware.

OREGON
Changes in Ownership
Medford—State, sold to Walter Lecocutt by Geo. Roy.
Closings
Mollalla—Lyric; North Bend—Liberty.
New Theater
Portland—Liberty, Fox West Coast. owner.

Changes in Ownership
Allentown — Transit, sold to Allentown Transit Tha. Co. by Upland Chair Tha. Co.; Attonia—Lyric, sold to H. L. Fewing by H. S. Frew; Jim Thorpe—Lyric; Kiplin Tha. Co.; Bethlehem—Savoy, sold to Irving Tha. Corp. by United Chain Tha. Inc.; Cleveland—Broadway, sold to A. Certo by T. J. Gilchrist; Clarion—State, sold to Frank Pamplin by Cons.; Columbus; Opera House, sold to Dan C. Nougay; Easton—Transit, sold to Easton Transit Tha. Co. by Third Street Tha.; Co.; Seville, sold to Atlantic Amuse. Co.; by Seville Tha. Inc.; Emsas—Peals, sold to M. G. Engelan by P. H. Heffner; Greenville—Keck, sold to Atlantic Amuse. Co. by York Road Tha. Inc.; Henderson—Center, sold to Brookcraft Construction Co. by John Stahl; Kutztown—Strand, sold to Theodore Nyfzinger by W. R. Wilkins; Lykens—Harp, sold to J. Luke Grinn by Strand Amuse. Co.; Mil- lersville—Millersville, sold to Royal Amuse. Co. by Joseph D’Angelo and Anthony Agills; Nye, sold to Rider Avenue Tha. by J. N. Lehn; Orono—Palace, sold to Thomas Laszick by Sam Hoch- feld; Window Tha. Co., by Columbus Stapper; Trego, sold to T. E. E; West Union—Pantages, sold to Great Northern, sold to Great Northern Tha. Co. by Columbus Stapper; Young- wood—Pearl, sold to H. J. Horn by R. McKeever; Wyatsville—Lyric, sold to O. M’Allan.

Closing
Arl—Wayne; Burlington Falls—Granda; Derry—Gem; Ford City—Palace; John- sonville—Liberty; Narrar—Crescent; Parke—Keystone, Roxy; Philadelphia—Crescent; Pittsburgh—Grand, Lincoln; Shranndah—Crescent, Grand.

Re-Opening
Alliquippa—Strand; Arnold—Star; Berwyn—Brevy’s; Bridgeville—Strand; Carmichaels—علاوَر; Columbia—Gem; Columbia- en House; Easton—Transit, Fayette City—West Union—Palace; New Middletown—Strand; Meadow- lands—Crescent; Mifflin—Mifflin; Perry- town—Pearl, sold to W. E. Harry by E. Alle- nan, Allen; Finding, Pearl; Waynesburg—Youngwood; Pear- l—Name Change
Easton—Third Street to Transit: Mifflin; Junata to Mifflin.

RIOT ISLAND
Re-Opening
 Providence—Cott’s Metropolitan Tha.; Mansville—Central.

TEXAS
Changes in Ownership
Daingerfield—Xtra, sold to W. E. Miller; Greenbeck—Valle, sold to John L. L. White; Ladonia—Stuart, sold to Fuller & Erwin; Marlin—Lyric, sold to Lyric Amuse. Co.; Pleasure—Pluckett, sold to J. L. E. Page; Strawn—Straw; sold to Morrison McGhee.

Closing
Big Lake—Palace; Boys-Texan—Cleveland—Palace; Galveston—Dixie; Gunter- Liberty; Overton—Strand; Weslaco—Na- tional; Speedy—Aransas—Texarkana.

Re-Opening
Athlone—Paramount, Queen—Ammon—Palace; Bremond—Palace; National—Market; Opel—Needville—Avenue; Olney—Palace; Sulphur Springs—Broadway; Temple—Ad- amsville; Trinidad—Palace; Galveston—Lyric; Brownwood—Gem; Dallas—Melba. owner.

MONARCH RELEASE SET

RICHMOND MANAGER SHIFTS
Richmond, Va.—James H. Maury, former manager of the Washington, is now managing Wilmer & Vincent’s Colonial, succeeding Harold R. Kitzmiller, shifted to the National.

ENTERS VIRGINIA FIELD
Richmond, Va.—Valletanga Thea- ters, Inc., a Delaware corporation, with Sam Demoul of Publix listed as president, has been granted authority to do business in Virginia. L. L. Metzler is vice-president and treasurer of the company.

TOBACCO HOUSE REOPENS
“Harbourside” (“Heartboard”), a Cimex-Pittagula production, yesterday reopened the Tobac theater, First Ave. and 78th St.

Ready Reference Directory
With Addresses and Phone Numbers of Recognized Industry Concerns

What To Buy And Where To Buy It

DAVID BERK
for the last 15 years,
BUYING, SELLING, LEASING and PROMOTING THEATRES
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Now Available to Wire Exchange

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Over 5,000,000 feet of negatives and

positions—scenes of every conceivable

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EQUIPPED SERVICE SOUND

STUDIOS EAST OF HOLLYWOOD

Highly trained personnel—curing

rooms—projection rooms—ample vault space.

WESTERN ELECTRIC IMPROVED

NOISELESS RECORDING AND

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2826-34 Recorder Ave.,

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N.Y.C.

Columbus 5-6074

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Atlas Soundfilm Recording Studios, Inc.

Offices: 723 Seventh Ave., N. Y. C.

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“Using the Famous Atlas Sound System”

Now Ready for Feature Productions

... Recording—Re-recording ...

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“SHOOT PICTURES IN N. Y. CITY”

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Latest Modern Lighting Equipment—Film

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Latest equipment for recording sound on

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large sound stages, many sets. Sound

truck available. Prices very reasonable

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WILD WOMEN of BORNEO

PERCENTAGE ENGAGEMENTS

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“PHANTOM EXPRESS”

Emory Johnson Railroad Thriller

3rd BIG WEEK

GLOBE THEATRE, N. Y. C.

A Majestic Picture

CAPITAL FILM

Film Center Bldg.

EXCHANGE

PENN 6-9350-51-52-58

What to buy and where to buy it
Laurel and Hardy in
"PACK UP YOUR TROUBLES"

M-G-M

68 mins.

TAPESTRY AND HARLEY COMEDY WELL SUSTAINED IN FEATURE LENGTH. LOTS OF LAUGHS AND SOME SENTIMENT.

In a war background story, where they are going hunting for the grandparent of a little orphaned girl, whose father's the buddy for tell the Smiths, Laurel and Hardy deliver a nice batch of their particular brand of comedy. In the Smith camp, there are a few reels of comical business concerning the pair being drafted into service, their ups and downs in the recruiting camp, and some incidents in the trenches. Then, following the armistice, comes their final hunter, the Walter Byron taken by the part girl, whom they rescue just in time from an ugly couple in whose care she had been left. They take a directory and start looking for the Smiths, finally stumbling on the right one by accident. Good light entertainment for the whole family.


Recording Engineer, James Greene; Editor, Richard Currier.

Direction, Good Photography, Good

Jack Holt in
"THIS SPORTING AGE"

Columbia

67 mins.

INDIFFERENT SOCIETY DRAMA HAS FAIR AVANT-GUARD MOTIVATION, WITH SLIGHT INTEREST.

All the plot contained in this film could easily be placed in a two-reeler. So the result is that it is padded out with situations that do not advance the story in sufficient ways to all work out in the big climax with a polo game, but even in this Jack Holt does not get much opportunity. Holt is a captain at a western army post who is a great polo player. A young friend who is on the American polo team persuades him to come east to enter the international match. Meanwhile Holt's daughter, played by Evalyn Knapp, is being rushed by the young polo player and she herself found herself in part of the villain, being the star player on the opposition polo team. One evening he escorts the girl home and after few drinks of champagne he evidently accomplishes his dastardly purpose. For she tries to poison herself. Her dad, learning the truth, plays rough in the game, and the villain is killed as his horse falls on him. Then the usual happy ending.


Directors, Andrew W. Bennison, A. Edward Sutherland, Adapts, Dudley Nichols; Dialogue, same; Editor, Maurice Wright; Cameraman, Teddy Hensley; Recording Engineer, George Cooper.

Direction, Weak, Photography, Good

Richard Barthelmess in
"CAPIN IN THE COTTON"

with Dorothy Jordan, Bette Davis

First National

77 mins.

FAIRLY GOOD ENTERTAINMENT THOUGH BARTHELMESS IS NOT AT PEAK IN STORY OF SOUTHERN STRIFE.

There is enough entertainment merit in this production to make it fairly satisfactory; but it seems that the potentialities of the story were only half realized. Barthelmess is never really under the skin of his role, which is a difficult part requiring to straddle the issue involving the rich southern landowners and the poor white toilers whom they are supposed to be ruled. Because one of the planters practically adopted and educated him, Dick is torn between his duty to his employer-benefactor and his own people. His boyhood sweetheart also is pitted against the landowner's daughter who makes a brassy play for Dick, although the love interest is not very well fitted in with the social strife action. Dick finally solves the planter-worker conflict by getting evidence of unfairness of landowner, and forcing a cooperative agreement.


Directors, Michael Curtiz; Author, Henry Koster; Director, H. M. Walker; Dialogue, same; Editor, George Amey, Cameraman, Barney McGill.

Direction, Fair Photography, Good

"GUTTA ENTDECKT IHR HERZ" ("Gitta Discovers Her Heart")

(In German)

World's Trading Exchange 90 mins.

PLEASING GERMAN MUSICAL OPERA THEME ENLIVENED WITH FINE COMEDY DIALOGUE AND MUSIC.

There is nothing startling new about the plot, for it follows the time honored formula for all musical comedy ideas. It is the method of treatment and the extremely natural actions of the players that lifts it into a very entertaining production.

Then, too, there is the work of Gitta Alpar, hailed in Berlin as a new screen find. She has a very unusual singing voice, and goes for her personality also. Gustav Froelich acquires himself well in a very fat part. The piece abounds in comedy situations and some very funny dialogue that is bound to give a good German audience. Catchy melodies round it out as a worthwhile film. Miss Alpar comes to Berlin to sing in a revue as a new Hungarian find, meets Froelich, a wealthy young song composer, but does not disclose her identity as the great musical performer of the day. When the business end of composer's song and his discovery how beneficent really is.

Cast: Gitta Alpar, Gustav Froelich, Paul Kemp, Leonard Steckel, Theodor Voss, Oscar Saba, Blandine Eberle.

Directors, Carl Froelich; Author, Tillie Froelich; Adaptors, Dr. J. Brandt, Erich Polus. Dialogues, same; Music, Nicolae Brockdy.

Direction, Good Photography, Okay.

NEW INCORPORATIONS

BARON Theaters, Inc., claims it is in the process of remodelling and redecorating the 300-seat Palais Theatre in the heart of New York's Theater District. It is scheduled to reopen early next year.

Maysville, Ky.—Harry L. Hamilton, who at one time managed the Gallia in Portsmouth, Ohio, has taken a lease on the Washington here and will reopen the house.

Seattle—For Cedars, Coliseum, recently closed for repairs and renovation, reopens this week.

Seattle—Plans for reopening the Palace Theater have been abandoned.

Cedar Rapids, Ia.—The Iowa, one of the largest houses in the state, has reopened with Harry Holdberg as manager.

Pella, Ia.—Oscar Benson sold the Pella to E. L. Whitney of Charles City.
World Wide Negotiates $1,500,000

Open Credit

NEW NATIONAL OPERATORS’ UNION IS PLANNED

Jack Warner Urges Central Registry for Ideas, Titles

Plan to Avoid Cycles Is Proposed by Production Chief

West Coast Bureau of THE FILM DAILY

Hollywood—A central registry office for titles and ideas, as a protection for both producers and exhibitors, is suggested by Jack L. Warner as one of the means of doing away with cycles. Declaring that he does not see the end of imitation in pictures ‘‘until the personal honor of producers respects the prior rights of first announcements and story property,’’ Warner says that it is only through such a registry office that the evil can be corrected. Pointed.

(Continued on Page 8)

ALLIED-MPTOA CAMPAIGN

ENDORSED BY PA. MPTO

Philadelphia—The M. P. T. O. of Eastern Pennsylvania is the first M. P. T. O. unit to endorse the militant plans proposed at the recent Allied-M.P.T.O.A. conference at Chicago. Regardless of whether or not the parent national exhibitor organization decides to go through with the outlined campaign, seeking a standard exhibition contract and a Federal industry regulation law, the local unit is expected to.

Theater Assessments

On Slightly Lower Basis

Under the city’s new reality assessments for 1933, the Paramount building is listed at $14,400,000, against $14,700,000 in 1932; Loew’s State, $4,700,000, against $5,000,000; Rivoli, $1,800,000, against $1,900,000; Capitol, $3,000,000, against $3,200,000.

$1,500,000 Open Credit

Negotiated by World Wide

Warners Appoint Baily

Sales Promotion Mgr.

Charles Baily has been elevated to sales promotion manager, succeeding David Blyth, who was appointed to an important post in India. Baily formerly assisted Blyth.

Proposed Projectionists’ Organization Would Compete with I.A.

A national organization comprising operators’ unions, modeled after the Empire State operators in Greater New York and in competition with locals affiliated with the I. A. T. S. E. and M. P. O., is reported planned. Chicago and other big key cities are mentioned as spots in which unions will be organized. Plan is inspired by success of Empire in

MULTI-LINGUAL ACTIVITY

ON INCREASE IN EUROPE

London—Production of multi-lingual pictures, including English dialogue versions, is gaining momentum on the continent, according to a survey made by film interests here. Berlin and Paris are particularly active in this respect. No less than 14 foreign versions of 10 German pictures are now in work, and four of these are English.

George Baker Takes Over

K. C. Newman Operation

Kansas City—George Baker, former manager of the Newman, now is operating the house for Paramount. Milton Feld, first manager of the Newman, now is director of de luxe Publicx theaters. Gus Eyssell, assistant to Feld when he managed the Newman, is his assistant in the new capacity. J. Fiske, another former Newman manager, is division director for Publicx and will be associated with the Newman in an advisory capacity.

New Screen Patented

Valentine Paint Co. has acquired patent on a new rear projection screen which is claimed to give an illusion of third dimension. Valentine may build a large screen for consideration by “Voice” for Radio City theaters.
The Broadway Parade
(Week beginning Sept. 30)

**PICTURE** | **DISTRIBUTOR** | **THEATER**
--- | --- | ---
"Phantom President" | Paramount | Paramount
"Chandu, the Magician" | Fox | Roxy
"A Bit of Diversion" | RKO | Mayfair
"Pack Up Your Troubles" | M-G-M | Capitol
"Cabin in the Cot" | First National | Strand
"Tiger Shark" (2nd week) | Winter Garden | Rivoi
"Mr. Robinson Crusoe" (2nd week) | M-G-M | Rivoi
"Movie Crazy" (3rd week) | Paramount | Rivoi
"Goons-Goona" | First Division | Cameo
"This Sporting Age" | Columbia | State

$2 RUNS

"Strange Interlude" (5th week) | M-G-M | Astor

RETURN ENGAGEMENTS

"Two Heren" (4th week) | Movietheaters | Europa
"A Nous La Liberté" (3rd week) | Astor-Wilden | 5th Ave. Playhouse

FOREIGN PICTURES

"Le Bal" | Proscsa Trading Co. | Little Carnegie
"Amore e Morte" (3rd week) | Aurora Film Co. | Gethemey
"Madelin in Uniform" (2nd week) | Pahvchse Inc. | Critierion
"Gita Enteckts Ihr Ger" | World Trade Exch. | Hindenburg

FUTURE OPENINGS

"La Rondes des Heures" (Oct. 4) | "Asociated Cinemas | Europa
"La Rondes des Heures" (Oct. 6) | First Division | 5th Ave. Playhouse

*Revival

SALES CAMPAIGN FOR NAPA

West Coast Bureau of THE FILM DAILY

Hollywood—A complete advertising explanation and sales campaign is being prepared by Mitchell Loechter, executive head of Napa Films for his two feature series, one starring John Lowell and the other with Wally Wales mounted on Silver King. The plan is intended as a form of cooperation with independent exhibitors. Jacques Jaccard will direct the Wales series, while Edgar Lewis will handle the Lowell group.

BECKER AT RKO

Joe Becker, former booker and salesman at the Povera exchange, is now assistant to Fred Meyers, RKO booker and buyer.

SIGNS BOLESLSVAKY

West Coast Bureau of THE FILM DAILY

Hollywood—Richard Boleslavsky, celebrated director, has been signed by Monogram Pictures to direct "Black Beauty." He will start as soon as he has completed the current Barnmorey picture for M-G-M.

WRITING RELIANCE ORIGINAL

West Coast Bureau of THE FILM DAILY

Hollywood—Adela Rogers St. John will write the original story of "Style," one of the series of features that Reliance Pictures Corp. will produce for relief by United Artists. Famous mannequins from the fashion centers of the world will be brought to Hollywood and will appear in "Style."

BOOKED FOR MAIBSTUB

Philadelphia—Dorothy Jordan of the screen will be on the stage bill in person at the reopening of Warner's Maibaum the week of Oct. 14.

AL GOULD IN STOUGHTON

Stoughton, Mass.—Al Gould, who formerly operated the Strand in Peabody, is now in charge of the State here.

LILLIAN GISHE TO TOUR

Lillian Gish opens her road tour in "Camille" on Oct. 10 at the Shubert in New Haven.

**FINANCIAL**

**NEW YORK STOCK MARKET**

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<th>(COTATIONS AS OF SATURDAY)</th>
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**NEW YORK BOND MARKET**

Low 64 1/4, 9/14-95 85 85 85 + 3 |

**RKO SIGNS ED DOHERTY**

Ed Doherty, star newspaperman and novelist, has been signed by RKO Radio Pictures and leaves next Sunday for the coast. The Leo Morison office negotiated the contract.

HELD OVER

(Chicago.—After a big week's business at the Chicago, Paramount's "The Hound of the Baskervilles," Marjorie Reynolds, Dietrich, and "The Desert Song" on the stage were moved to the Oriental for a second week.

**NASSAU • MIAMI • HAVANA CRUISES**

$115...12% DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2 days in Havana. Or take round-trip to Nassau only and stay 7 days at the Royal Victoria hotel. Lightly sailing by S. S. Munson every Saturday.

**BERMUDA**

$45 Round Trip

Twice weekly sailings, 2,000-ton S.S. Pan America and sister-ships, all air-conditioned, with beds and private baths. 5 days, including day at hotel in Bermuda $61; 7 days $73. S. S. Pan America goes direct to dock at Hamilton.

**THE INDUSTRY'S DATE BOOK**

Oct. 4: Annual convention of M.P.T.O. of St. Louis, Eastern Missouri and Southern Illinois, Coronado Hotel, St. Louis.


Oct. 5: Meeting of Society of Motion Picture Engineers, Roof Garden Hotel, Pennsylvania, New York, 7. P. M.

Oct. 9-12: 3rd State Theatre Owners' Convention, Memphis.


Oct. 21: Get-together party for local film trade, King Edward Hotel, Toronto.


Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences Hollywood.

ROSEQUEST RECOVERING

Harry Rosenquest of the Vitanphone sales staff is recovering from an illness at his home in Essex Falls, N. J.

FILM STOCKS HELD STEADY

Although the general market, measured by 100 representative stocks, showed a 4.3 per cent decline in September, amusement shares as a group held steady, with a drop of only 1.5 per cent.
A Public Relations Program for Exhibitors

What's Behind Censorship

The heart of the agitation for censorship is the "protect the children" idea. No one is particularly concerned, not even the most rabid advocate of censorship, with any effect motion pictures may have on the "morals" of adults. To level down all motion pictures so that they are suitable for and understood by the eight or ten-year-old mind would strangle the business to death. Unfortunately, many of the motion pictures of wide popular appeal and greatest box-office drawing power are made from dramatic material that cannot be adapted to children's suitability without losing all of its glory and punch. They are not offensive to adults, on the contrary are thrilling dramatic entertainment. The minimum base line of good taste maintained by the producers is necessarily fixed for adult production. But of course there is a good supply of suitable pictures for family night programs. Fifty-six such inored feature pictures were listed by the national previewing committees during the first five months of 1932. What is really needed is to direct the attendance of youth and children to these pictures.

Censorship cannot do this, it can only mutilate pictures and deprive adult patrons of the privilege of seeing fine dramatic pictures because of their alleged effect on a small part of the audience. But organized cooperation between the exhibitor and the leaders in the community who normally set the standards of living, taste and fashion can establish such discrimination and selection in screen entertainment in a most effective way, removing all of the irritation and controversy that inspires these angry demonstrations against the theater and deprives the exhibitor of the very box-office attractions that enables him to stay in business and retain the patronage of his regular customers.

COMING & GOING

JOE E. BROWN, who left New York last week for the world series games in Chicago, will visit Toledo, home of his father and Cleveland and then return to New York for a short vacation before going back to the coast.

GEORGE ARSLISS will visit Winthrop Ames in Boston prior to leaving for Hollywood in about a week.

FRANCIS X. BUMFORD, back from England, is going to Hollywood at the middle of the month with a view to reentering films.

SAM BRISKIN, studio general manager for Columbia, is on route to the coast on the "Lincoln."
MERRYG.

WASH.

D.

CRIT.

THE OUTSTANDING DRAM.

Alain Dinehart - Walter Connolly

CONSTANCE

LEE TRACY

CUMMINGS

Dinehart - Walter Connolly

"from a strictly box angle, it's an in-the

affair. It's not packed with

melodrama.

... Here's a

Columbia

to add to..."
as a definite appeal and should be capitalized in exploitation. It will find an audience waiting for it."

Motion Picture Daily

"A load of dynamite and should be an out-and-out clean-up."

Says Variety

"One of the gems of the season. Exhibitors can cash in heavily. It's five star all the way through."

Film Daily

NGTON O·ROUN

Story by Maxwell Anderson
Screen Play by Jo Swerling
Directed by James Cruze

STIC SENSATION OF THE AGE!
SONYA LEVIE is one of the busiest writers on the coast. She is the author of the adaptation opened at the State Fair Theatre, which will also be made by Fox. In collaboration with S. E. Behrman she wrote the screen play and dialogue for "Less of the Storm Country" and "Cavalcade."

Our Passing Show: Charles R. Rogers, L. J. Selnick, Carl Laemmle, Jr., David Selznick, Efe Asher, Polan Banks, Merian Cooper, Jerry Horwin, Jerome Sackheim, Joel Mctrea, Bill Gargan, Russell J. Birdwell at the preview of "Free, White and Twenty-One"; Russell Birdwell being mistaken for Bob Benchley and girl "fan" being induced to ask Jerry Horwin for his autograph.

Max Trell, who made a trip to the Folsom prison to gather material for "Out of Parole," has been assigned to write the screen play and dialogue for the picture.

Harry Lohn has returned to Hollywood after an absence of four years and has joined the M-G-M scenario staff. Last year he taught dramatics at the University of Arizona. He is the English adaptation of "A Doctor in Spite of Himself," a French play, which was presented on tour by the dramatic club of the University of Arizona.

William LeBaron, who produced "Hot Saturday" and "Night After Night," for Paramount, will produce "Nice Girl," with Arthur Labin as his assistant, Sidney Lanier and Dore Schary are writing the screen play of "Nice Girl," which will star Kate Smith.

By coincidence, both Howard Estabrook and John Cromwell, scenarist and director, respectively, for Radio, appeared as stellar players in the stage play, "Little Women," which organization recently purchased for filming.

Graham John, English author who was brought to this country by the now extinct Pathé organization, is said to be one of the best dialogue writers to come from abroad, according to no less a capable judge than Horace Jackson, Radio scenarist.

Roy Del Ruth is using approximately 100 extra people for scenes in his current directorial assignment, "Employees' Entrance."

One of the largest collections of first editions is said to be included in the library in Edward H. Griffith's home. The collection is said to approximate $75,000.

Contrary to the practice of other film scene writers, Robert Lord, under contract to Warner Bros., never permits an announcement of his current assignment.

Production has started on Ken Maynard's latest western, "Tombstone Canyon," at the Tiffany studios.

Robert Usher has been signed by Paramount to direct the sets for "Island of Lost Souls."

"Courting Trouble" has entered production at the Mack Sennett studios under the direction of Leslc Pearce. Charlie Murray is starred for Radio.


Title of Majestic's third release, "Cruisade," has been changed to "The Crusade," Frank Strayer is directing.

John P. McCarthy has completed direction on Tom Tyler's "The Forty-Niners," a Monarch Picture for Freuler.

World Wide's "False Face" has been completed at the Tiffany studios.

Tom Keen will shortly start production on "Sir Piegan Passes," which Jack Cronjager is preparing for Radio.

Fox Assignments: Esther Howard and Karol Kay for "Second Hand Wife;" Buster Phelps for "Divided By Two;" Douglas Scott and Bonita Granville for "Cavalcade;" Jane Blondell for "Broadway Bad."

Albert Shelby LeVino has been signed by World Wide to do the adaptation for "Alimony Racket," which Bennie F. Zieden will produce.

Fred Neumeyer has started production on "The Gambling Sex" for Freuler. Ruth Hall appears opposite Grant Withers.

Columbia Assignments: Jack La Rue, Clarence Muse and Emmett Corrigan for "Singleclothes Man;" Frank Capra and Robert Ellis for "Obey the Law;" Joe Talbot for "No More Orchids."

John R. Freuler, president of Freuler Film Associates, has called a story conference with Edward Sinclair, F. B. Bristow Morse and Al McGrew Willis, members of the writing staff.


Warners have assigned Paul Lukas and Loretta Young to "Grand Slam."

Hamilton MacFadden will direct Kathleen Norris' "Second Hand Wife" for Fox.

Al Herman will start work soon at the Trem Carr studios on "A Hired Wife," an Eagle picture.

Production has started under the direction of William Dieterre on First National's "Lawyer Man."

Hal Roach Studio Notes: Franklyn Pangborn and Sidney Toler have featured parts in "Over the Counter," Metro "Colorote Revue" being supervised and directed by Jack Cummings; Charley Chase has started his fifth comedy, "Fallen Arches," with Muriel Evans, Billy Gilbert and Edie Dunn, under the direction of Gus Meins; Mae Busch, Wilfred Lucas, May Wallace and James Morton are in the new Laurel Hardy comedy, being directed by George Marshall; Ben Blue, vaudeville and musical comedy headliner, will make his first appearance on the screen by Roach, following completion of "Taxy for Two," a Taxi Boys comedy directed by Del Lord, with Billy Gilbert, Dorothy Loyton, Joe Young and Billy Bletcher also in the cast.

M-G-M has assigned Virginia Howell to "Faithfulness," new title of the Tallulah Bankhead-Robert Montgomery produced play, formerly called "Fin-Toll;" and Edward Brophy has been cast in "Prosperity."

"Jennifer Walker," by Whitney Bolton, has been purchased by Paramount for incorporation into the studio's all-star picture, "If I Had a Million."
NEW BOOKS
On the Art and Business of Motion Pictures


The author of this book was signed by Paramount last season to star in her own story, but the venture never materialized. While in Hollywood, as actress and scenario writer, however, Miss Barnes got the lowdown on the foibles of the film capital, and she has burlesqued, travestied and satirized her observations in a lively and merry account of the Hollywood adventures of a simple girl and an ultra-modern mother. It is a breezy affair, full of action, and screamingly funny most of the time. Film folk especially will get a kick out of it.

"GOON-A-GOON" BOOKINGS
RKO has added three key city bookings of "Goona-Goona." First Division feature, to its list of engagements. Picture opens in Rochester, Oct. 13; Albany, Oct. 23, and Syracuse, Nov. 5.

GLOBE AT AUCTION
Sale of the Globe on Broadway at auction is scheduled for Oct. 16. It was formerly a legitimate house, but lately has been playing pictures.

MUNDSTUK CLOSES EXCHANGE
Detroit—David Mundstuk states he will close the office of Crescent Pictures this month and retire from the film business.

VOTE SUNDAY SHOWS
Washington, D.C.—Sunday motion pictures were voted in a special election here. Managers of local theaters shared the expense of the election.

RKO BUYS "THE FOUNTAIN"
Charles Morgan's book, "The Fountain," has been bought by RKO.

SHORT SUBJECT REVIEWS

"Dream Flowers"
9 mins.

Unique.
This is a study of the poppy. The entire subject has been taken by "stop-motion" with the result that the flower is grown from seed to blossom in a few minutes. The follow several scenes of how the seed pod is utilized for the production of opium. The description is complete and well delivered. Several shots were produced with the aid of photo-micrography which magnifies objects 20,000 times. This is the first of Powers' "Secrets of Nature" series.

E. M. Newman in "Wonder Spots of the World"
9 mins.

Okay.
This is one of the World Adventure series, presenting items of special interest from all parts of the world, rather than confining itself to any one locality. Among scenes shown are the Victoria Falls, the Pyramids and the Sphinx, the snow-capped peak of Fujiyama, the Tai Mahal, and some other famous structures of the Orient. Most of it is very familiar stuff by now, but Newman manages to give it some new interest.

"Pleasure Island"
18 mins.

Musical in Color.
In this two-reel Technicolor musical comedy, part of the series directed by Roy Mack on the west coast, the scenes are abound with a gay and merry tropical island. Principlpals include Tom Dugan, Richard Powell, Neely Edwards, Hank Mann, Winona Love and Melvyn Keith. The singing and dancing is lively and pleasing; the comedy is fair, and the production as a whole is in the feature class making the attractiveness of the scenes.

Central Registry Urged
For Ideas and Titles
(Continued from Page 1)

The central registry of idea and title suggestions is now open to the public. All ideas and titles submitted must be original and not previously published or produced. The registry is open to the public and will be maintained by the Central Registry Bureau, Inc., located at 110 West 42nd Street, New York City. All entries will be confidential and will be returned upon request. The registry is open to the public and will be maintained by the Central Registry Bureau, Inc., located at 110 West 42nd Street, New York City. All entries will be confidential and will be returned upon request.

Allied-MPTOA Campaign
Endorsed by Phila. MPTO
(Continued from Page 1)

support the program. Matters in connection with the offensive will be discussed at a general meeting on Thursday at the Elks Club at 11 A.M.

World Wide Obtains
$1,500,000 Credit
(Continued from Page 1)

W. Hammans and representatives of the loaning companies. During the meetings, records were produced by World Wide showing a net profit for last season of $400,000 and gross collections of $200,000 for the week ending Sept. 4.

Burt Kelly, Sam Bischoff and Saal, producers at the Tiffany coast studio for World-Wide, predict two-thirds of the present season line-up will be completed by Feb. 1st. With the entire schedule of eight Ken Maynard films, finished ready for release. Half of the Maynard series is regarded complete. The films and are "Uptown New York," with Jack Oakie and Evalyn Knapp, and "Tarnished Youth." "Trailing the Killer" a Bonny Zeidman production, will be released as a special. Productions in preparation are "Auction in Souls," Eugene O'Neill story in which a major company contract star will be featured, and "The Death Kiss," with Bula Lusodi and Warner Oland.

New Operators' Union
Is Renorted Planned
(Continued from Page 1)

territory which for years has been completely dominated by Local 306, headed by Sam Kanlan.

VAJDA WITH M-G-M
Hollywood—Ernest Vajda, writer, has been signed by M-G-M to prepare scripts for several future attractions.

CHICAGO FILM ROBBED
Chicago—A holdup man got $86 from Edith Halperin, cashier, at the Alamo this week.

Short Shot from New York Studios

by "C. A."

WILLIAM ROWLAND—Monte Brice Productions have signed Jack Fulton and the Rhythm Boys, two of Paul Whiteman's featured performers, to appear in a novel musical revue which is to be adapted from his songs, and will be produced under the direction of Manny Jacobs.

More Vitaphone studio takes: Jack Henley eating less than 16 ears of corn during the lunch hour; Glen Lamont taking $40 below $1,500, and 2 equal 5; Bert Frank looking for his name in some film publication; Roy Mack acting as counter boy in the lunch room during the noon hour; Alf Goulding looking for a tie to match his shirt, and Mickey Manus failing to say "hello" no matter how many times a day he sees you.

The first of the series of 26 shorts starring Walter Winchell and produced by William Rowland-Monte Brice Productions is now being prepared, with work scheduled to start within the next 30 days.

Edgar Bergen, the screen's only ventriloquist, entitled "Bring 'Em Back A Live," a burlesque on Frank Buck's popular film, at the Vitaphone studio.

MacElwee with Orth-Krome
Philadelphia—C. J. MacElwee has been appointed sales director for Orth-Krome Co., manufacturers of sound screens. He was business manager for H. Burt McGlynn for 14 years and vice-president and general sales manager for Philadelphia Scenic Studios for five years.

RADIAL PARKING SPACE
Parking space will be available to patrons of RKO at a rate charged by the Rockefeller interests which will lease space extending from the stage door of the large theater to Fifth Ave.

RADE HARRIS ON "MIRROR"
Radie Harris has joined the "New York Daily Mirror" to write special motion picture articles.

New Incorporations

NEW JERSEY CHARTERS
Cliffside Amusement Co., Benjamin J. Dufay, Jersey City, N. J. $5,000.

New Jersey Radio Concepts, Inc., Gerald Cantani, Newark, N. J. $125,000.

NAME CHANGES
Melbeck Amusement Corp., Brooklyn, to New Broadway Movie Corp.
Scope

business
Committee
unusual
last
United
Pict
motion
seat.

THE

DAILY

VOL. LX, NO. 50
NEW YORK, TUESDAY, OCTOBER 4, 1932
5 CENTS

New Haven Court Rules Against Block Booking
PUBLIC'S OWN HOUSES IN SOUTH DOWN TO 100

32 Features in 3 Months is RKO Production Goal

Radio Pictures Setting New Record for Activity

West Coast Bureau of THE FILM DAILY

Hollywood—In one of the heaviest schedules ever undertaken, the RKO Radio Pictures studios will set a new record activity by placing 32 features in work within the next 14 weeks, according to orders issued by B. B. Kahane, president of Radio Pictures, and David O. Selznick, vice-president in charge of produc-

WARNER-F. N. RELEASES
SET TO END OF JANUARY

Warner-First National have set release dates on 1932-33 features up to and including Jan. 29. Releases from December will be as follows, Dec. 3, "The Match King"; Dec. 10, "Silver Dollar"; Dec. 17, "Haunted".

Kirkpatrick Granted
Leave by Educational

A. S. Kirkpatrick vice-president of Educational, is taking a leave of absence starting Oct. 10 because of poor health. It was announced yesterday by E. W. Hammons, press

Block Booking Socked Again
In New Haven Court Edict

Alabama Legislature
Cold on Sunday Issue

Montgomery, Ala.—Representative Manasco's bill for repeal of certain Sunday blue laws has met defeat in the House due to refusal of members to vote on the issue. The measure, though applying to sports, would have helped the chances of Sunday movies, which are covered in the Goodwyn bill still pending.

Hughes Expects to Clear Profit from "Scarface"

West Coast Bureau of THE FILM DAILY

Hollywood—Despite its high production cost occasioned by retakes, and the fact that movie attendance has been low all the past year, Howard Hughes expects to clear a profit from "Scarface," according to W. R. Marshall, sales manager for Cado. United Artists and Cado already have received a net equal to six-tenths of the production cost, and returns are still to come from many subsequent runs and the foreign field.
Six Features Planned
By David Rosengarten

Production of six features is planned by Trojan Pictures, headed by David Rosengarten. Work is in progress on the first, “Big Town,” which Arthur Hoerl, who is identified with the company, is directing at the Standard studio. The cast includes Lester Vail, John Milten and Frances Dade.

4 French Productions
Being Made for U. A.

United Artists is arranging to have four French features produced in France. Contracts are now being negotiated.

The company will dub “White Zombie” in German for distribution in that country.

ABE MEYER’S MOTHER DIES

Mrs. Sarah Meyer, aged 60, mother of Abe Meyer, died Sunday night in New York. Her son, long identified with the music end of the business, is on the Coast and will be unable to come East.

HENRIETTA CROSMAN SIGNED

Henrietta Crosman, noted stage actress, who appeared on the screen in Paramount’s “The Royal Family of Broadway,” has been signed by Fox and will report on the coast Nov. 1.

COMING & GOING

HERBAH MARSHALL and his wife, EDNA BEST, arrive in New York on Thursday morning en route to London, where they will appear together in the stage play, “Another Language.” Marshall has just completed a leading role in Paramount’s “Evenings For Sale.” The couple will sail Friday on the Olympic.

HERMAN RIFKIN and M. E. MOREY, Monogram exchange men in Boston, were in New York yesterday on business.

LYNN FARNO, arrives in New York today from the Coast.

IRENE RICH is on her way from Hollywood to New York to consider stage offers.

ROBERT BENCHLEY will arrive from the coast Thursday.

Committees Appointed

For Pittsburgh Meet

Pittsburgh—M. A. Rosenberg of the Rialto Theater is general chairman for the thirteenth annual convention of the M.P.T.O. of Western Penna. and W. Va. to be held Oct. 17 at the Hotel Schenley here. Committee chairman includes Bennett Anodor of the Garden, Alex S. Moore of the Hilltop, Morris Finkel of the Capitol, Frank Panoplos of the State in Clairton, and Margaret Finkel of the Arcade and Colonial. Screening of new product will be held Oct. 16.

COLUMBIA BUYS STORY

Columbia has bought “Madame La Gimp,” an original by Damon Runyon.

ADORNO SUES SCHLENGER

Bridgeport, Conn.—Suit for $40,000 has been filed by Salvatore Adorno, operator of three local houses, against Sigmund Schlenker of Middleton and Passaic, for rent and other monies alleged to be due.

WACO HOUSE BOMBED

Waco, Tex.—Explosion of a bomb the other night at the Waco Theater, Paschal-Dent house, marked the fourth bombing here this year. Cause is a mystery.

ARTHUR MANAGERIAL SHIFT

Bridgeport, Conn.—Ed Dolan, stage manager of the Bijou, New Haven, has been appointed by Harry Arthur to succeed Jimmy Conroy at the Globe here.

OPENING WINNIPEG EXCH.

Toronto—Ideal Pictures, Ltd., will open its fourth branch in Winnipeg within six weeks. B. F. Lyon, president and general manager, will open the exchange, which supplements branches already established here, in Montreal and St. Johns.

A Column of Successful Showmen!

H. S. HAYASHINO

Lincoln Theater Company

Stockton, Calif.

“Columbia’s product is always 100% good for our house and our motorists buy Columbia.”

A. M. BEARE

The Gem Theatre

Chester, Ill.

“I am now in my twenty-fourth year as an exhibitor. I have used Columbia pictures ever since they have been on the market to find that Columbia gives me as good a product as any of the big companies.”

M. G. LEE

Lee Theatres

Georgia

Mr. Lee, a fine successful South Georgia exhibitor, has just signed up 100% Columbia product for all three of his theatres in Cuthbert, Dawson and Eufaula. He is one of thousands of exhibitors who “Prosper with Columbia.”

One of the Gentlemen of the Season

Hollywood Reporter

WASHINGTON

MERRY-GO-ROUND
Every Print of Air Mail will be made by experts in the laboratories of Consolidated. Mr. Carl Laemmle says, "I am entrusting to your care the most precious negative of years because I know you will do a master job as usual."

Only master-printers should handle the master negatives of the masters!
On the Art of Screen Make-up

Make-up in its different forms of discomfort finds endurance of various degrees among players of the screen. For instance, Buster Keaton, the comic, can go all day in his make-up and even drive home with it, and never be inconvenienced. Lionel Barrymore on the other hand seldom wears any, and when he does, he takes it off the minute he has any time at all between scenes. Men as a rule are more impatient and less enduring than women under greasepaint.

Norma Shearer, Marlon Davies or Joan Crawford go all day without complaint about make-up, which, even in its simplest form is uncomfortable under the studio lights. Wallace Beery on the other hand moans mightily if he is compelled to wear any, even for short scenes. Lionel Barrymore wears beard and wig in the new Three-Barrymore picture, and I'll admit such an elaborate disguise is an ordeal. He takes it off at every opportunity. Ralph Morgan as the cop in the new untilled Barrymore film figures that the discomfort of his whiskers is better than the trouble of taking them off and putting them on again.

—Cecil Holland, M-G-M

Showman's Daily Reminder

Enforce the "No Smoking" rule and use of matches rigidly.

TIMELY TOPICS
A Digest of Current Opinions

WHAT HAPPENS to all the Former Greats who once made their mark in the film firmament? ... now gone and forgotten ... if one had the time to trim 'em down and record their triumphs and disasters what a volume that would make! ... but here is one still hovering around the outer portals of the Hollywood scene ... he's through ... washed up ... a ghost of glamorous dead days that will never return ... for him ... yet he hangs on ...

TEN YEARS ago he was king ... one of the industry's star directors ... along with such men as J. Gordon Edwards, Edward LeSaint, and a handful of others two of the big producers at that time staged a sensational bidding contest for his services ... his price went higher than any director had ever been paid before ... but today ... he wanders around the scenes of his former triumphs ... unwanted ... a nobody ... in shiny, threadbare clothes ... and shoes almost soleless ...

THE OTHER day, Roy Del Ruth was directing a scene for Warners' "Employee's Entrance" ... he was using 300 extras ... a commotion in the mob held things up ... Del Ruth looked inquiringly at his assistant ... "There's a drunk over in that corner causing the commotion" ... Roy was naturally peeved, as he strode over ... "Get the hell out of here!" ... the man looked up ... the famous director of other days ... Del Ruth had once been a prop boy with his unit ... so he had the man removed to a hospital where he has been every care and Del Ruth will see that he gets some kind of a job when he recovers ... for he had not eaten for three days ... a chance acquaintance gave him some liquor ... so the extra mob thought he was drunk ... but he just caved in from hunger ... Hollywood ... the See-Saw ... now you're up ... and now you're down ...

LAST SATURDAY eve ... the Right Reverend Ray Johnston held a Revival Meeting ... up at his Monogram Villa in Larchmont ... to administer spiritual aid and comfort to the heathen trade paper muggs ... it was a swell revival ... we helped to revive three members just before we personally passed out ... and how those trade paper guys can sing hymns! ... Deacon Eddie Golden was calling for a sad song ... with tears rolling down his checks ... so they let Eddie sing a solo ... then everybody cried ... it was one Swell Revival ...

ON THE Arkayto lot ... Mitzi Green has a new crush ... he's John Robertson, head of Musical Division. Charlie Bickford wants to be a director ... Betty Roberts of the story dept is home with the flu ... Jerry Sackheim, assistant producer, is the youngest playwright in the film colony ... he authored "When the Bough Breaks," which starred Pauline Frederick ... Dudley Murphy has filmed Harlem nite club sequence for "Sport Page" ...

THEM TELL us that four national radio advertisers are after Hal Horne to write their programs ... which will be known as progragges ...
"BEAUTY PARLOR"
with Barbara Kent, Joyce Compton, John Harron
Chesnutfield 64 mins.
WEAK AND INDIFFERENT STORY HELPED BY GOOD EXPLOITATION THEME AS CHIEF ASSET.
The adventures of two girls as manicurists in a beauty shop, and who come in contact with men in an adjoining barber shop, gives this film a good exploitation angle. There is also another girl to form a threesome, and the story attempts to follow the careers of the three. One leads the simple, pure life and marries a business man; another agrees to marry an old chap in order to raise dough to bail out the third, who gets herself in an extortion jam. The film does not get going till it is half over, and then it is too late to do much about it. The plot is poorly motivated, with the main attraction, Barbara Kent, passing over the boys for no particular reason in order to marry the rich old fellow. But the usual happy ending is achieved mechanically by having the goodnatured old guy step aside in favor of John Harron, the real lover. Exploit the plot on the beauty shop angle, and the names of the girls.
Director, Richard Thorpe; Author, Mar- ine Christy; Actor, Harry Sauber; Dialog- uer, same; Cameraman, M. A. Anderson.
Direction, Satisfactory; Photography, Good.

"THE FIGHTING GENTLEMAN"
with William Collier, Jr., Josephine Dunn, Natalie Moorhead
Fleuler Film Associates
65 mins.
GOOD FIGHT RING ATMOSPHERE AND HUMAN INTEREST TOUCHES KEEP THIS INTERESTING.
The prize ring aspirant rising to a championship is nothing new, but this one is given a novel and human climax by having the champ knocked cold in his return bout so that he can rejoin his wife and newborn baby. The human interest stuff is emphasized throughout, with a kid appeal in the hero's palling around with a couple of kids at the opening and close. William Collier Jr. is practically the whole show, and does a good job, both in the ring and out. He starts out as a knockabout fighter for a carnival, and becomes so good that the side show boss grooms him for the regular prize ring. He climbs up toward the welter weight championship after marrying the girl back home. Then the old stuff of another dame entering his life, and the return to sanity when he learns that his wife is about to have a baby, and still loves him. In the final bout he loses, and returns happy to his family and his small town job as an auto mechanic. Good number for the second houses.
Director, Fred Newmover; Author, Ed- ward Sinclair; Ad!sor, F. McGrew Willis; Dialoguer, same; Editor, Fred Bain; Cam- eraman, Edward Kull; Recording Engineer, Howard Kellum.
Direction, Good Photography, Okay.

"HERZBLUT"
("Heartblood")
In German
Transcontinental Pictures
78 mins
HEAVY GERMAN FILM HAS LITTLE TO RECOMMEND IT IN STEREOTYPED PLOT AND ACTING.
This is a Cines-Pittsburgh production made with a German cast in Italy. It is a weak number with a stilted plot that arouses no particular interest in a dragy and wearisome story. Rene Muller and Gustav Froehlich are more or less wasted. The Italian concern certainly did not avail itself of the splendid acting abilities of these two players. But the material was not there in the first place. The hackneyed plot is that of a girl art student in love with a young composer. Her mother dies at the birth of an illegitimate child, and the girl disappears with the baby to devote her life to it. The young composer finally meets her in Italy, and assumes that the baby is her own. Then the heart anguish, till he finally learns the truth from the baby's rich father, who opportunely appears to claim his child. Happy ending in a very unhappy yarn that gets nowhere.
Director, Constantin David; Author, Luigi Pirandello; Cameraman, Ulbaldo Arata.
Direction, Poor Photograhy, Good.

THE INDUSTRY'S DATE BOOK
Oct. 4: Annual convention of M.P.T.O. of St. Louis, Eastern Missouri and Southern Illinois, Coronada Hotel, St. Louis.
Oct. 4: Weekly meeting of Allied Theater Owners of New Jersey, at headquarters in New York.
Oct. 5: Meeting of Society of Motion Picture Engineers, Roof Garden, Hotel Pennsylvania, New York, 7 P. M.
Oct. 9-10: Tri-State Theater Owners' Convention, Memphis.
Oct. 21: Get-together party for local film trade, King Edward Hotel, Toronto.
Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences Hollywood.

HERE 'TIS
THE GREATEST ROAD-
SHOW FEATURE IN YEARS
"MISSING DAUGHTERS"
ROADSHOWMEN—THEATRES—EXCHANGES
NOW BOOKING
WIRE—WRITE
QUALITY PRODUCTIONS CORP.
723 SEVENTH AVE., NEW YORK
NEW HAVEN COURT RULES
AGAINST BLOCK BOOKING

(Continued from Page 1)
tributor. In declaring that block booking deprived the theater of its
right to freedom of contract, Judge Pickett said he reached his decision
independently and did not base his opinion on the Judge Thachcr
decision. Suit was for $2,000 dam-
age, charging breach of contract entered into Oct. 7, 1929, and Jan.
7, 1930, under the terms of which the theater agreed to take the dis-
counter's entire product, but sub-
sequently did not take all the pic-
tures and refused to pay for them
leaving a balance of $800. Levy
and Levy, counsel for the theater, argued that their client was not
foreclosed to abide by the contract as a result of the Thachcr ruling.

DEMOND JOINS COLUMBIA
West Coast Bureau of THE FILM DAILY

Hollywood — Albert DeMonl has
joined Columbia's writing staff. An-
other addition is Milton Raison of
New York.

Film Indorsers to List
Only Family Pictures

Indianapolis — Only family pic-
tures will be listed hereafter in the
bulletins of the Indiana Indorsers
of Photoplays, it is announced. The or-
organization feels that adults are cap-
able of choosing their own films.
Corbin, Patrick, m.p. critic of the
"Star," was among the speakers at
the club's last meeting.

HEPBURN IN MACCREA FILM

Katharine Hepburn, now in Ber-
lin, and who appears in RKO's "A
Bill of Divorcement" has been
back to Hollywood to appear in a
drama with Joel MacCrea in "Three Came
Unarmed" for RKO.

TEAM RAFT AND COOPER
West Coast Bureau of THE FILM DAILY

Hollywood—Paramount will team
George Raft and Garco Cooper in "Ply
Ply," an original by John Monk
Saunders. Oliver H. P. Gar-
rett is adapting it.

LOW BOOKS "CRUSADER"

"The Crusader," Canitol Pictures
release, has been booked over the
entire Loew circuit, following its
showing at the Beacon the week of
Oct. 7.

HURST STORY FOR K. SMITH

"Moon Song," an original for the
screen by Fannie Hurst, has been
bought by Paramount for Kate
Smith. Agnes Brand Leary and
Sidney Lazarus will do the screen
play.

EXPECT YOUNGSTOWN PEACE

Youngstown—Early settlement of
the controversy between local the-
aters and union operators is ex-
pected, following action of the union
last week in retaining Clyde Os-
borne as counsel.

"BROADCAST" AT PARAMOUNT

The Big Broadcast" comes into the
New York Paramount following
"The Phantom President," which is
expected to occupy the house two
weeks.

ARTHUR LEVY A DADDY

Arthur Levy, chief accountant for
Powers Pictures, passed around the
cigars yesterday. His wife present-
ed him with an eight-pound girl.

Isaac Weinberg Handling
12 Shenandoah Theaters

Lexington, Va.—Isaac Weinberg,
who sold out his Shenandoah Valley
circuit to Warners a few years ago,
again has about a dozen of these
houses under his supervision.
Wein-
berg, who is president of the M.P.
T.O. of Virginia, will make his head-
quarters in Staunton, though his
residence remains here.

NEW VIRGINIA CORPORATIONS

Richmond, Va.—New amusement
charts just granted to Blue Star
Theater Corp. of Roanoke, with
Emanuel J. Stutz, president; Will-
iam Schneer, vice-president, and
J. M. Tauer, secretas-y-treasurer, has
been sold to Hollywood to reopen
with Joel MacCrea in "Three Came
Unarmed" for RKO.

RICHMAN FOR MASTBAUM

Philadelphia—Harry Richman
will headline the stage bill at the re-
Dorothy Jordan also will be in the
show. Norma Talmadge and George
Jones are booked the following week.

"CABIN IN COTTON" HOLDS

Richard Barthelmess in "Cabin in
the Cotton" will be held a second
week at the New York Strand. "One
Way Passport," with William Powell
and Kay Francis, will follow.

W. B. RELEASE 2 THIS WEEK

Warners will generally release
"The Crash," starring Ruth Chat-
terton and George Brent, and "The
Big Stampede," second of the series
of westerns starring John Wayne,
on Saturday.

EVANSTON HOUSE OPENS

Evanston, Ill.—The new Valen-
cia built and owned by William P.
Krahl of the Krahl Construction Co.
has opened. It seats 1,000.

$1,450 NEW HAVEN HOLDI

New Haven—An armed trio on
Sunday night robbed Jack Sams,
manager of Warners' Roger Sher-
man, of $1,450.

D. W. GRIFFITH LEASES SUITE

D. W. Griffith has leased an apart-
ment at the Park Central Hotel.

Drafting of Music Pact
Will Start This Week

(Continued from Page 1)
be signed this week settling $825,000 an action brought by mu-
publishers against Electrical search Products.

"Roxy" in Jewish Fund Drive

S. L. 'Roxy' Rothfels heads the com-
mittee for the opening of the 1932
campaign of the Federation for the Sup-
port of Jewish Philanthropic Societies
at the Hotel Commodore on Oct. 16.

IN THE HEART OF
HOLLYWOOD

HOLLYWOOD's most convenient hotel
for film studios, theaters, and shops
... ten minutes from golf courses
and parks
The Plaza Hotel is quiet, luxuriously
furnished, with restful beds, Flemish-
baths and showers, excellent service
and cuisine, convenient parking—every
modern convenience for your comfort.
European plan, $2.50 and up, single,$3.50 up, double, $4.50 up, tweeked.
Special weekly and monthly rates.
For the "Outlaw of Hospitality"

HOLLYWOOD

PLAZA

ST. AT HOLLYWOOD BLV.

VINE
HOllywood

ValER CONNoLLY, prominent Broadway actor, since moving to Hollywood has made such a pid strides in picture work that Columbia signed him on an exclusive contract, which will allow him spend part of the year in stage productions. Connolly has appeared "The Bitter Tea of General Yen," "Washington Merry-Go-Round" and "Plain Clothes Man."

Having completed "Rackety Rax," or Fox, Ben Markson has been called back to Radio to write an original story with Casey Robinson and Agnes Christine Johnston. Jackson and Robinson worked together on the script of "Is My Face red?" the Markson-Allen Rikirgin original play. It is understood that radio intends to team Markson and Robinson on future important roles.

Ben Hendricks, Jr., has been given a featured role in "Let's go," starring William Haines. He recently completed an important role in "Rain."

Edwin Maxwell, portraitee of nuances, is playing the mystical "bester" in "Wax Museum." He recently completed a featured role in the Joe E. Brown comedy, "You Said a Mouthful."

Stanley Rauh has written an untitled comedy, which will be the second subject in the series of Technicolor musical shorts being made by M-G-M. Rauh also wrote "Over the Counter," the initial subject, which was directed by Jack Cummings.

Manny Nathan, of the "Strange As It Seems" unit, is convalescing following a long illness. He was a patient at the Good Samaritan hospital for three months.

Armand Schaefer will direct Tom Mix in "The Promised Land," an original by Lester Ifield. Schaefer started picture work 10 years ago as a "prop" boy at Sennett's, securing the work through Ray Del Ruth, who was directing for Sennett. Willis Kent gave Schaefer his first opportunity to direct and he has been making rapid strides.

Douglas Shearer, head of the M-G-M sound department and brother of Norma Shearer, has returned from an "aerial honeymoon" with his bride, formerly Ann Cunnigham, also of the studio staff.

In line with Paramount's policy of encouraging writers in the development of original ideas for screen stories, Tiffany Thayer, Hugh Stange and Stanley Garvey have started work on new stories for possible production.

Paramount Assignments: Leila Hyams and Hans Steinke for "Island of Lost Souls"; Miriam Hopkins, Kay Francis, Kathleen Burke and Herbert Marshall for "Trouble in Paradise."

Joel MacCrea has replaced Philip Holmes in Radio's "Rockabye!" Constance Bennett's vehicle being directed by George Cukor.


Nancy Carroll and Frances Dee will appear in "The Good Thing," Lawrence Hazard play, which Norman Taurog will direct for Paramount.

B.P. Schulberg's next independent picture for Paramount will be "The Glass Key," by Dashiel Hammett. Florence Ryerson and Endre Bohem are doing the screen play.

Will Jason and Val Burton, song writers, have been signed by Radio to compose the comedy songs for "So This is Harris," starring Phil Harris and Walter Catlett.

Fox has assigned Arthur Hoyt, Katherine Perry and John Elliott to "Call Her Savage."

Norman Foster has been signed by Fox for a five-year contract and will shortly start on two assignments, "Pleasure Cruise" and "The Giant Swing."

Richard Cromwell, Columbia play, has been borrowed by M-G-M for a role in "Son, Daughter" starring Helen Hayes.

"Pullman Car," an original story by Hugh Herbert and Paul Perez, has been purchased by M. H. Hoffman, president of Allied Pictures.

Paramount Assignments: May Robson, Richard Arlen, Gail Patrick and Blanche Friderici for "If I Had a Million"; Stanley Fields for "Island of Lost Souls"; Charlie Ruggles for "Madame Butterfly."
32 PICTURES IN 3 MONTHS IS RKO PRODUCTION GOAL

(Continued from Page 1)

tion. Eight pictures are now in work, as follows:

- "Little Orphan Annie," starring Mitzi Green;
- "Men of America," with Bill Boyd, Dorothy Wilson and Chic Sale;
- "Man and Wife," with Irene Dunne and Charles Bickford;
- "Animal Kingdom," co-starring Ann Harding and Leslie Howard;
- "The Penguin Pool Murder," with Edna May Oliver;
- "Phantom Fame," with Lee Tracy and Lupe Velez;
- "Kong," with Fay Wray and Bruce Cabot and "Rockabye" starring Constance Bennett.

Others to be made before January are:
One John Barrymore special, a Richard Dix starring vehicle, an Ann Harding starring picture, "Always Wrong," starring Constance Bennett, three Bill Boyd action romances, three western specialties starring Tom Keene; "Sweepings," with Lionel Barrymore; a Merian C. Cooper adventure special; "Little Women," from the Louisa M. Alcott story; "Cathartic," by Theodore B. Irelan, "Three Came Unarmed," "Nights Are Made for Love," and eight other story selections, two of which will be for Irene Dunne and one launching Joel McCrea as a star.

Kirkpatrick Granted
Leave by Educational
(Continued from Page 1)

dent. Kirkpatrick, taken seriously ill about a year ago, has not made sufficiently rapid recovery, and requested the leave.

AKRON EXCLUSIVE MEET
Akron — Local exhibitor association will hold a meeting Thursday to further discuss exclusive runs. P. J. Wood, business manager of the M.P.T.O. of Ohio, has been invited to attend.

OKMULGEE UNION STRIKE
Okmulgee, Okla. — Union operators at the Yale and Orpheum have gone on strike because the houses would not grant increases in scale. Nonunion men are being used.

RESUMES ORCHESTRA
New Orleans—Musicians return to the pit at the Saenger on Thursday as a result of settlement of union troubles; it is announced by Robert Blair, Saenger-Publix city manager.

As You Were
Leo Broder's Plaza on East 59th St. has reverted to the original title of "Gayety or Hell" and is using the original Broadway stage title, "Riddle Me That" in its billing. The Plaza claims 90 per cent "white-collar" patronage.


Cleveland—Louis Swee, manager of the Knickerbocker, reports that he is boosting his Saturday receipts with Discovery Nights.

Cincinnati — Stanford Remington, head of Remington Quality Pictures, has acquired "The Face on the Barroom Floor" for southern Ohio and Kentucky.


Baton Rouge, La. — State Theaters, Inc., of Baton Rouge, has filed articles of incorporation with a capital of 200 shares.

Arkmore, Okla. — Sooner-State Amusement Co. has been incorporated by E. Lowenstein, Lorena Lowenstein and Bobbie Bullock.

Cleveland—RCA Photophone will close its local office Sept. 30. James Mullin has been manager.

Hartford, Conn.—Louis Schaffer of Gardner, Mass., has been named manager of the Allyn, Photophone house, succeeding Walter Lloyd, transferred to the Paramount, New Haven. Arthur J. Menard continues as assistant of the Allyn.

Cleveland—RCA Photophone has closed its local office. The RCA service department continues under the direction of Keith McCull.

MORE W. B. PRODUCT DEALS
Additional product deals just closed by Warners include 34 Skouras houses around New York and five Comerford theaters in Binghamton.

U. A. SETS JOLSON RELEASE
Al Jolson's United Artists picture, made under the tentative title of "The New Yorker," has been definitely set as "Happy Go Lucky" and will have its premiere early this fall.

Cleveland—Fred Scharm is handling Ohio and Kentucky distribution of Duofone sound reproduction.

Middletown, Conn. — The Palace, operated for three years by Salvatore Adorno and recently acquired by the new Middletown Theaters, Inc., has closed. Adorno is treasurer and general manager of Middletown Theaters, and will direct the other two local houses, Capitol and Middlesex.

Hartford, Conn.—Warners' State has reopened with vaudeville and films.

Cleveland — Bill Lissner, former film salesman with Warner, is now a member of the sales staff of Majestic Pictures.

Cleveland — S. Shubof has arrived from New York to become assistant manager of the RKO Hippodrome, which opens Oct. 8 under the management of Frank A. Hines, former manager of the Palace. William Watson, former manager of the RKO Hippodrome is now managing the Union Square for Associated Theaters. He succeeds Charles Kayser, now with the Warner circuit in Mansfield.

Birmingham—One person was injured and about 200 escaped harm when a bomb exploded under a seat at the Five Points theater, neighborhood house.

DOING FILM COLUMN
John A. Thomas, member of the Exceptional Photoplays Committee of the National Board of Review, will contribute a monthly column on the films to "Westchester Home Life," published in New Rochelle, N. Y.

ELISCU MADE RKO COACH
West Coast Bureau of THE FILM DAILY — Edward Eliscu has completed a dramatic coach at the RKO studio, succeeding Albert Lovejoy, resigned.

GOVERNMENT-RCA TRIAL MAY LAST THREE MONTH

(Continued from Page 1)

apparatus but also to talking pictures, gets under way in the U. S. District Court here before Judge John P. Nieuhbs, and indications are that the hearings will take from three to six months. About 10 patent attorneys will be on hand. No matter what the court decrees, it probably will be carried final to the Supreme Court. The Government charges the RCA group with a monopoly of at least 90 per cent of the radio manufacturing business, while RCA claims its organization and affiliations are doing less than 20 per cent of the business in radio receiving sets and less than 40 per cent of tube manufacture.

Warner-F. N. Releases
Set to End of January
(Continued from Page 1)


ERPI DROPS EXHIB ACTION
Electrical Research Products has dropped rehear proceedings against the Royal and Standard theaters in Philadelphia, following a settlement under which the houses agree to pay all back indebtedness and all expenses incidental to the proceedings. Action was instituted after refusal of repeated requests to these theaters to meet their contractual financial obligations, it is stated. Proceedings, if carried through, would have resulted in the removal of Western Electric equipment from the two theaters.

Helping Red Cross
Theaters throughout the country will cooperate with the Red Cross during its annual campaign for funds. Nov. 11 to 16. Collections will be taken and other support given the drive.
43 Theaters in Southwest Reopened Last Month
ALLIED-MPTOA SECOND CONFAB SET FOR CHICAGO

3 More Monogram Producing Units to be Organized

W. Ray Johnston Goes West to Speed Up Activity

JESSE LASKY CONSIDERING OTHER DEALS BEIDES FOX

U. S. Exports to Germany Only 62 in Past Season

Heavy Holdover Week for Broadway

Joint Committee to Hold Sessions Till Contract is Completed

HARRIS AMUSE. CO. HOUSES

PARAMOUNT BOOSTING PRODUCTION ACTIVITY

Goldbeck Is Appointed Assistant to Selznick

Reopenings in the Southwest Totalled 43 During Past Month

Trial of RCA Action Is Put Off for Month

THE FILM DAILY

VOL. LXX, NO. 51 NEW YORK, WEDNESDAY, OCTOBER 5, 1932 5 CENTS

W. Ray Johnston, president of Monogram, who left New York yesterday for a tour of the coast, will form three more production units to supplement the three now organized. He will also engage players and script writers for the new season's program. While away from his office (Continued on Page 8)

45 One-Reel Subjects Are Planned
By New Emile Velazco Organization

Griswold Will Manage Both Radio City Houses

Emile Velazco, formerly in charge of Powders Cinéphone studios in Long Island, has formed Velazco Productions, Inc., with offices at 725 Seventh Ave., and will produce 52 single-reelers. The lineup comprises 26 Orangecines and 26 novelty reels. C. John Fredari is general sales manager.

PARAMOUNT BOOSTING PRODUCTION ACTIVITY

West Coast Bureau of THE FILM DAILY

Hollywood—Production activity planned at the Paramount studios for the month ahead is expected to exceed last month, when 14 features were in production simultaneously at one time and employment records since 1928 were broken, while more electricity was consumed than at any time during the 21-year history of the company.

Reopenings in the Southwest Totalled 43 During Past Month

Trial of RCA Action Is Put Off for Month

Wilmington, Del.—Trial of the Government "trust" suit against RCA, scheduled to start Monday, has been continued for about a month, with the new trial date to be fixed next week.

HARRIS AMUSE. CO. HOUSES

Hartford Trust Hearing May Run for Two Weeks

Williams Fox's Fortune Comes Through Intact

A new all-time weekly record for the New York Paramount is indicated in this week's report of 55,000, highest in 18 months, drawn by "The Phantom President." More than 5,400 tickets were sold for the first Monday morning show, and police reserves were called out to handle the crowd. A new high mark for night-owl attendance was set Saturday, with the house filled until 2 a.m.

"Phantom President" Sets New Record at Paramount

Joint Committee to Hold Sessions Till Contract is Completed

Minneapolis—Second joint committee meeting of Allied and M. P. T. O. A., originally scheduled for Washington, will convene again at the Congress Hotel, Chicago, Oct. 13, and remain in session until a new contract is completed, it is announced by W. A. Steffes, Allied

(Continued on Page 8)

J. H. HARRIS TO MANAGE

Pittsburgh—John H. Harris, who has resigned as zone manager for Warner Theaters, effective upon appointment of a successor, will assume management of the Harris Amusement Co. houses in Detroit, (Continued on Page 8)

HARRIS AMUSE. CO. HOUSES

Hartford Trust Hearing May Run for Two Weeks

Hartford, Conn.—Trial of the million-dollar suit brought by Allen C. Morrison, former operator of the Majestic, against the New Haven Film Board of Trade, was begun yesterday in the District Court here. The hearing last about two weeks. Morrison charges that exchanges affiliated with the New Haven Film Board conspired to put him out of business by refusing to furnish product to his house.

(Continued on Page 8)

(Continued on Page 8)

(Continued on Page 8)

(Continued on Page 8)
Right Advertising Methods

By H. B. FRANKLIN

The privilege of advertising...of placing your message before the great buying public...is a valuable franchise. It is the mouth-piece through which you maintain contact with the public. Advertising carries with it a burden of responsibility...it is a burden that makes it necessary to be more than present the facts...it makes it necessary that the facts are worth the telling. Exaggeration undermines the public confidence. Insecure and sensational methods are destroying the very thing you are trying to build up, the belief and trust of the public. To abuse public confidence is to waste and to ultimately destroy it. Unworthy advertising simply means that a larger number of people more quickly discover defects. Though it can point out merit, it cannot create a single point of superiority or add a single virtue to what you are trying to sell. Advertising is not a magic formula for undeserved success. Advertising today requires every available ounce of initiative on the part of all...from top executives right down the line and calls for our best mental resources...in order to cope with present conditions and prepare for the better times ahead. It is the only way to carry through to success. Advertising that is carefully planned and properly placed is valuable not only to the advertiser, but has genuine value for the public. When properly presented it commands attention along with world news features or editorial matter. The interest of theater announcements is equalled in importance only by the news column itself. We must have a full sense of the obligation as well as the advantages which advertising carries—RKO Now.

S.M.E. Will Announce Election Results Tonight

Announcement of the election of officers of the S. M. P. E. will be made tonight at a dinner and meeting of the organization at the Pennsylvania Hotel. An announcement, Dr. A. N. Goldsmith of RCA Photophone has been re-elected president. Six speakers will take part in the proceedings following the dinner. The evening’s program will include a preview of which two features and several shorts will be shown.

WHEELER-WOOLSEY RELEASE

Hollywood—Columbia’s “In the Jungle,” comedy starring Bela Lugosi and Robert Woolsey, is planned for release during the Christmas season. Edward Cline will direct it.

TRAVELOG BY HELLINGER

Mark Hellinger, Broadway columnist, has been signed by William Rowland & Monte Brice Productions for a world production of the play, “Broadways of the World.” The expedition which will include, besides Hellinger, a cameraman and assistant, leaves in about two weeks, with the first stop probably Algiers.

SELLING TRAILERS IN TEXAS

L. C. Montgomery, formerly with Pathe for several years and well known to Texas exhibitors, is now handling sales for Exhibitors Screen Service trailers in southern Texas, with headquarters in Dallas.

NEW N. C. HOUSE OPENS

Canton, N. C.—F. M. Pressley and O. C. Dudley have opened their newly built Imperial, seating 500.

E. F. Albee Estate

Set at $3,276,000

A net estate of $3,276,012 was left by Edward F. Albee, president of Keith-Albee-Orpheum Corp., according to a transfer tax appraisal filed yesterday. Albee, who died in 1930, made four public bequests amounting to $275,000. Bulk of the estate goes to the widow.

KAPLAN HEARING PUT OFF

Conspiracy charges case instituted against Sam Kaplan of Local 396, operators’ union, scheduled for hearing in the Supreme Court, New York, Oct. 10, has been deferred until Oct. 17.

SWITOWS GET PUBLIX HOUSE

Anderson, Ind.— Lease of the Riviera has been taken over from Publix by H. R. and S. J. Switow of Louisville, Ky. House will be reopened Oct. 8 with second-run films.

PATHE NEWS IN FILM CENTER

Pathe News has leased film storage space in the Film Center Building. It is announced by Erwin S. Wolfson, agent of the building.

THE INDUSTRY’S DATE BOOK

Today: Meeting of Society of Motion Picture Engineers, Roof Garden, Hotel Pennsylvania, New York, N. Y.

Oct. 6: General meeting of M.P.T.O. of Eastern Penna., Southern New Jersey and Delaware, First Club, Philadelphia, 11 A.M.


Oct. 11: Weekly meeting of Allied Theater Owners of New Jersey, at New York headquarters. 2 P.M.


Oct. 21: Get-together party for local film trade, King Edward Hotel, Toronto.


Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences, Hollywood.

BERT GILROY MADE DIRECTOR

West Coast Bureau of THE FILM DAILY

Hollywood—Bert Gilroy, for years one of Hollywood’s best known assistant directors, has been appointed to a full-fledged directorship by Louis Brock, associate producer of comedies for Radio Pictures. Gilroy’s initial assignment as a director is on Harry Sweet’s new comedy, “Strange Attitude.”

“MOVIE CRAZY” CLICKS

Cable advices from Denmark to Paramount report that the first European showing of Harold Lloyd’s “Movie Crazy,” at the Kinopalast in Copenhagen, was accorded a greater reception than any previous Lloyd film, and that an attendance record is assured for the production there.

“GARDEN” FOR RIALTO


THE GREATEST, FUNNIEST FEATURE

MACK SENNEN'S NEVER MADE!

A WORLD WIDE PICTURE

THE FILM INDUSTRY'S DATE BOOK

THE FILM DAILY

Wednesday, Oct. 5, 1932

Vol. 8, No. 81

Price 5 Cents

FINANCIAL

NEW YORK STOCK MARKET

Net

Am. Seat.. 150 152 151 150
Com. Fm. Ind.. 45 45 45 45
Com. Fm. Ind. 2-day.. 55 55 55 55
East. Kodak.. 56 54 54 54
Fox.. 32 32 32 32
Loew’s, Inc.. 32 32 32 32
do ptd.. 50 50 50 50
 Paramount.. 52 52 52 52
Pathe Exch.. 35 35 35 35
 do ptd.. 34 34 34 34
RKO.. 54 54 54 54
Warner Bros.. 54 54 54 54
NEW YORK CURB MARKET

Technicolor.. 35 35 35 35
NEW YORK BOND MARKET

Gen. Tel. 6640 6640 6640 6640
Keighly 40 40 40 40
Pittsburgh 6640 6640 6640 6640
Par. 6640 6640 6640 6640
Warner’s 6640 6640 6640 6640

FINK MADE STORY EDITOR

West Coast Bureau of THE FILM DAILY

Hollywood—Morris Fink has been appointed story editor for Reliance Pictures.

MONA FOX INJURED

Mona Fox, daughter of William Fox, is recovering from injuries received Sunday night in an auto accident near Woodmere, L. I.

Eastman Films

J. E. Brulatour, Inc.

Recording--Re-recording

on Film and Disc

Electrical Transcriptions--Synchronizing

BRUNSWICK RADIO CORP.

797 Seventh Ave., N. Y. C.

Tel.: Chicoine 4-2200
"PACK UP YOUR TROUBLES"

and

SMILE! SMILE! SMILE!

LAST MINUTE BULLETIN!

BALTIMORE—Best biz in 5 months. Tremendous.
LOUISVILLE—Swell!
DAYTON—Approaching "Grand Hotel" totals!
HOUSTON—Terrific! Best in months.
SYRACUSE—Excellent!
WILMINGTON—Biggest crowds in months.
INDIANAPOLIS, KANSAS CITY and other openings VERY BIG!

History repeats! Last year it was LAUREL & HARDY in "Pardon Us" that started M-G-M's amazing run of hits!
Their new Hal Roach FEATURE comedy "PACK UP YOUR TROUBLES" is today's box-office sensation, starting the 1932-33 parade!
With "GRAND HOTEL" giving theatres a new notion of Gross possibilities; with NORMA SHEARER (Fredric March and Leslie Howard) in "SMILIN' THROUGH"; with DRESSLER—MORAN in "PROSPERITY"; with CLARK GABLE—JEAN HARLOW in "RED DUST" and a flock more mighty M-G-M's on tap—you'll "pack up your troubles" too! And Smile! Smile! Smile!

METRO-GOLDWYN-MAY! They never failed you yet!
If You Want The Women To Storm Your Box

PRESENTS

Featuring LOWELL
SHERMAN
PEGGY SHANNON-LILA LEE

There Was A Famous Beauty Doctor With A New Racket
Sept. 24, 1932

“FALSE FACES” CERTAIN HIT

TOP HONORS GO TO SHERMAN

Story, Production, Get Major Rating

... Here's one that any producer or distributor would be happy to tack his name on. It is another hit from K. B. S. for release thru World Wide and it is our guess that Mr. E. W. Hammons and Mr. Joe Brandt will rub their hands, slap each other on the back and start talking turkey to the big ace houses of the country as soon as they see it.

“FALSE FACES” is a new idea to the screen hatched in the brain of Kubec Glasmon, the same brain that gave Warners many of their clickers of the past two years. The Glasmon idea is a winner and this picture will positively do business anywhere there is business to be had.

Did He Take The Women—Including Queens And Shopgirls!
Silver Screen Magazine says that WILLIAM POWELL and KAY FRANCIS in “ONE WAY PASSAGE” is “the best picture this team has made.” Motion Picture Magazine says that WILLIAM POWELL and KAY FRANCIS in “ONE WAY PASSAGE” is “the best work of their careers... the greatest picture they’ve made yet.”

Film Daily says that “ONE WAY PASSAGE” “clicks with unusual love story and fine work of Powell and Francis... is bound to get the femmes... and keeps building steadily to very tense and dramatic moments.” You’ll say it’s just what you expected from WARNER BROS. after “Life Begins,” “Blessed Event,” “Tiger Shark,” “Successful Calamity” and “Cabin in the Cotton.”
43 SOUTHWEST HOUSES REOPENED LAST MONTH

(Continued from Page 1)
openings were: Ellyenjoy, El Paso; Palace, Big Lake; Ritz Eldorado; Grand, Corsicana; Majestic, Gainesville; Capitol, Groveton; Arcadia, Harlingen; Colonial, Corrigan, Crosby, Crosby; Queen, Ferris, Palace, P. W. T.; Dixie, Galveston; Strand, Granbury; Star, Greenville; Pastime, Itasca; Palace, Kess, Lyric, Lometa; Gem, Lott, Artists; formerly Apex, Roby, Majestic, Roscoe; State, San Antonio; Plaza, San Marcos; Palace, Sweetwater; Garden, Sudan; Gem, formerly Amber, Garden, Baropenings were: Ellyenjoy, El Paso; Palace, Big Lake; Ritz Eldorado; Grand, Corsicana; Majestic, Gainesville; Capitol, Groveton; Arcadia, Harlingen; Colonial, Corrigan, Crosby, Crosby; Queen, Ferris, Palace, P. W. T.; Dixie, Galveston; Strand, Granbury; Star, Greenville; Pastime, Itasca; Palace, Kess, Lyric, Lometa; Gem, Lott, Artists; formerly Apex, Roby, Majestic, Roscoe; State, San Antonio; Plaza, San Marcos; Palace, Sweetwater; Garden, Sudan; Gem, formerly Amber, Garden, Bar

shorts from eastern studios

by "C. A."

"SPRING IS HERE," popular musical success of both the stage and screen, is to be the second short in Vitaphone's series of two-reel condensed versions of popular operettas and musical comedies produced at the Brooklyn Vitaphone studio. "The Desert Song," titled "The Red Shadow," was the first of this series to be completed, with Alexander Gray and Bernice Claire in the leading roles. "Ain't It A Big Boy," first new popular tune, was first introduced over the air by Lanny Ross, radio tenor. Ross made his movie debut at the Brooklyn Vitaphone studio in "Moonbeams," completed last week. The showings of Jack Benny's short comic series, of the air, are co-starred in this two-reel "Broadway Brevities" musical comedy, which Roy Mack directed.

The most popular of the "Spring Is Here" tunes, including "Cryin' For The Carolines" and "With A Song In My Heart," will be incorporated in this two-reeler. In addition to these tunes, several other songs have been written especially for this production by Clif Hess, composer of popular song hits. Roy Mack will direct the "Spring Is Here," which will be given the same elaborate production care that was accorded "The Desert Song."

Jack Haley, musical comedy and vaudeville headliner, has started work in "Wongorilla," his seventh two-reel comedy at the Vitaphone Studio. Supporting Haley are Joan Castle, Douglas Leavitt, young Jack Kelk, Killian and Harvey Gelston. Alf Goulding is directing.

Shooting on "The Forced Response," first of RKO Radio's Ely Cohabnet series, "My Bridge Experience," has been completed at the Royal studio, and preparation on the second of the series has been started, with production planned this week. Rushes of the first episode indicate a highly satisfactory beginning, according to Ned E. Depinet, vice-president in charge of RKO distribution, and. with "On The Range Again," starts next week, and on Nov. 1, "West of Singapore" goes into production.

At present "Young Blood," Bob Steele feature, is in work, and M. H. Hoffman is completing "Guilty or Not Guilty," with Al Ray directing.

Goldbeck is Appointed Assistant to Selznick

(Continued from Page 1)
studio. Goldbeck will relieve Pan

NASSAU • MAINE • HAVANA CRUISES

$115...125 days. Sightseeing trips at each port, 3 days in Nassau, 2 days in Miami, 2 days in Havana. Or take round-trip to Nassau only, and stay 7 days at the Royal Victoria hotel for $125. Fortnightly sailings by S.S. Monongah, on Saturdays.

BERMUDA

$45 Round Trip

Twice weekly sailings, 21,000-t. s.s. Pan America and sister ships, all air, outside rooms mostly with beds and private baths. 5 days, including day at hotel in Bermuda $61; 7 days $73. 5. S.S. Pan America goes direct to dock at Hamilton.

[For information on the Free Trip Slogan Contest, see any Tourist Agent or write the Munson Lines.

All sailings from Pier 64, N.R. New York. For further information see local tourist agent or write Munson Lines, 67 Wall Street, N.Y.C.
How Screen Players Have Switched Roles

THERE are many successful screen star who are far different from the modern work that brings fame to film celebrities. For instance, Wallace Beery started his film career playing a comedy Swedish servant girl — and today is one of the most famous character stars of the talkies. The story of the Metro-Goldwyn-Mayer star does not differ, except in detail, from many others now identified with certain lines of work. For instance, John Miljan, premier “heavy” of pictures started as a romantic lover on the stage. And Clark Gable, more or less romantic on the screen now, got his first “break” as a “heavy,” following his stage performance as “Killer Mears” in “The Last Mile.” John Barrymore went into pictures as a comedian, and, in fact, drifted into characters, to do “Dr. Jekyll and Mr. Hyde” by accident. He made faces on the set for a laugh — and it gave a producer an idea. Lionel Barrymore when he first went into pictures played tough sailors and such roles — and today has the Academy Award for his delineation of a dominant lawyer in “A Free Soul” and has recently scored one of the sensational successes of the year in “Washington Masquerade.” Marie Dressler, beloved character actress of “Emma” and others, was for years considered purely a slapstick comedienne.

—M-G-M.

A FILM FACT A DAY

It costs up to $60,000 to dub U. S. talkers into foreign languages, whereas silents were re-titled for about $2,000, according to the Dept. of Commerce.

DOWN IN Houston, Texas ... exhibitor Will Horwitz has started something at his Texas theater. ... it seems that Will is tearing his hair out because an oppressor house is running exclusives ... so he ran a daily talk in the newspapers ... in column style ... in place of a regular theater ad. here is a sample.

“NO, FOLKS. you’ll never see the "exclusive" sign on a Horwitz home-folks theater ... we’re not high hat ... or un-American ... all of the public find welcome here. ... but if this exclusive policy should click, there won’t be any more pictures at 5c and 15c ... they’ll all be 50 cents! ... or maybe a dollar! ... what then about the children, old folks, families with small incomes and the low-salaried boys and girls?”

SO IT remained for Mister Horwitz to hit on a new idea in advertising the theater ... and if there is anyone who knows how to get his name in print ... it is this same Will Horwitz. Of course he knows as well as you and we do that it is all a load of hokum ... the majority of pix will never be tied up on exclusives ... it just isn’t in the cards ... and the pop houses like the Horwitz chain will always have their product, but it’s great propaganda stuff to get the public talking.

BUT THE Horwitz idea opens up an entirely new field in theater advertising ... working in the personal, intimate touch ... and we hope to see other theater owners grab it ... and develop it. ... for instance, start a yelp about civic affairs ... beautifying the city ... unemployment ... less advertising in radio programs ... more pay for schoolteachers ... summer camps for kids ... and a hundred other timely topics ... controversial or otherwise ... and a clever ad writer can work the name of his current pix into the talkin’ idea ... then why don’t ya do somethin’ about it?

IN ABOUT two weeks Mark Hellinger starts on a round-the-world trip ... during which he will make a pix on the idea of Broadway of the World ... treating the travel thought from his own original and human angle ... it will be made for Bill Rowland & Monte Bricie Productions ... Bill and Monte filming the going-away party, and catching Mark on his return for the finale ... incidentally, these producers have tied up Nick Kenny, Louis Sobol and Walter Winchell for series of shorts.

AND JUST when the city authorities are trying to get rid of the circus idea on Broadway ... along come Harry Thomas and Al Friedlander ... and plaster circus stunts in store windows all over the Main Highway of our hamlet ... plugging “Goona-Goona” ... and judging by the crowds lined up ... the citizens like it ... so wott’ell.

FOR A real number to wow the kids ... looks as if “Chanda” at the Roxy will set a new style in cycles filled with gorgeous hole and illusion stuff ... that sets the youngsters wild with joy ... maybe the kids can be brought back ... after all.

A UNIQUE utilization of the Buck Jones Rangers Club to boost business in two theaters on the same day was devised by the RKO Shore Road and the RKO Dyker theaters. The Shore Road wished to put over a huge entertainment of the Rangers, by the Rangers and for the Rangers. Having no stage, the entertainment plans ran into a barrier, but, using initiative, the manager worked hand in hand with the Dyker manager, who has the stage. The Rangers bought their 15c tickets at the Shore Road box-office, then marched in orderly fashion to the Dyker, a few blocks away. There they ran their entertainment, which consisted of tap dancing, singing, story-telling, mandolin playing, kazoo band and a playlet. After the show, the youngsters saw a complete film performance. This over, they marched back to the Shore Road and saw another picture show. All for the same 15c. This is, perhaps, the first time in the history of the picture business that one club has filled two houses at the same time in the same district.

—Dyker, Brooklyn, N. Y.
— Who directed "Letty Lynton"
— Who played the feminine lead in "State's Attorney"
— How many pictures were produced in 1932
— Where can I buy portable sound equipment
— Who was the cameraman on "Bring 'Em Back Alive"
— Who was the author of "EMMA"
— What was the original title of "The Hatchet Man"

The answers to these and thousands of other questions will be found in

1933 EDITION
Now
IN PREPARATION
"THE CRUSADER" with Evelyn Brent, H. B. Warner, Lew Cody, Ned Sparks
Majestic Pictures 72 mins.
THOROUGHLY FINE ENTERTAINMENT, GOOD STORY, EXCELLENT DIRECTION AND STRONG, WELL-BALANCED CAST.

This is an exciting drama of newspaper life and a wise-cracking reporter's desire to print the news even though it involves the past life of the district attorney's wife. The picture starts out with a bang and holds to a swift pace throughout. Ned Sparks, as the reporter, handles his part capably, giving the characterization plenty of strength and magnetism. H. B. Warner, as the district attorney, gives a well restrained reading of a difficult part. Evelyn Brent, as his wife, and Lew Cody, as her former lover, are both convincing. The entire cast works with intelligence. Director Frank Strayer has done a neat job and one that should find its way into the better class of theaters. It is one of the outstanding independent productions of the year.


Director, Frank Strayer; Author, Wilson Collison; Adaptation, Edward T. Lowe; Scenarist, same; Art Direction, Daniel Hall; Editor, Otis Garrett; Recording Engineer, Earl Crain; Camera man, not credited. Direction, very fine. Photography, fine.

BALLYHOO CONFAB STILL ON

Conferences between representatives of Broadway de luxe houses and the Broadway Association are expected to be continued today in an effort to reach an agreement concerning theater fronts and other ballyhoo. Preliminary meetings have been held, but so far no agreement has taken shape.

RKO ST. LOUIS CHANGES

St. Louis—RKO is shifting its local policy, with stage shows being dropped by the St. Louis and a Class A picture policy substituted. The Missouri will adopt a twin-fea- ture policy, at lower admission prices. Changes become effective in two weeks.

COMING & GOING


GEORGE QUILE and ABE CATHOMS of Warner Bros—First National have gone to Wilmington in connection with company litigation and are expected back in New York late this week.

JEAN HENDERSON, motion picture editor of the Times Union, is going to roulette leaves New York tomorrow on her return home following a combination business pleasure tour. JULIE LEVY and W. C. CALLAWAY left yesterday for a tour of the RKO southern branch.

F. L. McNAMARA, Philadelphia branch manager of RKO, is in New York for conferences with Ned Despert.

MARY DUNCAN is back in New York from Hollywood.

BOGART ROGERS, scenarist, is in New York from the Coast.

RALPH MORGAN has arrived in New York to have her household furniture shipped to the Coast.

Richard Talmadge in "SPEED MADNESS"
Capital Film Exchange 63 mins.
POORLY CONSTRUCTED STORY CARRIES WALLOP IN ACTION STUFF WITH TALMADGE DOING HIS STUNTS.

Built entirely to give Richard Talmadge a chance to do his acrobatic leaps, falls and high jumps, the story itself is poorly constructed and amateurish in spots. But the fans who like their thrills will go for it, for it has Talmadge in action frequently.

Dick is the son of a wealthy shipbuilder who gives up his wild ways and settles down to a job in the shipyard in order to please his girls. His dad is building a speed boat on the success of which hinges a big contract. A rival shipbuilder hires a gang to mess up the job, and Talmadge fires the boat designer when he suspects that he is with the gang. Then comes the meller stuff hot and heavy, and peels the picture up and makes you forget its shortcomings in other ways. The boat is tampered with the night before the race and, as the hero is leading his rival, he jumps in the river just as the boat blows up. Then with his crew he goes after the other gang, kidnap the chief, and forces him to confess after a knock down drag out fight.


Jack Hoxie in "GOLD"
Majestic Pictures 64 mins.
FAST MOVING WESTERN HAS JACK HOXIE IN ACTION MOST OF THE TIME. GOOD PLOT HELPS.

An unusually strong plot for a western helps this one a lot. It looks bad for the hero most of the time, for suspicion points to him as the perpetrator of a series of murders in the mining town where gold has been discovered. But there is a gang at work who make it a business of buying up claims, and soon after the man who sold is found murdered and his money gone. Jack Hoxie starts out to pin it on the leader of this outfit in order to clear himself. When they approach his partner and try to induce him to sell his half interest in the mine, Jack knows his suspicions are correct. But they beat him to it, anyway, kill his partner, and then the sheriff is sure that Hoxie is the guilty party. Also the daughter of his murdered partner is convinced against her will that her former hero is guilty. It is this strong building up of evidence against Hoxie that holds the suspense, and makes for a hot finish when the sheriff finally sees the light.


Director, Otto Brower; Author, Jack Natterford; Adaptation, Scott Darling; Editor, S. Roy Luby; Camera man, Art Reed, Charles Marpall; Recording Engineer, Earl Crain; Direction, very good. Photography, good.

Consolidated Film Industries, Inc.
New York and Hollywood plants are especially equipped to develop negatives to render a complete film laboratory service.

YOUR negatives are safe at Consolidated... protected by the latest scientific devices against every possible hazard. The same unyielding care protects the originality of your ideas. There is no possibility that they will be revealed to others or used by others without your express order.

"Certified Prints" are absolutely guaranteed. Quality is CONTROLLED. The results of every process are predetermined. There is no guesswork. We employ only the most skilled operators with years of experience. The finest raw stock and chemicals are used.

Yet we’re constantly striving for improvement. Day in and day out in our own costly research laboratories, our chemical and technical engineers seek the means of improving the quality and prolonging the life of "Certified Prints."

Our entire organization realizes the importance of speed. They are trained to meet the instant demands characteristic of the industry. Our plants are equipped to operate twenty-four hours a day when overnight service is required. They have a yearly capacity of over a billion feet of film printing.

Working capital is ample to carry out the largest release printing contract, to provide loans to our customers and to finance independent production on a large scale.

Until you visit Consolidated Park, the world’s greatest film laboratory, you can never appreciate how Consolidated has advanced the art and science of film printing. Let us know when you can conveniently call and we shall assign one of our staff to escort you through the plant and explain in detail the operation of this branch of the industry.

Consolidated Film Industries, Inc.
New York and Hollywood
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

RUTH CHATTERTON has started work in "Common Ground" at the First National studios. This is the story of San Francisco's underworld as it has been adapted from a novel by Gerald Beaumont and which will be directed by William A. Wellman. James Murray is slated to appear opposite Miss Chatterton and other members of the cast will be Pat O'Malley and Roscoe Karns. George Brent has been withdrawn from the cast because of his assignment in "Forty Second Street," which starts this week.

Gwill Andre has begun work in "Man and Wife," now in production at the RKO Radio studios.

William Anthony McGuire will handle production of the next Lew Ayres picture, as well as writing the story.

George Vandal has gone into the cast of "The Penguin Pool Murder" at the RKO Radio Studios.

John Lowell declares he had a Scotch property man who was so economical that he told the child who was playing in "Floodgates" that she would have to cut the rubber ball she was playing with on the first bounce or he would take it away and bring her a huge ball from wearing out prematurely.

Merian C. Cooper and Ernest B. Schoedsack are believed to have seen more far corners of the globe than any ten men or women in the film colony.

Gregory LaCava, directing "Phantom Fane," and John Roberts, filming "Little Orphan Annie," both work with their hats on.

Walter Plunkett, designer of feminine garments, has assumed full charge of the wardrobe at the RKO Radio Studios. He was formerly chief designer for RKO and in that capacity was responsible for the costumes in "Dixiana," "Rio Rita," "Cimarron" and other pictures.

An ordinary ladder is one of the most important requirements for the proper photographing of a motion picture when Harry Fishbeck is the cameraman. Fishbeck sits on top of the ladder and carefully watches each scene. As chief cameraman he does not operate the camera during the actual filming of a scene—this is done by his assistant. The chief cameraman is also responsible for correct lighting, avoiding shadows such as might be caused by microphone, and numerous other details.

Max Miller, newspaperman and author, has completed two screen stories, "Destroyer" and "Under the Sea" for Columbia. He leaves for a month's vacation. Upon his return he will collaborate with Jo Swerling on the screen version of "Destroyer."

Mary Mason has been selected for the leading role opposite Tom Keene in his forthcoming production, tentatively titled "The Pagan Kid," which Robert Hill will direct for RKO.

Earl Haley, who directed "Wild Horse Stampede," for Columbia, had several years training as an assistant director. Prior to joining Columbia, he served as an assistant to Cecil B. DeMille, Victor Fleming and Howard Hawks. He was with Hawks on "Scarface."

Although Preston S. Foster, as the long distance swimmer in "You Said a Mouthful," didn't do any long distance swimming in the picture, he declares that, if all the short swims he took in front of the camera, were laid end to end, they would reach from Catalina to the mainland and back, and would break every existing record.

David Selznick, Pandro Berman, Ralph Ince, George Archainbaud, Bob Koke, Eddie Cromjager, Richard Dix, Leo Tover, Archie F. Marshall are among the RKO raucous wielders.

E. H. Griffith has started directing the Ann Harding-Leo Howard vehicle, "The Animal Kingdom" at the Radio Studios. William Gargan and Ilka Chase, both of whom were in the New York production, will appear in the film version.

Arthur Pierson has been assigned one of the principal roles in Clara Bow's first Fox picture, "Call Her Savage." John Francis Dillon now is directing.

Bill Boyd's next RKO Radio production, tentatively titled, "Lucky Devils," which is to be made under the auspices of Merian C. Cooper, associate producer, will glorify the film stunt man. Ralph Ince will direct.

Paramount has added Mary Boland to the cast of "If I Had a Million," in support of Richard Bennett and Charlie Ruggles, while Ann Nagel, former Broadway showgirl, will make her film debut in "Eveline's "Wife," in which Miss Boland and Ruggles also appear with Herbert Marshall and Sari Maritza.

Others in the huge cast of "If I Had a Million" include Gail Patrick, Mary Bolan, Blanche Fderich, Fredric March, Sylvia Sidney, Gary Cooper, Wynne Gibson, George Raft, Richard Arlen, Frances Dee, Alison Skipworth, Gene Raymond, Jack Oakie and W. C. Fields.

Bette Davis With Cagney
Bette Davis has been assigned by Warner's to the feminine lead in the new James Cagney picture, "Bad Boy." She is now appearing opposite Douglas Fairbanks, Jr., in "Parachute."
Chicago Houses glamorizing for Short Subjects

FIRST SUIT ON EXCLUSIVES SET FOR NEW HAVEN

Columbia Spending $3,500,000 on 20 Films by Jan. 1

Cut-Outs
... on-a-string
By Jack Alicate

WARNER brothers will show a nice PROFIT for this quarter ... Paramount has a NATURAL in that grand piece of SHOWMANSHIP, "Phantom President" ... RKO theaters are showing substantial gains in black for last nine weeks ... Motion Picture Club already planning ELABORATE premiere of "JENKINSONS," which has already been sold to a high number of Eastern and Western houses.

THESE new ROXY theater is going to knock the home FOLKS for a bass-drum ... sam KATZ is due back to Paramount headquarters in a few days now ... Well, we can think of a lot WORSE representatives than Hon. Jack WARNER as the future Ambassador Extraordinary and Minster Plenipotentiary to Sweden ... UNDERGROUND advice informs us that this RASPUTIN picture with the ROYAL family is going to be a HUNK of pretty big ... There's a CYCLE of notes coming due at the office of a BIG outlet any day now, and is somebody's face RED ... "Bill of Divorcecence" should be on everybody's MUST SEE list.

THERE's a dandy SCRAP going on in one outfit that MIGHT be termed RELATIVE trouble ... Trans-Lux plans are being DUSTED off for revival ... charlie O'Reilly has things humming POLITICALLY ... What's the start of the SEASON and only one football picture? ... We know of at least TWO picture propositions that will be OFFERED to Jimmy WALKER ... arthur LOEWT radios from MID-PACIFIC everything OKE on his round-the-world air jaunt ... Pardon us while we look around the CORNER to see if prosperity has arrived.

Jack Cohn Says Company Is Geared for Record Activity

Approximately $3,500,000 will be expended by Columbia in the making of 20 feature pictures between now and the first of the year, Jack Cohn told FILM DAILY yesterday. "This figure is based on information received from our foreign sales offices and indicates that Columbia is geared up for the so-called "export" offensive ....

NATIONAL DAY-AND-DATE SET FOR RADIO SPECIAL

Stage Hand Ordinance Passed in New Haven

New Haven—An ordinance requiring theaters seating 3,000 or more to employ two full-time stage hands has been passed by the Board of Aldermen. The ordinance was threatened by Mayor Murphy recently when Harry Arthur had trouble with the union.

Dropping of Duals in Chicago Causes Big Clamor for Shorts

Ex-Exclusive
Meriden, Conn.—At the same time that Poli's Palace, an Arthur house, was advertising that "Grand Hotel" will positively not be shown in any other theater in this city again, the Wilkinson in Wallingford, a borough adjoining Meriden, advertised: "We positively guarantee that "Grand Hotel" will be shown at Wilkinson Theater. U.S. low prices, "Watch & Vote." The Meriden and Wallingford community lines adjoin, and the Palace and Wilkinson are but six miles apart.

Increase in the sales of short subjects in the Chicago territory since the single-feature order went into effect is "phenomenal," according to Phil Dunas, Educational-World-Wide district manager, who arrived from Chicago yesterday. "Advance sales have taken an unprecedented jump," said Dunas.

The Film Daily Year Book is the Standard Reference Book of the Industry.—Adv.

FILMS GETTING BETTER, VIRGINIA CENSOR FINDS

Richmond—Motion pictures, both features and shorts, have shown considerable improvement lately and in a majority of cases are rid of vulgar dialogue and scenes depicting human depravity of the lascivious type, says R. C. L. Moncure, director of the State Censorship Division. As a result, fewer cuts are being made now.

DAILY BROADCAST BOOSTS PUBLIX DETROIT BUSINESS

Detroit—Partly as a result of a broadcast every morning over a hookup of five stations, business at Publix houses here for the past month has been 20 per cent better than in the same period last year.

ONTARIO ARBITRATION BEING RESUMED OCT. 12

Toronto—At a conference yesterday between representatives of the Film Board of Trade and members of Allied Exhibitors of Ontario, the Ontario Board of Arbitration was reorganized and weekly hearings will be held starting Oct. 12, it was announced by Col. John A. Cooper, acting chairman. A meeting of the Film Board also was held yesterday, at which time W. J. Reid of Publix was elected president of the Board; H. V. O'Connor, vice-president; S. Brint, honorary secretary, and O. O. Burnett, executive secretary. The credit committee consists of the three officers, while arbitration officers are Harry Law, Kohen, O'Connor, Brint and Reid.

Paschall Theaters Drop All Union Men

Dallas—All union men have been dropped by the Paschall theaters, and the houses are now operating with an open shop policy.

Pettijohn Joins Colonels

Now it's Colonel Charles C. Pettijohn. The Hays organization official yesterday received notification that he had been appointed an aide-de-camp with the rank of Colonel on the staff of Governor Ruby Laffoon of Kentucky.
S.M.P.E. Installs New List of Officers

New officers elected at the semi-annual meeting of the S.M.P.E. held at the Hotel Pennsylvania yesterday are as follows: A. N. Goldsmith, re-elected president; E. I. Sponable, general manager; W. C. Dunsmuir, second vice-president; J. H. Kurlander, re-elected secretary; H. J. Cowling, re-elected treasurer.

New members of the board of governors are W. C. Hubbard and R. E. Farnham. The one-day session terminated in a banquet with speeches by president Goldsmith and Terry Ramsaye.

Mike Simmons Joins Monogram Pictures

Mike Simmons, for the last three years with Educational, starts work Monday as director of advertising and publicity for Monogram. He was produced by W. Ray Johnston before the latter left for the coast this week. Simmons also has been with General Films and has a background in budget and preparation of screen stories.

UNUSUAL CLOSES DEAL

Unusual Pictures has sold to Mills & Berkowsky of Standard Film Exchange the four features now in production in Hollywood by Robert E. Welsh, for the Albany, Buffalo and Detroit territories. Mae D. Weinberger, general manager for Welsh, closed the deal for Unusual.

TODAY'S AMPA GUESTS

Revised list of honor guests for today's AMPA luncheon in Sar'd's include Edward G. Robinson, Richard Halliburton and Harry Green.

LATIN SITUATION BETTER

American distributors operating in Latin America are somewhat optimistic over the slightly more sympathetic attitude of several countries there. Particularly Brazil. Government of Brazil is now letting some exchange leave the country. No more obstructive legislation is pending at present.

LAST OF MIAMI AIRDOMES

Miami — The Seventh Avenue Theater has been opened again after repairs and remodeling, which included addition of a roof. This was the last of the Miami airdomes.

BAYLE BACK IN MILWAUKEE

Milwaukee - Harry Bailey, who was sent from the Riverside here to the Hill Street, Los Angeles, has been recalled to manage the Riverside, which is adding vaudeville.

SCHRIEBER ADDS ONE

Detroit — The Ferndale, renamed the Capitol, has been reopened by Alex Schriber, owner of the Loop and other houses, and William London of the Gladwin Park. House formerly was part of the Woodward circuit. Charles Danke is manager.

BOOKING GERMAN FILMS

Louisville - The Towers will show a number of German pictures this season.

Jack Dempsey to Appear In Vitaphone Two-Reeler

Jack Dempsey has been signed by Sam Sax, head of the Brooklyn Vitaphone studio, for a two-reeler schedule to go into production Nov. 5. He will be starred in a special story written for him by the studio's staff writers under Herman Ruby.

MANSON JOINS FREULER

West Coast Bureau of THE FILM DAILY

Hollywood—Edward Manson, with United Artists for seven years and production manager for Charlie Chaplin about five years, has been appointed to John Re. Freuler, head of the Freuler Film Associates.

NEW INDIANA FIRM

Indianapolis—Articles of incorporation have been filed by Marion Theaters, Inc. Incorporators are Kenneth R. Gregory, Frank C. Taylor and Robert W. Cookingham.

FOX BUYS BROMFIELD STORY

"A Modern Hero," Louis Bromfield's novel, has been produced by Fox and will be produced as an all-star production with Rufus LeMaire as associate producer. Erich von Stroheim or Frank Borzage may direct.

TASHMAN UNDER KNIFE

Liliyan Tashman undertaken an appendicitis operation yesterday in the Harbor Sanitarium. She has been making personal appearances in the east.

RKO GETS OPTION ON BOOK

West Coast Bureau of THE FILM DAILY


SIGNED FOR STAGE

Conway Tearle, Marguerite Churchill and Judith Wood have been signed through William Lobb, to play in "Dinner at Eight" Sam Harris show which opens at the Music Box on Oct. 15.

WILL H. HAYS IN INDIVIDAN

Will H. Hays is in Indiana, where it is understood he is conferring with Republican leaders concerning the campaign in that state.

COLMAN OPTION TAKEN UP

West Coast Bureau of THE FILM DAILY

Hollywood—Samuel Goldwyn has taken up a two-year option on Ronald Colman.

A. W. BAKER JOINS SKOURAS

Indianapolis—Arthur W. Baker has joined Skouras-Publix and will manage the Circle. He comes from Des Moines.

FINANCIAL

NEW YORK STOCK MARKET

High Low Close Chg.
Columbia Picts. Vto. 121/2 111/4 11— 7/8
Con. Fm. ind.... 4 4 4 —
Con. Fm. ind. pd. 10 11 9 9 7/8
Estro 3 8 3 1/4 1/4
Fox Fm. "A" 3 3 3 1/4 1/4
Low's, Inc. 31/2 3 3 1/4 1/4
Madison Sq. Garden 3 3 3 1/4 1/4
Paramount 5 5 5 —
Pathé Exh. 3 3 3 1/4
Pathe 66 "A" 3 3 3 1/4 1/4
RC A 21 21 21 1/4 1/4
RC "A" 21 21 21 1/4 1/4
RKO 5 5 4 3/8 3/8
Shubert 5 5 4 3/8 3/8
Warner Bros. 3 3 3 25/32 25/32

"Sign of the Cross"

Is Set as Roadshow

Paramount will release "The Sign of the Cross," Orders have been received for 6000 bookings. Leading for an elaborate press book to exploit the feature.

CAGNEY RELEASE IN JANUARY

"Bad Boy," James Cagney's first picture for the current season, will be released exclusively in Illinois according to present Warner plans.
FIRST EXCLUSIV E SUIT
BEING FILED IN CONN.

(Continued from Page 1)

with exclusives attacked as a phase of this issue.

Gov. Cross, who has promised to aid exhibitors in their fight against exclusives, following a recent appeal to him, has been instrumental in arranging for Attorney Harry Pond, prominent New Haven lawyer, to handle the exhibitors association's legal staff. He will be aided by Edward Levy, M. P. T. O. official.

Plans in connection with the case were discussed at an M. P. T. O. meeting in New Haven Tuesday.

Chicago Houses Clamor
For Short Subjects

(Continued from Page 1)

"and upon my arrival in New York a score of wires awaited me, giving report of the fact that we had anticipated by a great margin," Dunas will remain in New York for a few days for conferences with Joe Shribb.

COMMERCE YEAR BOOK OUT

1932 edition of the Commerce Year Book, Vol. 1 covering the United States, has come off the press and is now being distributed by the U. S. Department of Commerce at $1.25 a copy. The compilation, authorized by law and issued annually by the Department, is recognized generally as the official and final record of American business. It presents a great amount of data and discusses the broad subjects of domestic and foreign trade, manufacturing, transportation, employment, finance, power, etc.

NEW VIRGINIA HOUSE OPENED

Newport News, Va.—W. T. Byrum is manager of the new War- wick, which opened this week.

THE INDUSTRY'S DATE BOOK


COLUMBIA STUDIO SET
FOR RECORD ACTIVITY

(Continued from Page 1)

greatest period of intensive activity in its history," said Cohn.

Although the total figure, when broken down into individual sales, was not largely exceeded, there was an average of $175,000 per picture, Cohn said that "specials" may cost as high as $400,000. Pictures slated for the year included "The White Law," "Plaintide Man," "Air Hostess," "In the Jungle," "Transatlantical Flyers," "Under the Sea," "Anointed," "About the Murder of the Circus Queen," "Destroy," "I Cover the Water Front," "Brief Moment," "Child of Manhattan," "East of Fifth Ave.," "State Trooper," and three Bob Jones and three Tim McCoy westerns.

Daily Broadcasts

Public Detroit Business

(Continued from Page 1)

with four less houses open. Book- ing of the single film simultaneously in several Public houses is a helpful factor in the radio exploitation.

PERU BANS "HELL'S ANGELS"

Lima—Government has banned showing of "Hell's Angels" in Peru. Order issued at request of German Ambassador.

National Day-and-Date

Set for Radio Special

(Continued from Page 1)

ture will play Warner, Publix, Fox, Loew and several independent circuit theaters. The film will open either Oct. 14 or 15 at the leading RKO houses located in the following cities: Akron, Canton, Bost, Brooklyn, Birmingham, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Evansville, Ft. Wayne, Ft. Worth, Grand Rapids, Houston, Indianapolis, Kansas City, Los Angeles, Lowell, Memphis, Milwaukee, Minneapolis, Newark, New Orleans, N. Y., Oakland, Oklahoma, Portland, Me., Port- land, Ore.; Providence, Rochest, Salt Lake City, San Antonio, S. Bend, San Francisco, Seattle, South Bend, Spokane, Springfield, St. Louis, St. Paul, Syracuse, Troy, Toledo, Trenton, Washington and Youngstown.

Included in the list of theaters that have signed contracts closed with the Public, Warner, Loew, Fox and independent circuits are the following cities and towns: Lincoln and Grand Island, N. B.; Sioux City, Ia.; Little Rock, Ala., Ardmore, Okla., Clinton, Tex., Evansville, Ind., Joliet, Indiana., Indianapolis, Joplin, San Jose, Stockton, Sacramento, Oakland, St. Louis, Eugene, Dal- las, Medford, Salem, Indianapolis, Atlantic City, Binghamtown, Buffalo and Bridgeport.
A LITTLE FROM "LOTS"

By RALPH WILK

HOOLYWOOD

WITH "The Kid from Spain," Eddie Cantor vehicle, in the final stages of production for United Artists, Samuel Goldwyn will start his next, "The Masquerader," with Ronald Colman, within three weeks. Goldwyn will start work on the first of two pictures with Anna Sten, foreign import, the first of year. The producer plans to come to New York early in December and may possibly make a trip to China. "I Have Been Faithful," based on the play "Cynara" and starring Colman, will receive a Broadway showing about Christmas.

Upon completion of "The Sundown," Merian C. Cooper's next Radio production, "The End of the World," will be released. Fox has renewed Irene Ware's contract.

Warners have changed the title of Douglas Fairbanks, Jr.'s, production from "Parachute" to "Parachute Jumper." It is from Rian James' novel, "Some Call it Love."

COMING & GOING

MERIAM HOPKINS is on her way east from the coast.

ROBERT BENCHLEY, who has been writing at Hollywood and will be back in New York at the end of the week to resume his dramatic career on "The New Yorkers," has again decided to move to California. JACQUES MERSEY, the art director, sailed yesterday on the Manhattan for France, where he will resume work on the Paramount picture in Juvonne following a month's visit to New York.

BOBBY CLARK of Clark and McCullough, who recently completed their RKO comedy series, returns to New York in a few days. McCullough is already here.

H. H. SWANSON, RKO Radio editor, left for the coast yesterday.

SPYROS SKOURAS returns today from Miami.

HERBERT MARSHALL and EDNA BEST arrive from the coast today and sail tomorrow on the Olympic for England.

SAM KATZ and ARTHUR MAYER are due back from the coast.

JAMES A. GRAINGER left New York last night for the Coast.

P. W. MATHISON has arrived in New York from Toronto.

WILL H. HAYS has gone to Indiana.

GARY COOPER, following a visit in New York, left yesterday for Hollywood to prepare his next Paramount picture, "The Lives of a Bengal Lancer.

BRUCE CROSBY and his radio star, DIXIE LEE are on route from the coast to New York, arriving Sunday.


JAMES ROBERTSON, operator of the Cinde-
rella, Roosevelt and Lincoln Square theaters in Detroit was a Warner Home Office visitor yesterday.

"LUISE, KONIGIN VON PREUSSEN" (Louise, Queen of Prussia) 96 mins. Associated Cinemas of America 96 mins. EFFICIENT GERMAN HISTORICAL FILM FEATURES FINE ACTING OF HENNY PORTEN.

Outstanding performances by Henny Porten and the rest of the cast features this Carl Froelich production dealing with Napoleon under the rule of Frederick Wilhelm the Third. Story tells of the efforts of the peace-loving King to bring together the various states of the then not united Germany. He is wrongly advised by his generals, mobilizes his armies against Napoleon, and is defeated. Under the terms of the peace treaty, Germany is temporarily disrupted and even the personal appeal of Queen Louise has no effect on Napoleon. As Porten, as the Queen, is especially effective in the scenes showing her with her four children. Superimposed titles will help English audiences to follow the story which is a slow one.


"AMORE E MORTE" (Love and Death) 94 mins. AMERICAN-MADE ITALIAN LOVE TRAGEDY WILL APPEAL EXCLUSIVELY TO ITALIAN CLIENTELE.

Italians who are able to understand the dialogues ought to get some enjoyment out of this rather heavy love drama. Though filmed here in the east, chiefly in the Jersey hills, the producers managed to include many picturesque shots of rural Italy, and the acting of the principals is quite good, with Cav. Rosario Romeo standing out particularly in a forceful performance. The story is about a rich landowner, played by Romeo, whose chief joy in life is a young daughter. One of the employees, abin of his wife and children, has an affair with the girl and gets her into trouble. When the father learns about it, he flies into a mad rage, causing a series of deaths and bloodshed. The girl's despoiler then is killed by lightning just as he is being pursued by the furious father.


Director, Cav. Rosario Romeo; Author, same; Adapter, same; Dialogue, same; Cameramen, A. Gandolfi, N. Rogali, Director, Okay. Photography, Fair. Aurora Film Corp.

13 EDUCATIONAL RELEASES ON NOVEMBER SCHEDULE

Thirteen subjects have been set for November release by Educational Films under the direction of "The Big Flash," first in the new series, "Famous American," starring Harry Langdon, will be released Nov. 6; also "The Iceless Arctic," second Camera Adventure; a Lyman H. Howe Hodge-Podge, and a Barclay's Natographic: "In the Clutches of Death," third episode in the Great Hokum Mystery, and a new Terry-Toon will be released Nov. 13. The second in the new Torey Comedy series, and "The Wonder City," Lyman H. Howe Hodge-Podge are scheduled for Nov. 20. The third Andy Clyde Comedy in the new series, a Terry-Toon, third in the Battle For Life series, "The Gaslit Nineties" in the Do You Remember series, and the third Tom Howard Comedy, will all be released Nov. 27. PACENT's STATIC REMOVER

Louis G. Pacent, president of Pacific Camera Supply Company, has successfully adapted electrical apparatus including talkie equipment, has developed a device for eliminating "man-made" static on the radio. The invention is called the Radiofomer. Most of the radio in receiving sets is caused by static, but the new device is constantly in use, and only a small percentage is created in the sky by nature, according to Pacent.

Six Freuler Productions Already Under Way

West Coast Bureau of THE FILM DAILY

Hollywood—Six Freuler Productions on the Freuler Film Associates' lineup have been placed under way so far. "The Fighting Gentlemen" is another releases this week, followed by Tom Tyler in "The Forty-Niners" on Oct. 24. "The Gambling Senator," "The Soldier's Jungle" is casting, and script work is in progress for "Sisters of the Follies" and the second Tyler, John R. Freuler plans a trip to New York in about two weeks to confer with Charles L. Gletti.

FIRST UFA ENGLISH VERSION

Berlin—First of the Ufa English versions to be made for Gaumont-British for American distribution by Arthur Lee has been completed. It is "Happy Ever After," featuring Lillian Harvey and Jack Hulbert. Partly a talkie, partly a song, English versions went into work yesterday, they are "F. P. No. 1, Doesn't Answer," and "I By Day." Ufa is to make five features for the United States distribution by Lee.

NEW 16 MM. PROJECTORS

Davenport, Ia. — A new line of 16mm. projectors consisting of three improved models at reduced prices, is announced by Victor Ani-

New Incorporations

NEW YORK CHARTERS

Film is Main Draw in Vaudefilm Houses--Franklin

State Tax on Exclusives Proposed by Philly MPTO

Allied-MPTOA Program is Endorsed by Eastern Penna. Unit

Philadelphia—Firing a broadside into the exclusive-run policy, the M. P. T. O. of Eastern Pennsylvania at its meeting yesterday endorsed a plan calling for a state tax on exclusive sales and adopted a resolution providing for a committee to call on Governor Pinchot to protest the policy. Pleading its (Continued on Page 8)

RUBEN BROS. MAY ACQUIRE 5 PUBLIX N. W. THEATERS

Minneapolis—Ruben Bros. are understood to be set to take over five Publix houses in four small situations near this city. Houses are located in Wasena, Faribault, Willmar and Brainerd. It is understood that Publix would like to include its houses here and St. Paul in the deal but indications are that this angle will not be adopted. Eddie Ruben was in New York on the deal recently.

Newsreel Cameramen Obtain Closed Shop

Walter Streng, president of Local 644, International Photographers of the M. P. Industries, yesterday completed negotiations with the newsreel companies whereby the cameramen will have a closed shop, a six-day week and a minimum (Continued on Page 9)

New Censorship Deal Asked by Rev. Andrews

Bridgeport, Conn.—Renewing his condemnation of the present system of censorship, Rev. George R. Andrews, who last year figured in a national controversy on the subject, has issued another blast demanding a new censorship deal. Rev. Andrews claims the censorship boards are influenced.

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Conspiracy Suit Filed By Tampa Theater Co.

Jacksonville—Charging conspiracy and alleging inability to get film, the Rivioli Theater Co. of Tampa, which filed suit in the U. S. District Court against Paramount, United Artists, Columbia, RKO, Warner Bros., Fox, National, Cinco Enterprises, Consolidated Theatres and Frank Rogers, petitioner operates in Ybor City, suburb of Tampa.

Harvey Day Appointed 'Terrytoons' Bus. Mgr.

Harvey Day, special representative for Educational for years, has joined Moser & Terry, producer of "Terrytoons," as business manager.

PLAN TECHNICAL EXHIBIT

Plans are taking shape for the presentation of the first theatrical industry technical display at the New York Museum of Science and Industry, according to a report made to the RKO motion picture heads of governors. An Eastern chairman will soon be appointed to handle the matter for the society, matching efforts of W. E. Thiesen, who is West Coast chairman acting in a similar capacity with an exhibit there.

PARA. BORROWS RUGGLES

West Coast Bureau of THE FILM DAILY has borrowed from RKO by Paramount to direct "No Man of Her Own," with Clark Gable and Miriam Hopkins. The picture is based on an original story by Edmund Goulding and Benjamin Glazer, with screen play by Murry Watkins and Agnes Brand Leahy.

TAX ON RKO PASSES

A bill for the taxation of RKO will be up for a vote on all RKO passes with the difference between the house tax and the Government tax being turned over to the RKO local and governor departments.

CORTEZ SIGNED BY PARA.

West Coast Bureau of THE FILM DAILY has Ricardo Cortez, who has just completed an RKO contract, has been signed to a long-term contract by Paramount, where he appeared years ago.

ROACH TOURING EXCHANGES

Hollywood—Hal Roach is making a tour of the M-G-M exchanges, traveling by plane. He will return to the Coast about the end of the month.

"GOONOA-GOONOA" STAYING ON "Goona-Goonoa." First Division's Ball picture, which has just started in New York, will remain at this house indefinitely.

VITA. TRAILER SALES JUMP

Vitality trailer accounts have increased 27 per cent since the start of the new selling season, according to Norman H. Moray, Vipatheon sales manager.

Sidney Lust Speaks On Sunday Show Issue

Baltimore—In a battle to win the smaller Maryland towns over to the Sunday shows’ cause, Sidney Lust recently told the town councils of Westminster, Frederick, Dundalk and other Sabbath screen entertainment would help keep money in their communities. Children are better off in the theaters under supervision than elsewhere on Sundays, he declared. Lust pointed out that the opening of the theaters on Sundays would interfere with church services.

FARNOL SIGNS NEW CONTRACT

Claiming that the tax assessment value of $4,700,000 for the RKO is $200,000 higher than the last valuation, Harry G. Kosh, receiving the house, has been authorized by the Federal Court to retain special counsel to seek a reduction in the amount.

BEULAH BONDY TO PLAY "Street Scene" and recently completed a part in "Rain," both United Artists releases, is rehearsing in the Gilbert Miller play, "The Late Christopher Bean."

DOOKED FOR THE STRAND

Coming attractions for the New York Strand include William Powell and Kay Francis in "One-Way Pass," "The Little Match," with Joan Blondell and Paul Muni in "I Am a Fugitive."

BROOKLYN GERMAN HOUSE

A German film policy has been instituted at the Sheridan, Liberty and Sheridan Aves., Brooklyn.

RICHMAN IN VITAPHONE

Henry Richman is the latest star to be signed by Sam Sax for a two-reeker in Vitaphone’s Broadway Brevities series.

MELFORD ON RKO SHORTS

Frank Melford is working with Zane-Meyer as assistant director on the Colbert short series being made in New York for RKO.

"CRUSADER" FOR BEACON

"The Crusader," Majestic Pictures release, will have its Broadway first run at the Beacon, starting today. Evelyn Brent heads the cast.

JERSEY WEDDING BELLS

Newark, N. J.—James Fawns and Marion Roberts, both of the Warner theaters organization in New Jersey, were married recently.

THE INDUSTRY'S DATE BOOK

Oct. 9-10: Tri-State Theater Owners' Convention, Memphis.


Oct. 15: Monthly meeting of New York, Bajo Club.


Oct. 21: Get-together party for local film trade, King Edward Hotel, Toronto.


Oct. 27-Nov. 1: Film trade exhibition, Paris, France.

Nov. 10: Annual Awarding of Academy of Motion Picture Arts and Sciences, Hollywood.

WARNER COAST DEAL

Warner has closed another 100 percent product deal, covering all releases, including Warmer shorts as well as Vitaphone shorts and trailers, with the Golden State T. & D. circuit.

The deal involves 63 houses in 27 cities.

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FINANCIAL

NEW YORK STOCK MARKET

High Low Close

Columbia Pfts. Vtc. 10 1/4 10 11/16 10 3/4

Con. Fm. Ind. pfd. 9 1/8 9 3/16 9 7/16

Last Book. 1/16

Ford. Corp. 1/16

Fox. "A." 3 7/8 3 11/16 3 3/4

Gen. Motors. 30 3/4 29 7/16 29 3/8

Paramount 20 1/8 19 15/16 19 13/16

Pathex 15 1/4 14 1/4 14 1/2

RCA 21 7/16 21 7/8 21 7/8

RCA pf. "A." 20 1/4 20 1/4 20 1/4

RKO 15 7/8 15 7/8 15 7/8

Warner Bros. 17 3/4 17 3/4 17 3/4

NEW YORK CURR. MARKET

De Forest Radio 30 3/4 30 3/4 30 3/4

Technicolor 30 3/4 30 3/4 30 3/4

Trans-Lux 2 7/16 2 7/16 2 7/16

NEW YORK BOND MARKET

Keith 6 1/8 6 1/8 6 1/8

Loew 6 3/4 6 3/4 6 3/4

Low 6 11/16 6 11/16 6 11/16

Paramount 4 7/16 4 7/16 4 7/16

Par. By 5 3/4 5 3/4 5 3/4

Par. 5 1/4 5 1/4 5 1/4

Pathe 5 7/16 5 7/16 5 7/16

Warner's 6 33/4 6 33/4 6 33/4

NEW CHICAGO HOUSE

Chicago—The New House, at Commercial Ave. and 92nd St., opened last week, offering a feature and shorts at 30 cents top on weekdays and 35 cents top on Sundays.

Eastman Films

THE CINEMA DAILY
WHEN you're ready for release prints, make SURE of quality. Send your negatives to Consolidated. Our plants are equipped to turn out more than a billion feet of "Certified Prints" a year. Only the finest raw stock and chemicals are used. We employ only the most skilled operators.

We maintain our own research laboratories staffed by expert chemical and technical engineers who have made many original contributions to the science of film printing. Tirelessly they search for further means of improving the quality of release prints and prolonging their life.

When your negatives are guarded by Consolidated you are assured of the same absolute security as when you entrust your bonds and valuable papers to your bank. Your negatives are safe against every possible hazard. And there is no danger that the originality of your ideas or the contents of your productions will be revealed to trade or public.

No matter how large the contract for release printing, Consolidated's working capital is ample to take care of it on liberal terms. And there is always a surplus to make loans to our customers and to finance independent productions on a large scale.

Send your negatives to Consolidated. Learn for yourself the many natural advantages deriving from a large, specialized organization eager to cooperate with you in every way and that puts at your disposal more than twenty years of sound experience and service.
TODAY, NEW YORK'S CRITICS SENSATION!...TOMORROW WILL BE SHOUTING ITS PRAISE OF A MOTION PICTURE ART!...

"An outstanding production of the new cinema season... John Barrymore giving one of the most brilliant performances of his career... Billie Burke bringing back to the screen the charm that endeared her to film audiences... and Katharine Hepburn making a striking and auspicious debut in her first cinema role. A powerful drama of emotions skilfully directed by George Cukor... Barrymore gives to the role the sensitive understanding of the great artist."—Rose Pelswick, N. Y. Evening Journal.

"An affecting talkie... an excellent cast... has been done with a considerable amount of talent as well as a considerable amount of taste... Mr. Barrymore is quite excellent... Miss Hepburn is charming... Billie Burke, youthful, refreshing."—John S. Cohen, Jr., N. Y. Sun.

"Eminently satisfactory and welcome feature... Mr. Barrymore's performance is incisive and telling... Miss Hepburn's characterization is one of the finest seen on the screen."—Mordaunt Hall, N. Y. Times.

"Builds to its smashing conclusion... magnificently acted... an impressive, forceful movie, sure to have potent appeal for the women. The drama is substantial and no finer acting has been seen on the screen this season."—Bland Johanneson, N. Y. Daily Mirror.

JOHN BA
in Clemence Dane's
"A BILL OF
with KATHARINE HEPBURN, BILLIE BURKE,
ROBERT J. GORDON... ELFIE FLOWER... WILLIAM J. LEWIS... FRANK J. KLIER... STERLING BOWEN... KASP... J. H. KEEN... MRS. HARK...
CS HAIL A NEW DRAMATIC
THE PRESS OF THE WORLD
S FOR THIS TRIUMPH OF THE

"Barrymore offers fine acting in "Bill of Divorcement"... powerful drama... presented before the season's most distinguished audience... one of the most effective dramas to reach film form... the portrayal of Barrymore ranks with his finest characterizations. Billie Burke makes her talkie debut in a blaze of glory while Katharine Hepburn presents a vigorous, vibrant personality certainly marked for film distinction."—Regina Crewe, N Y American,

"A sensitive and effective motion picture... produced with taste and intelligence and admirably acted by John Barrymore, Katharine Hepburn and Billie Burke... It provided a poignant, photograph of a well-written, intelligent and sanely tragic stage play..."—Richard Watts, Jr., N. Y. Herald-Tribune.

"Mayfair film hit with Barrymore... Barrymore, Burke and Hepburn combine to give film audiences a tender and gripping picture... it is impressively done indeed. Barrymore's performance is as fine as he's done in some seasons."—Irene Thirer, Daily News.

"We wish to go on record here and now that we have personally seen nothing finer on the screen in the past few months..."—Jack Alicoate, The Film Daily.

RKYMORE
Magnificent Play
DIVORCEMENT"

DAVID MANNERS Directed by George Cukor

RKO Radio Pictures

Executive Producer
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

JANE MURFIN is adapting "The Fountain," which will star Ann Harding for RKO. She also recently rewrote Constance Bennett's "Rock-abye," for retakes. In collaboration with Ben Markson she wrote the screen play for "What Price Hollywood?", which also starred Constance Bennett. * * *

Tammany Young, Harry Seymour and John Paul Jones, have joined the cast of "Plainsclothes Man," which Irving Cummings is directing for Columbia.

First National's "Employees' Entrance," featuring Loretta Young, is scheduled to be completed in about two weeks. Roy Del Ruth is directing. * * *

James Dunn and Boots Mallory will portray the leading roles in "Divided by Two," which David Butler will direct for Fox.

Bill Boyd wielded the megaphone for Ralph Ince while the director took the 'heavy' role in Boyd's first starring production for Radio, "Men of America." * * *

Loretta Young and Dick Powell will be teamed by First National in "Stuffed Shirts," Stephen Morehouse Avery's story now appearing in "Cosmopolitan." * * *

Eleanor Post, Dallas society debutante, has been added to the list of Radio's stock company players. She appears in "Loopo, My Dear," the Harry Sweet comedy. * * *

Bob Francis and Lane McKee join the cast of Tim McCoy's "Fighting for Justice." Otto Brower is directing it for Columbia.

Dudley Digges is completing his work in "Tess of the Storm Country," for Fox. Digges, who has appeared in numerous pictures, was with the New York Theater Guild for more than ten years as an actor and director. * * *

Robert Florey, who directed "Those We Love" and "Man Called Back" for Tiffany, will direct "The Blue Murder Mystery," for Warner Bros. He also directed "Murders in the Rue Morgue." He directed several pictures in Europe and also worked for Paramount in the East. * * *

Al Feinman of Al Feinman Prods., has leased space at the Metropolitan Studios and will soon place "Missing Millions" in production. His second picture will be based on an original story by Harry Hoyt. * * *

Grace Perkins will adapt Isabel Ross' best seller, "Promenade Desk," for Fox. Eight of Miss Perkins nine novels have been sold to producers. They include "No More Orchids," "Ex-Mistress," "Night Nurse" and "Prometheus." William LeMaire is the associate producer in charge of this production. * * *

Frank Marsales, musical director of the Harman-Ising studios, and Mrs. Marsales recently celebrated their twenty-second wedding anniversary. * * *

Sign on a decrepit Ford: "Seven days in this makes one weak." * * *

Paul Ivano is in Miami, Fla., shooting exteriors for Josef von Sternberg's next production. He will also make a trip to the British West Indies for scenes for the picture. * * *

As soon as Walter Connolly finishes his third and fourth pictures for Columbia, the first film company to secure the services of this famous Broadway character actor in 15 years, he will return to New York to appear in "Flaneur Garde de la Panture," a play adapted from the French. * * *

Victor Schertzinger has been given the directorial assignment on World Wide's "Uptown New York," based on a published story by Vina Delmar. Production starts immediately at the Tiffany Studios, with Jack Oakie in the male lead. The screen adaptation was written by Warren Duff. * * *

Effie Ellsler, original star of "Hazel Kirke," where the stage's big heart-throb hit preceding "East Lynne," has joined the cast being assembled for Paramount's "If I Had a Million." She will be associated with May Robson, veteran of stage and screen, in portraying one of the many characters in this picture. * * *

"Lady No. 6142" will be the title of Barbara Stanwyck's next picture for Warner Bros. Previously announced as "Women in Prison," it is based upon the story by Dorothy Gish and William Wyler. Preston Foster and Aline MacMahon have already been selected for important roles.

Del Ruth Turning Author

Roy Del Ruth, Warner-First National director, is about to turn author. As soon as he completes work on "Employees' Entrance," Mr. and Mrs. Del Ruth will cruise to Honolulu on their yacht, and while at sea the director hopes to complete a story with the idea of having it placed on the screen when he returns.
ROACH STUDIO COMPLETES HALF OF CURRENT LINEUP

/latest comedy, "Their First Mistake," since returning from Europe, and Charley Chase put the finishing touches to his fifth comedy, "Fallen Archers."

The Taxi Boys have completed five comedies; Our Gang, four; Pits-Todd, three, chase, five, Laurel and Hard, two shorts in addition to their feature, "Pack Up Your Troubles."

Ben Blue, latest addition to the Roach roster of comedians appearing in the Taxi Boys series, is being groomed for stellar roles.

FISH SUNDAY SHOW FIGHT

Summit, N. J.—Fight for local Sunday movies will be carried to the voters at the November election when a referendum on the subject will be held. Authorization for hold.

FUGITIVE IN ALL STATES

Denying rumors that "I Am a Fugitive From a Chain Gang" will not be exhibited in the South, Warners announce that the film will be shown in every State in the Union. It will be nationally released in November.

AMES MADE EASTMAN V. P.

Rochester, N. Y.—C. F. Ames, general sales manager of Eastman Kodak since 1915, has been elected vice president and general sales counselor of the company. H. C. Seviers, who has had charge of the company's retail stores since 1925, assumes Ames' former duties.

COMING & GOING

HERBERT BRENON has gone to the Coast from New York.

IRENE RICH is in New York for a vacation.

E. B. HATRICK arrived on the Paris yesterday from Europe.

ERNST LUBITSCH is expected in New York soon from the coast. Ditto WILLIAM K. HOWARD, who plans a European trip.

PEGGY SHANNON left yesterday for the coast after a brief visit in New York. She recently finished "Fat Lace Faces" for World Wide. CONSTANCE CUMMINGS, whose latest picture for Columbia's "Washington Merry-Go-Round," arrived yesterday from Hollywood with her mother for a vacation.

M. C. HOWARD, of Mayfair Pictures, has left for Atlanta to open the first of the company's three exchanges in the South. The other locations will be New Orleans and Charlotte.

DAN MICHALOVE of Warner Bros. leaves New York Monday for the Coast, visiting Atlanta, Chicago and other cities before reaching Hollywood.

ARTHUR W. STEBBINS is due in New York on Saturday from the coast. BAL ROACH, who is on a three-weeks tour of M-G-M exchanges, is due in New York within a few days.

ALONG THE RIALTO

with PHIL M. DALY

••• ANOTHER RECORD crowd at the AMPA to hear and see Edward G. Robinson and this hard boiled Little Caesar actually had stage fright—standing up there in front of those pressages—but you would never have suspected it to listen to him.

he admitted it privately to us after the luncheon along with a lot of other interesting angles—which served to make clear to us why there is only one Robinson...for here is a screen star unique in many respects...* * * *

••• ANGEL Y谁 has turned out so many smashes as "Five Star Final," "The Hatchet Man," "Two Seconds," "Tiger Shark"...all in a row...has a right to be a little bit upset...and when we say smashes...we can do justice to the public...will it ever sink into his head that Robinson's individual roles in them...check them over in your mind...you may have forgotten the stories...but we'll bet the Robinson role in each stands out in your memory...to here is a star who in private life is a synonym for self-effacement...* * * *

••• AND HE effaces himself in his pictures...which may sound slightly paradoxical...by that we mean that so completely submerges himself in the characterization he is portraying...that Edward G. Robinson ceases to exist...to Edward G. Robinson...that is the final test of any real actor...which may explain to you why his screen work haunts you long after the plot of the pix has become a rather blured memory...for he has created living, pulsing characters that stand out from the ruck of screen portrayals...* * * *

••• WE SENSED all this while he talked about his forthcoming pix..."Silver Dollar"...the glamorous story of Haw Tabor, the Silver King...the impossible figure who built a silver empire and found it over the Colorado scene many decades ago...for here is the fact that struck us so oddly...Robinson continually spoke of the Silver King in the third person...during the filming he had forgotten Robinson and become the Silver King...and now, after the pix was finished...he was still looking upon his portrayal as that of something entirely apart from his own identity...and that faculty for submerging his personality in his artistic creation...coming from a Hollywood screen celeb...just left us unstrung and gasping...* * * *

••• HERE IS a screen player who gives full meed of credit to the author and director...he talked of Howard Hawks, director of "Tiger Shark"...as an arduous pupil would speak of his revered teacher...and admitted that Hawks had taught him more about screen acting than he ever knew...and as for the author...speaking broadly and inclusively of all scenario writers...he feels that no player can do justice to the part until he has sat down with the writer and got his sidelines on what he feels the character should represent...* * * *

••• IT IS this harmonious blending of the thoughts and ideas of author, director and star that produces worthwhile characterization...so believes Mister Robinson...then he takes the script...steeps himself in the part...rounds it out into a living, breathing entity...Little Caesar becomes the Tiger Shark Killer...then the Silver King...while Edward Robinson is forgotten...in his Art...a privilege to meet you, sir!...* * * *

INVITE TECHNICIANS' AID ON INDUSTRY STANDARDS

(Continued from Page 1)

to recommend desired standards to the sectional committee for confirmation. The American Standards Association will sponsor the committee and lend its experience in the fixing of standards.

Three Educational Units

Start on New Comedies

West Coast Bureau of THE FILM DAILY—Hollywood—Three educational production units have just started production on new comedies in their respective series.

With the first of the new Moran and Mack Comedies completed several days ago, the two comedians started in "Two Black Crows in Africa." The cast also includes Henry Roquemore, Al Alt and Jack Leonard, under the direction of Charles Lamont.

"Kiddin' Hollywood" is the new Baby Barlesk to go into production. Marilyn Miller, another beauty, has been added to the Baby Stars stock company by Jack Hays. "Tired Feet," second, Harry Langdon vehicle, is in production. Vernon Dent, Gladys Blake and Maidena Armstrong play important supporting roles. Arvid Gilstrom is directing a story by Bobby Vernon and Frank Griffin.

GLETT ON TRIP

Charles L. Glett, vice-president of Frelais Film Associates, producers and distributors of Monarch productions, leaves this week on a trip to Southern and mid-western Monarch franchise holders. He will contact Atlanta, New Orleans, Charlotte, St. Louis, Kansas City, Omaha, Minneapolis and Chicago, returning in time to meet John R. Frelais, president, who will be in New York from the coast for a week of conferences the latter part of October.

Bklyn. STRAND FAN PAPER

Warner's Brooklyn Strand will begin publication this week of the "Brooklyn Strand Illustrated Movie News," supplementing the company's New York issue of a similar publication.

(MANY HAPPY RETURNS)

Best wishes are extended by THE FILM DAILY to the following members of the industry on or about the dates指定的生日:

Oct. 7

Robert Z. Leonard
Jack Mulhall
Andy Devine
Max Ree

<< << >> >>
GEN'L DECENTRALIZATION
PREDICTED BY JESSE LASKY

(Continued from Page 1)

the problem of making good box-

office pictures," asserted Lasky.

"This policy will become general as

competent manpower is developed.

"Formula pictures" are without

box-office value at present, in the

opinion of the producer. The pub-

lic demands different, unconven-

tional themes and are no longer

persuaded to come into the theaters
to see routine pictures, he declared.

Producers must experiment with

new types of stories and angles, said

Lasky. Titles, too, he believes,

must be unusual in nature in order
to attract and arouse public inter-

est. The day of the "standard title,"

with combinations of words which

sounds familiar, is past, he said.

Lasky visualizes a day when film

producers, as on the stage, will spe-
cialize in making certain types of

productions which best fit into their

abilities and backgrounds. Certain

producers will exclusively turn out

musicals, others dramas, others

comedies and so on down the line.

Jayem Circuit Adds Two,

Bringing Total to Seven

(Continued from Page 1)

New York City. New acquisitions

are the Cumb-land in Brooklyn,

which has been run by J. Rullman,

and the Star at Cliffsie, N. J.,

operated by Stephen Lipstec, Jr.

GUY FOWLER ON NEW BOOK

Guy Fowler, who is in charge of

publicity for the Harvey Advertis-

ing Agency, is doing a 70,000-word

biographical narrative of C. S.

(Casey) Jones, veteran aviator,
titled "Transport Pilot No. 13." Richard

Barthelmess is considering the

story for a picture in which

Jones would be cast with him. Fow-

ler has written several novels,
in

cluding "The Dawn Patrol," starring

vehicle for Barthelmess.

"GARDEN" MOVED UP A DAY

Premiere of Paramount's "Madni-

son Square Garden" at the Rialto

has been advanced a day to Oct. 11.

There will be a reserved seat pre-

mier at 8:45 P. M.

Baltimore—The Du Luxe has been

taken over by Herbert Zimmerman,

who also operates the Echo.

Duluth — The new Lakeside has

been opened.

Gainesville, Tex.—A. V. Wade's

new Greater Majestic Theater is

now operating.

Pittsburgh—Fred M. Smith has

leased his Palace Theater to W. H.

Morrow and Phillip Bailey.

Natrona, Pa.—The Roxian The-

ater is scheduled to open Oct. 20,

according to I. Palkovitz.

Johnstown, Pa.—W. K. Smith has

reopened the National, formerly

known as the Fourth Avenue.

Pine Grove, W. Va.—W. S. Moore

is the new operator of the Para-

mount Theater, which recently re-

opened.

Vandergrift, Pa.—Indiana County

Theaters Co., is scheduled to open

the Arcadia shortly, according to

William Lipsic, general manager.

Indiana. Pa.—Wallace Nordby,

manager of the Indiana Amusement

Co., which operates the Indiana

and Ritz theaters, has taken a lease

on the properties.

Guntersville, Ala.—Col. Thomas

E. Orr, newly-elected president of

the Southeastern Theater Owners

Assn., will launch a membership

campaign beginning Oct. 15, in an

effort to have every theater sup-

port the exhibitor organization.

Buffalo—The Lafayette has signed

for World Wide's entire current

line-up.

STATE TAX EXCLUSIVES
PROPOSED AT PHILLY MEET

(Continued from Page 1)
support to the national M. P. T. O.
 Allies against exclusive

s will do more to appeal to the public in its fight

tohibit the sale. Plans were

launched to establish an exhibitor defense fund to aid in fighting

eclusives in court.

"Freezeout" of exhibitors is in cer-

tain situations and excessive pro-
tection was discussed. A resolu-

tion was adopted endorsing actions

of the recent Chicago joint confer-

ence and voted to help Mr. W. A.

Warner asking for a "fair deal" on

Warner selective buying, hitting at

a reported selective buying cam-

paign on the part of circuits which

ties up all product, was said the last, and

threatens to force independent the-

aters to close. A campaign against

non-theatricals was pledged. Ninety-

three exhibitors, representing 200
theaters, attended the meeting.

Newsreel Cameramen

Obtain Closed Shop

(Continued from Page 1)

state wage scale, effective immediately.

The agreement involves all of the

newspaper producers and covers ev-

every camera local in the U. S., in-

cluding, besides Local 644 of New York,

Local 666 of Chicago and Lo-

cal 659 of Hollywood. Strenge and

O. V. Johnson, business representa-

tive for the union, handled the ne-

gotiations through Pat Casey.

PARTY TO ARTHUR FISHER

A "bachelor party" was tendered

Arthur Fisher, vaudeville agent,

at the Beaux Arts Wednesday night

with a number of film men attend-

ing. Harry Thomas was toastmas-

ter and Harry Shiffman served as

chairman of the committee in charge

of arrangements.

RADIO AUDITION HOOKUP
New Bedford, Mass.—Edward I.
Selette, manager of the Strand, an

E. M. Loew house, has arranged a

hookup with Station WNBH to hold

auditions for radio talent being lined

up for a contest conducted by the

theater.

SHOWMAN'S DAILY
REMEMBER
See that waste cans are
emptied daily after closing
hours.

WORDS and WISDOM
from within and without

"When people forget their fears

and worries, they seek entertain-

ment and amusement, and the thea-

ter business has picked up remark-

ably well." — CHARLES P. SKOU-

RAS.

"Your future depends upon what

you do with your present opportuni-

ties." — HARRY M. KALMINE.

"Independent producers, distribu-

tors and exhibitors will profit by the

economy, trend and propitiousness of

the times." — JOHN R. FREULER.

"Conferences are the bane of the

industry." — R. M. SAVINI, World-

Wide Pictures.

"This is the season for the exhib-

itor to prove that he is a showman." —

CHARLES STERN, Manager, Boston

Office, United Artists.

"The whole town can be put on

the bum when a showman takes the
head." — W. B. KING, King Scenic
Co.

"The freedom of the screen may

in time come to be as important as

the freedom of the press." — COR-

VIN PATRICK, Motion Picture Cir-

cuit, Indianapolis "Star."
St. Louis Unit to Meet on Allied-MPTOA Bill

PARAMOUNT DELIVERING 35 IN FIRST SIX MONTHS

New Fanchon Royer Company Plans 12 to 18 Features

Producing Unit Chartered With Capitalization of Half Million

From 12 to 18 features are planned for the coming season by the newly organized Fanchon Royer Productions, incorporated this week in New York State with a capitalization of $500,000 in preferred stock and $250,000 in common. Jack Gallagher is president of the company; Fanchon Royer, executive (Continued on Page 6)

Entire Educational Shorts Lineup Booked by Warner Bros. Theaters

Back to the Starting Point
Birmingham—The Temple, which has caused many headaches among the first run theaters with its bargain shows, has cut out double features and is now running singles with short subjects. The house has tried every other policy and there was nothing for it to do but start all over again.

Dickinson Circuit Signs RKO Features, Shorts
Kansas City—RKO features and shorts will be played by the Glen W. Dickinson circuit of 12 theaters, according to a deal arranged by T. R. Thompson, RKO branch manager (Continued on Page 6)

Production Costs Still High, Says Cohen

“Production costs are much higher than they should be, considering the times,” said Emanuel Cohen, Paramount production chieftain, in New York yesterday. The Coast studio is making further progress toward reducing negative costs. Cohen leaves New York on Wednesday to return to his headquarters, planning to again visit New York within several months. Sam Katz arrives back in New York from the Coast on Oct. 12.

Decision on Allied-MPTOA Bill Reserved by St. Louis MPTO

“Merry-Go-Round” Gets 45 RKO First-Run Dates

RKO circuit has booked Columbia’s “Washington Merry-Go-Round” for more than 45 first-run showings, practically day and date, starting Oct. 22.

WILL HORWITZ PLANS SUIT AGAINST EXCLUSIVE RUNS

Houston—Will Horwitz has definitely decided to bring suit to stop exclusive runs here unless the policy is dropped, according to report. M-G-M pictures are being shown on this basis at Loew’s, with Horwitz running a newspaper advertising campaign condemning the practice.

Explorer Signed to Make 3 Features for Principal West Coast Bureau of THE FILM DAILY

Hollywood—Don Taylor, big-game hunter and author, is the latest to be signed by Sol Lesser to make a group of features for Principal Pictures. Taylor will make three South American pictures, including “Along the Old Gold Trail,” “Tigers of the Deep” and “Jungle Trails.” He now is on his way south.

Three Out of Four Films Include Murder or Death

A checkup last week by the M.P.T.O. of Wisconsin of which Fred S. Mayer is president showed that murder was murder in all but one of the current downtown attractions. This is in line with a recent survey indicating that murder or other form of death is the most frequently used incident in pictures. No less than three out of four films have it. The Wisconsin exhibit unit thinks it’s too much.

More Than 50% of Year’s Program to be Ready in First Half

In the first six months of its releasing schedule, Paramount promises to positively deliver 35 features, considerably more than half of the company’s full-year program. This information was most forwarded to the selling organization, which is advised not to make short sales.

10 OPENINGS LAST MONTH IN DETROIT TERRITORY

Detroit—Nine reopenings and one new theater opening are reported by the local Film Board of Trade for the past month. No closings occurred during the period. The new house is the Box, operated by Claude Dock, at 13225 Livernois Ave. Reopenings were: Knick (Continued on Page 8)

Public Not Giving Up Comerford Theaters

Reports that the M. E. Comerford houses which Publix took over in Pennsylvania several years ago would be returned to their former owner were denied yesterday at both Publix and Comerford headquarters. Comerford, who is a partner in the Comerford-Publix circuit, also operates a group of houses on his own.

$5 a Share Estimated As Loew’s 1932 Net

Although conservative quarters in the financial district look for a net of about $4.50 a share for Loew’s in the year ended Aug. 31, Standard Statistics and Dow-Jones report that “interests close to the management” expect the figure to be nearer $5 a share. Either amount is substantially over regular dividend requirements of 3%, excluding the $1 extra dividend, which is not expected this year.
Pickup in Foreign Field
Is Reported by Ritchey

Business is on the pickup abroad, according to demands made upon Ritchey, Jr., yesterday. Shorts are particularly in demand for France, he stated. Only exception to general improvement in business in Germany, where film business is at a standstill as far as American companies are concerned.

WARNER OFFICE IN SPAIN

Warner Bros. is further expanding its foreign activities with the opening of an office in Barcelona, followed by additional branches under the supervision of Robert Schless, managing director for the company in France, Belgium, Switzerland and Algeria. Rene Muet will be in charge of the Barcelona office.

LEWEN PIZOR ILL

Philadelphia—Lewen Pizor, presi-
dent of the M.T.C. of the Film Daily, Penn., Southern N. J. and Del., is seriously ill in the Temple University Hospital. Pizor was stricken Monday in the local Warner office.

MAY ROADSHOW "MAEDCHEN"

Unless a national release is obtained for "Maedchen in Uniform," German feature current at the Criterion, the picture will be roadshown. Picture, owned by Play-
choice, Inc., has been shown to M-G-M and other major companies as a step toward a distribution deal.

JOINS E. S. S. ON EAST COAST

West Shore of the THE DAILY Los Angeles — F. W. McManus, well known in the local film circles, has joined the sales force of Exhibitors Screen Service. He will work out of the Los Angeles office and cover the Southern California territory.

DENVER UNION PARLEY

Denver—Negotiations between the stagehands' union and the Denver and Orpheum theaters have been announced by Corrival, the new owner of York of J. Tinney, traveling representative of the union. An early settlement is expected. Grosses have taken a drop since the stage shows were discontinued.

NEW YORK SMPE MEET OCT. 19

New York Section of the S. M. P. E. will meet Oct. 19 to hear the results of its annual election. Balloting has been in progress by mail. Session will be held at the Electrical Institute.

British Trailer Company Selling to 2,000 Houses

Under management of Maurice J. Wilson, who arrives in New York on Oct. 14 from London, Warner Bros., Ltd. is now selling trailers to 2,000 United Kingdom theaters. In addition to being managing director of Allied Film, Wilson is managing director of British Screen Service, and also controls Automatic (Barnes) Ltd., film laboratory, and a London advertising agency.

FELIX YOUNG'S FIRST INDIE

West Coast Bureau of THE FILM DAILY

Hollywood—Felix Young, who is branching out as independent producer, is understood to be set to make "Theater Street," with Eugene Leontovich, star of the stage version of "Grand Hotel," as his first picture. Miss Leontovich, who is the wife of Gregory Ratoff, is on her way back to New York, but is expected to return here next month.

SANDRICH SIGNS AGAIN

West Coast Bureau of THE FILM DAILY

Hollywood — Mark Sandrich has signed a new contract as director with RKO Radio Pictures. This makes the seventh consecutive contract between Sandrich and RKO. His next picture will be the two-
reeler, "So This Is Harris," by Ben Holmes.

LEW PRESTON WITH SKOURAS

Lew Preston, formerly managing director of Fox's Academy of Music in New York and recently supervi-
sor with the Randforce circuit in Brooklyn, is leaving for Milwaukee for assignment to a string of houses in the Skouras circuit.

SERKOWICH REJOINS PUBBLIX

Ben Serkowich, exploitation special-
ist, has rejoined Pubblix. His first assignment is with the Robert Katz houses. Starting next month, the B. & K. group will again be under the supervision of John Bal-
ahan.

COLONEL COLE TO ATTEND CHL MEET

Dallas—Colonel H. A. Cole, presi-
dent of Allied Theater Owners of Texas, expects to attend the second Allied States Ass'n-M.P.T.O.A. joint committee conference at the Con-
gress Hotel, Chicago, starting Oct. 13. Allied exhibitors are prepared to submit their idea of a satisfactory contract, says Colonel Cole.

NOTES FROM LONDON

Edward Mediachef, export man of Allied, returned from a first trip to the Third World.

R.E.R. NOMINATED FOR W.T.O.

R. E. R. has been nominated for the office of president of the World Theatre Owners, and will be nominated by the American delegation to the World Theatre Owners.

THE INDUSTRY'S DATE BOOK

Oct. 9-10: Tri-State Theater Owners' Convention, Memphis.
Oct. 11: Weekly meeting of Allied Theater Owners of New Jersey, at Hotel Helmsley, 2 P. M.
Oct. 19: Meeting of New York section of the Society of Motion Picture Engineers.
Oct. 21: Get-together party for local film trade, King Edward Hotel, Toronto.
Nov. 10: Annual Awards Banquet of Academy of Motion Picture Arts and Sciences, Hollywood.

IRENE RICH IN PERSON

Trene Rich, who arrived a few days ago from Hollywood, will play some personal appearances for Loew, Oct. 14 in Jersey city.

MONOGRAM EXPANDING

Monogram and Ritchey Export Corp. are not to their headquarters from the tenth to the third floor of 728 Seventh Ave. to obtain additional space necessitated by expansion. Change will be made as soon as alterations to new quarters are completed. Lease was signed yesterday.

WARNERS REOPEN MOSQUE

Newark — Warners reopened the Mosque last night. The 2,300-seat house, closed all summer, will play second runs.

K. C. PLAZA ADDS FLESH

Kansas City—The Fox Plaza, in addition to its first-run policy, has added stage shows and will open hereafter on Saturdays.

ST. CHARLES

Occupying Entire Block
ON THE BOARDWALK
ATLANTIC CITY

America's Smarterst Resort
Ideal Convention Facilities

STAYS

STAYS

ARCHITECTURAL STAYS

ARCHITECTURAL STAYS

CABINETS

CABINETS

FURNITURE

FURNITURE

HARRIET'S

HARRIET'S

MAMMY'S

MAMMY'S

NATIONAL

NATIONAL

DEPARTMENT STORE

DEPARTMENT STORE

115 WEST 45TH STREET • NEW YORK

THE NEWS-AMERICAN

ALL THE NEWS OF THE DAY

Vol. LX, No. 84 Saturday, Oct. 8, 1932 Price 5 Cents

J. W. ALLECOATE

Editor and Publisher

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EXPLOITETTES
A Clearing House for Tabloid Exploitation Ideas

National Tie-up on "Magic Night"

A NATIONAL tie-up has been arranged with Fashion Park clothes whereby Jack Buchanan, star of "Magic Night," will be featured in thousands of windows all over the country, and in the newspaper advertising of some of the largest department and specialty stores... Forty by sixties of Jack Buchanan, mentioning his name as the star of "Magic Night," have been prepared by Fashion Park and are being routed all over the country to fit in with theater engagements of the picture. Here is a tie-up that was arranged too late to give prominent mention in the pressbook, but nevertheless is a very important selling point in discussing "Magic Night."

—United Artists

Big Tie-up With Department Store

THIS tie-up was arranged with Gimbel's Department Store, one of the biggest in New York, whereby Gagi the monkey appearing with Douglas Fairbanks was put on display several weeks in advance of the opening of "Mr. Robinson Crusoe." Each day Gimbel's ran large display ads in the newspapers, mentioning the fact that the picture was opening at the Rivoli and that Gagi will be on display on the fifth floor of their department store. In addition, an entire South Sea setting was built in the store with the thatched hut of Fairbanks, his many hand-made implements and more than 500 stills from the picture prominently displayed. Along with their monthly bill, Gimbel's mailed out more than 100,000 heralds advertising the picture.

—Rivoli, New York

Speed Tempo

West Coast Bar, THE FILM DAILY

Hollywood—Although the coming of sound reduced the number of scenes in the average picture by about half, Herman Raymaker and Charles Hunt have gone back to the old fast tempo in the production of Ronnie f. Zelniker's "Trailing the Killer" for World Wide. The production has 929 scenes, more than double the present average.

FROM THE FRONT

FILM INSTRUCTION MATERIAL

The American Standards Association has requested the American Standards Association to form a sectional committee on motion pictures... to create and establish standards that will be truly national in scope and force... every other technical industry in the United States is so organized... and the only wonder is that the film industry has not long since availed itself of the good offices of the American Standards Association.

LOOKING OVER the Emgeem sude... Jean Harlow got her first job in pictures as a dare to win a bet from a group of friends... "Synthetic skin," made by a secret process, is now used in building strange makeups by this studio's greasepaint artists. The studio operates its own printing plant, and can duplicate the front page of any newspaper in the country on 20-minute notice... Interior sets are handled on the same system as the books in the New York public library... they are dismantled, and the parts filed away in scene docks on which a cross-index file is kept... the index includes small blue prints indicating the proper position of every part of the set... so that it can be re-constructed quickly at any time.

THAT ENTERPRISING femme manager of the Little Picture House on 50th Street... Sophie Smith... has set aside Mondays as Revival Day and Thursdays as Foreign Day... and the policy is ckecking big with her ritzy Park Avnno patrons.

DID YOU Know... that Jack Hess of Paramount is a bibliophile, having one of the rarest collections of first editions... that "Pete," the Our Gang dog, was born with that large circle around his optic, and did not get it from a paint pot... over in Lummis they bill Buck Jones, the western star, as "Mr. Charles Jones,... and wait till his pals out West hear about that!... that Clark Gable once played in a stock company that was operated on a co-op basis, and got for his share of the week of 14 performances the enormous sum of $1.30.

OVER AT the Harvey Advertising Agency... they are proud of their staff member, A. A. ("Wally") Wallgren... the famous A.E.F. cartoonist for the "Stars and Stripes" during the war... for "Wally" is to be presented with the Order of the Purple Heart at the Marine Barracks... with Gene Tunney officiating... the mugg also received the Meritorious Service Citation Certificate from General Pershing... his famous cartoon creations are now available to the film biz.

TIMELY TOPICS

A Digest of Current Opinions

Taking A Slam At the Talkies

THE great American past time has become the habit of heaping abuse upon the producers of the talking picture. Regardless of what the evil may be, there is always someone willing and anxious to find a trail leading to the gates of Hollywood. In recent months prohibition has become the movies' only rival as an alleged cause of everything wrong, from arson to mayhem, but the cinema ogre is still the nation's bad boy industry to Sir Humphrey Blue-Nose. Most common of the charges hurled at the heads of Hollywood's major-domos is that movies are ruining our children, that motion pictures are responsible for whatever-is-wrong with the younger generation. A stiletto statement was never made and I am not saying this because of any desire to defend the picture industry. Shortcomings of the cinema manufacturing plants are as evident to me as to anyone else, but producers should not be blamed for juvenile delinquency as much as for parents who permit the boys and girls to attend theatres promiscuously. It must be remembered that Hollywood is turning out products for the adult as well as for children and that many pictures satisfactory for adults are totally unsuited to children. The moral phase is not the only line upon which there is a division of appeal. Younger people are always interested in the pictures that draw adult patronage.

—Harry Martin, "Memphis Appeal"

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Oct. 8-9

Rouben Mamoulian Finis Fox Daniel P. O'Shea Edythe Chapman Lew E. W. Leighton

Irving Cummings Jeanette Loff Dennis J. Shea Marjorie Beebe

<< < > > >>
REQUEST the press sheet on "Rackety Rax." 6 pages of sure-fire exploitation alone. Plus a heap of other showman aids.
You've got plenty to work with!

You know that football and college pictures are exploitation naturals. Here's one that combines the most hilarious features of each into the belly-laugh of the season. And, as usual, Fox co-operates. An outstanding line of theatre decorations . . . novelties . . . flash comedy paper . . . uproarious ads . . . and a flock of workable exploitation stunts to make your house the most popular spot in town.

VICTOR MCLAGLEN
Greta Nissen
Nell O'Day
Arthur Pierson • Allan Dinehart
From Joel Sayre's story
Directed by Alfred Werker

WATCH FOX THIS YEAR
**NEW FANCHON ROYER FILM PLANS 12 TO 18 FEATURES**

(Continued from Page 1)

vice-president in charge of production, and Edwin J. Kaake, secretary and treasurer, Bard & Calkins, New York, are the attorneys.

Fanchon Royer at present is producing for Mayfair release, with about a dozen pictures still to be delivered. Upon completion of this group, production under the new company will get under way, with Mayfair understood to be continuing as distributor.

**DICKINSON CIRCUIT SIGNS**

(Continued from Page 1)

here. A. M. Avery, manager of the RKO Omaha branch, has also closed with the Goldberg circuit of Omaha and the Epstein Bros. circuit, which takes in several houses in and around Omaha.

**CHAPLIN SHORT BOOKED**

"Easy Street," first of the synchronized Charlie Chaplin two-reelers to be presented by the Van Beuren Corp., has been booked to open at all RKO circuit houses on Oct. 14, day and date with the showing of "The Phantom of the Woods." 

**RUFLE GETS CARTOON PATENT**

A patent covering a synchronization method and apparatus for making sound cartoons was recently granted to George Rufle, animator on the staff of "Tom and Jerry" cartoons. The representation of a conductor's baton occupies different positions on a work print in synchronization with the movements of characters to afford a visual tempo to the director of the sound crew. The apparatus is already in successful operation at one eastern studio. Two other inventions pertaining to visual and audible tempo indicators are now being installed.

**SHORT SHOTS from EASTERN STUDIOS**

By "C. A.

SOUTHLAND FILM PRODUCTIONS CO., INC., announces it will make a series of six features, the first of which has been titled "The Commandment of Love," scheduled to be put into production at one of the New York studios the first of November. The company also plans a series of 12 two-reel picture revues, called "Broadway on Parade," and 12 two-reel comedies titled "Salesmen Love Women." Casting on the "Broadway on Parade" series has been started by Charles Stone of the Stone Players Casting Agency, with producers planned immediately upon selection of a studio.

A. Dorian Otos and Burnet Hersey are working on the script for Ruth Ellington's next two-reeler in Vitaphone's "Broadway Brevities" series. Her recent short, "A Modern Cinderella," was previewed by Vitaphone home office executives last week and will be shown on Broadway shortly.

Dobies Mitrovich, former prima ballerina of the Scala theater of Milan, has arrived in New York under contract to Cinevox Productions to film several classic ballets. Production is scheduled at the Atlas Sound Studio under the direction of Alfredo Verrico, Italian director.

Al Gouling, while directing scenes of "Wronggirilla," a two-reel comedy at the Vitaphone studio, slipped and fell from one of the sets, causing him to break an arm in two places. Gouling after receiving treatment, returned to the set and completed direction on the picture although suffering from severe pain.

Jack Fulton and the Rhythm boys, two of Paul Whiteman's featured acts, have been cast for a leading part in the third of the Morton Downey series of shorts being produced by William Rowland-Monte Brice Productions and scheduled to go into work next Thursday at the Eastern Service Studio.

Ten elaborate sets were constructed for "Wronggirilla," two-reel "Big Y" comedy starring Jack Haley, just completed at the Vitaphone studio. The largest of these sets was one of a circus lot, where most of the action of this short takes place. In between his picture work, Haley is rehearsing for his role of featured comedian in "Schwab and De Sylva's new show, opening soon on Broadway.

Jack Aichele, in addition to his duties as assistant director to Monte Brice of the William Rowland-Monte Brice Productions, has taken over the casting for the company which was formerly handled by Leon Abrams.

Lou Conrad, popular orchestra leader, received a big hand from the Vitaphone studio staff for a rendition of the latest tune, "Let's Put Out the Lights." Conrad and His Hotel Pennsylvania Orchestra will be seen and heard in the sixth of Jerry Wald's radio newscasts, entitled "Rambling Round Radio Row." Roy Mack directed this short.

**ALL EDUCATIONAL SHORTS BOOKED BY WARNERS**

(Continued from Page 1)

Edwards, representing Educational, and William Clark for Warners. Arrangements have been made for Skouras to handle half the product at the Tower, Roosevelt and Nixon in Philadelphia; the Strand, Parkersburg; Penn, Ambridge; Pa.; Capitol, Butler, Pa., and the State, Johnstown, Pa. The Jefferson Amusement Co. of Texas has also booked the Educational line-up.

Few Exclusive Run Tests Made So Far by Publix

Exclusive runs have been tried by Publix in only a few small situations up to the present time. None of the de luxe theaters under supervision of Milton Field has experimented with this policy.

**STATE THEATER'S REOPENING**

Istrouma, La.—The People's theater has reopened after installation of sound equipment. L. A. Rice is manager. The house is a unit of State Theaters, Inc.

A. J. LUKER BUYS THEATER

Talladega, Ala. — The Rivoli has been purchased by A. J. Luker from Harry E. Pierce. The name has been changed to Fox.

**A NEW HANDBOOK ON NATIONAL PROJECTOR CARBONS**

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This revised edition contains the information needed to secure maximum screen illumination and most efficient operation from all types of carbon arc projection lamps.

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630—9th Ave., N. Y. C.

Tel. Ptn. 6-6636
ST. LOUIS MPTO STUDYING ALLIED-MPTOA MEASURE

(Continued from Page 1)

which another meeting will be called within 30 days for its approval or rejection.

The convention passed a resolution protesting to the Hays office against various Army Posts getting pictures ahead of theaters in the home as well as against the practice of these Posts in catering to civilian patronage. Copy of the resolution is being sent to each distributor.

Inserted advertising also was criticized in a resolution, with appeal to be made to the Hays office for action in the matter, and the exhibitor organization went on record for an equitable standard contract. Among other matters discussed was that of making more pictures for family nights.

President M. A. Lightman of the MPTOA was one of the speakers, and attendance included 118 members representing 340 theaters.


10 Yiddish Musical Films Planned by Molly Picon

Molly Picon, Yiddish stage star, just back from a foreign tour with her husband and librettist, Jacob Kalich, announces that she will make another tour next season, the east, at the rate of three each season.

TED MACK ORCHESTRA SCORES

Denver—When Ted Mack, former master of ceremonies at the Denver and other Publix houses, opened at the Casanova room in the Brown Palace Hotel, all records were broken at that place for any opening date for a new orchestra.

COMING & GOING

EMANUEL COHEN leaves New York on Wednesday for the Coast.

MAURICE J. WILSON, managing director of Wandes, Ltd., and other British companies, arrives in New York Oct. 15, about to leave the Bremen.

GOLDRITTE of Binghamton is in New York on business.

HAMBURG LEAVES New York on Sunday for the Coast to produce.

URSULA JEANS, English stage and screen star now playing in New York at the 'Sisters' and 'The Vicar of Wakefield', arrives in New York Oct. 15, about to leave for the Bremen.

M. DIAMOND of Tobis Forenfilms has left the Office of Tobis for London. He is also scheduled to visit Paris and Berlin.

10 OPENINGS LAST MONTH IN DETROIT TERRITORY

NEW YORK CHARTER


Fanchon Rayer Pictures, theatricals. Bost & Cohn, 25 Broadway, 15,000 shares of common.

Charles Ives Pictures, theatricals. Arthur St. John, 425 Broadway, 10 shares of common.

DELWARE CHARTER


New Incorporations

NEW YORK CHARTER

NO Strings Attached. Dr. Ralph Wilk, director. According to Wilk, the purpose of the charter is to make movies under the name of "Duck Alley Pictures." Weld and Edwards, 25 Broadway, 100 shares of common.

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M. P. T. O. in Buffalo Zone Joining M. P. T. O. A.

ALLIED-MPTOA PLAN 3 EXHIBITOR MASS MEETINGS

RKO Ahead of Previous Years on Release Schedule

Seven Features Finished, Nine in Work and Five Being Prepared

West Coast Bureau of THE FILM DAILY

Hollywood—With seven pictures completed and ready for release, nine in work and five ready for production, RKO Radio enters the fall season better prepared for distribution demands than ever before in its history, according to studio executives. Ready for release are “The Phantom of Crestwood,” “Sport Parade,” “Secrets of the

12 Films in Various Stages
At Warner-First National

$39,154 Saved by RKO
Due to Tax Reductions

West Coast Bureau of THE FILM DAILY

Hollywood — Production activity at the Warner studios is in high gear, with seven features shooting and five being prepared to start as soon as stages can accommodate them. In work are: “Employees’ Entrance,” “Parachute Jumper,” “Lady No. 6142,” “Common Ground.”

Bad Quota Films

London—Efforts of British studios to go in for quantity production have not panned out very well, and in order to fill the quota requirements during the last few months theaters have had to show tree British pictures that were booked, rooted and hissed, says Victor Sheridan, chief of Metropolitan

Upstate Exhibitor Association
Affiliating with M.P.T.O.A.

Mark Luescher at Roxy
As Publicity Director

Mark Luescher resigned Saturday as press relations director for RKO Radio City and will become director of publicity for the Roxy, starting today. Luescher replaced A. P. Waxman, who resigned last week to rejoin Floyd Gibbons as personal representative.

Proposal for Regional Confabs to Be Taken Up
in Chicago

Plans for staging three exhibitor mass meetings in various sections of the country to protest against exclusive runs and other distributor policies will be considered at the second Allied-M. P. T. O. A. which opens at Chicago on Thursday. The gatherings are part of the joint exhibitor organization campaign

HARRY M. KALMINE HEADS WARNER PITTSBURGH ZONE

Harry M. Kalmine, head of the Warner theaters in the northern New Jersey zone, has been appointed Pittsburgh zone manager, to succeed John H. Harris, resigned. Don Jacocks takes over the Jersey post being vacated by Kalmine.

Sam Goldwyn to Produce
Six for 1933-34 Season

Expectations are that Samuel Goldwyn will make six features for United Artists release during the 1933-34 season. Program is expected to comprise two Ronald Colman vehicles, two Eddie Cantors and two starring Anna Sten, German player.

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The Film Daily Year Book Covers Everything and Goes Everywhere—Advt.

Buffalo—Decision has been reached by the M. P. T. O. of the State of New York, Buffalo Zone, to affiliate with the M. P. T. O. A., it is announced by Jules H. Michael, chairman of the Buffalo organization. Michael states that they intend to work with the national organization to secure a standard form of exhibition contracts for optional use, with a reasonable selective buying privilege and a possible return of practical arbitration to dispose of.
**NEW YORK STOCK MARKET**

**QUOTATIONS AS OF SATURDAY**

- **Columbia Pics.** High 3 1/4 Low 3 3/4
- **Con. Films Ind.** High 7 3/4 Low 7 7/8
- **Inch.** High 20 Low 19 1/8
- **Fox Fm. 'A'** High 3 1/4 Low 3 1/2
- **Gen. Exch.** High 23 7/8 Low 23 5/8
- **Loew's, Inc.** High 27 1/4 Low 26 3/8
- **M-G-M.** High 19 5/8 Low 19 7/8
- **Pathe. Exch.** High 8 1/2 Low 8 1/8
- **RCA** High 7 3/8 Low 7 3/8
- **RKO** High 4 1/2 Low 4 1/2

**PARMA PARAMOUNT SIGNS FIVE**

West Coast Bureau of THE FILM DAILY has announced that Thomas B. Lanning has signed to head Paramount's operation in the West. Bruce Mitchell, director; Nan Cohan, story executive; Charles Forthman, writer and Dorothy Yost, writer and director. Virgil Miller's contract as head of the story department also has been renewed.

**Eastman Films**

J. E. Brutunat, Inc.

**THE FILM DAILY**

Monday, Oct. 10, 1932

**ALLIED-AMTA PLAN**

**3 EXHIB. MASS MEETINGS**

**Continued from Page 1**


90 Now Under Contract

**At RKO Radio Studio**

**Continued from Page 1**

He Banks, Constance Bennett, Bill Boyd, Bruce Cabot, Ricardo Cortez, Joseph Cawthorn, Creighton Chaney, Richard Dix, Irene Dunne, Betty Furness, Phyllis Fraser, William Gargan, John Garfield, Julie Haydon, Leslie Howard, Hale Hamilton, Katharine Hepburn, Rochelle Hudson, Arline Judge, Tom Keene, Edgar Kennedy, Eric Linden, Leslie Howard, Joel McCrea, Mary Mason, Edna May Oliver, Gregory Ratoff, Sandra Shaw, Helen Twelvetrees, Dorothy Wilson and John Warburton.

Directors: George Archainbaud, John Cromwell, George Cukor,... 

**Bad Quota Films**

Arouse British IRE

(Continued from Page 1)

Provincial Cinematograph Theatres, in a statement to the trade press, Shannon stated the reason for their action. "We want the British ex-servicemen to know that if they want to see their quota films, they will have to see them. We are not going to co-operate with the British quota films unless they come through with their quota." This action, according to Shannon, was taken because of the "hullabaloo" over the quota pictures.

**TRI-STATE EXHIBS MEET**

Memphis—President M. A. Lightman of the M. P. T. O. A. will address the annual convention of the M. P. T. O. of Arkansas, Tennessee and Mississippi which began yesterday with registration and screenings. A business session will be held today and a banquets and dance tomorrow night.

**SHOW EUCHARISTIC FILM**

Premiere of the official talking pictures of the recent Eucharistic Congress in Dublin was held last week at the Executive Knights of Columbus, No. 1, under auspices of the Peter Cullen Ass'n.

**CHARNAS IN NEW HOME**

Charnas of Warner has leased an apartment in the Majestic, Central Park West.

**RKO FILM FOR ROXY**

RKO's "Thirteenth Woman" has been booked to play the Roxy starting Friday.

**LOUISE FAZENDA STRICKEN**

West Coast Bureau of THE FILM DAILY Hollywood.—Louise Fazenda, stricken ill while on the last week, is laid up.

**COMING & GOING**

TOM PATRICKA sailed Saturday on the Paris for the other side. Mrs. HARRY WADSWORTH is coming east from the coast for a visit. NORMA SHEarer, JOHN GILBERT and VIRGINIA BRUCE arrive in New York today from the coast. The Twelvetrees will spend two weeks in New York, while the Gilberts sail for the Europe tomorrow night.

**FINANCIAL**

**NEW YORK STOCK MARKET**

**Columbia Pics.** High 3 1/4 Low 3 3/4

- **Con. Films Ind.** High 7 3/4 Low 7 7/8
- **Inch.** High 20 Low 19 1/8
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**12 PICTURES UNDER WAY**

At Warner-F. N. Studios

(Continued from Page 1)

HOLLYWOOD

FRED ALLEN, who has directed several box-office westerns, will supervise "Wild Horse Mesa" for Paramount. But an agreement he expects to return to the directorial field.

Four players have been assigned parts in three Fox productions now in work. Anthony Jowitt and Hale Hamilton have joined Clara Bow's "Call Her Savage." Sarah Padden assumes a role in "Tess Of The Storm Country," co-starring Janet Gaynor and Charles Farrell, and Bert Hanlon has been added to "Pier 13," featuring Joan Bennett and Spencer Tracy.

"The Crime of the Century," a sensation in European winter as a stage production, is to be filmed by B. P. Schulberg for Paramount release. William Beaudine has been signed to direct the picture. Florence Ryerson and Endre Bohem are now at work on the screen play.

Helen Hayes and Ramon Novarro are set for M-G-M's "Son Daughter," from the Del Rey Romance Stage hit. Clarence Brown will direct.

Herman Mankiewicz has signed a contract with M-G-M to do both original and adaptations.

CINEMA LECTURE TONIGHT

The primitive cinema, the advent of the director, the intimation of the star, the perfection of the scenario and the progress of cinematography will be incorporated in the lecture "Sensations and Principles" by Harry Alan Potamkin to be delivered tonight at 8:20 at the New School for Social Research.

"KIDS" EAST-WEST PREMIERE

Premiere of Eddie Cantor in "The Kid from Spain" as a two-a-day attraction at the RKO Palace in New York will be simultaneous with the showing of the Samuel Goldwyn production at Warners' Western in Los Angeles.

OSTERMAN'S UNIT

Jack Osterman, stage and vaudeville star, is planning to form a unit to play picture and other theaters, beginning early in November. Sally O'Neill will be one of the principals.

THE KING MURDER

By CONWAY TEARLE & NATALIE MOOREHEAD

WELL CONSTRUCTED MURDER MYSTERY HOLDS INTEREST AND BUILDS FINE CLIMAX THROUGHOUT THE PLAY

An intelligently constructed and ingenious murder mystery that has been given a good production so that it compares favorably with the run of such stories. It is devoid of any hokum situations to build theatrical suspense or thrill. The plot is logical, and the real criminal is so well hidden that it is only a lucky guess if you chance to hit on the culprit before the actual disclosure. The murder involves about five men and two women as suspects, and each in turn is under the scrutiny of the chief of the homicide squad. By the time he is through with them you are all worked up for the climax as to who murdered the gold digger with a half dozen men on her string. Conway Tearle is very competent as the investigator, and he is given strong support in the varied talents of Natalie Moorhead, Dorothy Revere and Robert Frazer. It will pass muster in the best houses, for it has intelligent appeal as well as the kick for the mob.

CAST:
Conway Tearle, Natalie Moorhead, Dorothy Revere, Don Alvarado, Robert Frazer, Maurice Black, Marcelline Day, Hulbert Gordon, Rose Done, Richard Thorpe, Author, Charles Reed Jones, Adaptor; same, Dialogue, same; Cameraman, J. A. Anderson; Sound Engineer, Pete Clark.

Direction, expert. Photography, good.

John Gilbert in "DOWNSTAIRS"

with Paul Lukas, Virginia Bruce

Chesterfield 64 mins.

M-G-M

ONLY FAIR JOHN GILBERT VEHICLE DUE TO LETDOWN OF STORY IN THE LATTER HALF.

In writing this story as his own starring vehicle, John Gilbert didn't do him any favor. Along in the latter half of the picture, after a nicely entertaining start, the action takes a rather heavy turn that leads to a poorly satisfying finale. Locale of the story is the servants' quarters in a European household. Gilbert plays the role of a chauffeur with a yen for ladies, some of whom he loves and some of whom he mucks. He becomes involved with the butler's wife, leading to a fight between the two men, with Gilbert meeting his death in the course. Paul Lukas appears in the part of the husband, while Virginia Bruce is the wife. The recent marriage of Gilbert and Miss Bruce may be an angle in getting the public interested in seeing this picture. Entire cast does good work and the production has been made with care, but the story just hasn't got a punch.

CAST:
John Gilbert, Paul Lukas, Virginia Bruce, Hedda Hopper, Reginald Owen, Olga Baranowa, Bodil Rosing, Otto Hoffman, Dore Schary, Alexander Hinsley, Don Alvarado, John Craven, Paul Lukas, Philip Merivale, Robert Frazer.

Director, Monta Bell; Author, John Gilbert; Adaptors, Lenore Coffee, Melville Baker; Dialogue, same; Cameraman, H. Harry Robinson; Editor, Conrad A. Nervig.

Direction, good. Photography, good.

W. W. STARTING THREE

West Coast Bureau of THE FILM DAILY

Hollywood—Three new wide pictures are preparing to go before the cameras, while five of the W. W. producers each will deliver a new production for early release. KBS this week stars "Uptown New York," with Jack Oakie, under direction of Victor Schertzinger. Edwin Carewe is getting ready for "Tarnished Youth," with Betta Stougal, and Bennie F. Zeidman is preparing "Alimony Basket," "False Faces," "Hypnotized," "Trailing the Killer," "Break of Promise" and "Tombstone Canyon" have been completed.

"MONA LISA" IN ENGLISH

English dialogue version of the Tobis production, "The Thief of the Mona Lisa," which is being distributed by RKO Radio Pictures, will be nationally released Oct. 21.
More 'box office' from the producer of "70,000 WITNESSES"

MADISON SQUARE GARDEN

WITH

JACK OAKIE THOMAS MEIGHAN
MARIAN NIXON ZASU PITTS
WILLIAM COLLIER, SR. WILLIAM BOYD LEW CODY

and these famous Champions

JACK JOHNSON
TOM SHARKEY
BILLY PAPKE
STANISLAUS ZBYSZKO
MIKE DONLIN
TOD SLOAN

and these famous Writers

DAMON RUNYON
PAUL GALlico
JACK LAIT
WESTBROOK PEGLER
GRANTLAND RICE
ED W. SMITH

A Paramount Picture
Principal Theaters Expanding in West and South

UNITED ARTISTS AND LOEW IN EXCLUSIVE PACT

New Contract Designed to Overcome Gov’t Objections

Kibitzing

... a controversy

By Jack Alicoate

SOMEHOW or other we just can’t seem to wax even slightly perspexy over the George Cohan-Paramount word combat. If the Yankee Doodle comedian saw fit to slip over a fast one by laying all the blame on the Fox, production forces, in case the picture went flopperino, his linguistic barrage was highly successful. If Paramount chooses to take their valuable time in answering him, that, too, comes under the heading of their business. Fact of the matter is that “Phantom President” is a swell, hokum, money picture that would click without even the suggestion of Mr. Cohan. As we viewed it, he was the weakest spot in the production.

AND now comes the everpresence Mr. Jacques Vidor, with an idea that is slightly more than a string of words. He proposes a centralized registration point for the protection of production ideas. Theoretically, here is the ideal way to stop the light-fingered production gentry who make their living kidnapping Hollywood brain children. If it can be worked out from the practical standpoint is another question. At any rate, it’s a shot in the right direction and may shame some of the idea bandits into at least temporary inactivity.

We know of no better opportunity for a splendid gesture of cooperation on the part of the theater owner and in the direction of the local schools than that offered by National Education Week, which falls this year during November 7 to 13. The situation is obvious. The chance for building good will with the school kids, parents and teachers is wide open. A series of historical, educational or kindred subjects, shown at special morning hours, that all classes might attend, would return its cost many fold in prestige and good will.

Only Exhibitors Will Have Hand in Drafting Agreement

Procedure to be adopted by the joint M.P.T.O.-Allied committee in drafting a new standard exhibition contract is designed to overcome distributor objections to offering such an agreement on the grounds that it may conflict with the federal laws. It was this possibility of legal difficulties which prevented distributors from using the

(Continued on Page 6)

DOZEN MOVIE CELEBS INSURED OVER MILLION

More than a dozen big film names carry life insurance amounting to more than a million each, according to a list compiled by the Spectator Company. Will Fox leads with $825,000 plus 100 shares of common stock. Incorporators are J. Vernon Pimm and Albert G. Bauer, both of Philadelphia, and R. L. Spurgeon of Wilmington, Del.

Weekly Technical Meets

West Coast Brn., THE FILM DAILY

Hollywood—In order to keep up the present production schedule and in keeping with RKO’s economy program, the Radio Pictures technical committee will hereafter meet every week to discuss and work through all the technical problems on future production. The decision was reached by Chester Osher, chairman of the committee.

INABILITY TO GET FILMS CLOSES CONN’S DE LUXER

Providence—Blaming his difficulties on inability to get good product, Jacob Conn has been forced to close his new $900,000 Metropolitan under pressure of creditors, who probably will take over the house along with the Olympia and other

(Continued on Page 7)

3 Reopened, 2 Added

By Fox in Northwest

Seattle—Northwest Division of Fox West Coast Theaters has re-opened three houses and acquired two others. The reopenings are: Liberty, Yakima; Broadway, Tacoma, with Doug Kimberley as manager; Avalon, Olympia. The Orpheum, Spokane, has been leased from RKO, with H. D. McBride as manager, and the State, Spokane, has been taken over with J. C. Runte as manager.

Expansion in West and South Planned by Principal Theaters

Government - RCA Suit

Set for Hearing Nov. 15

West Coast Bureau of THE FILM DAILY

Hollywood—Ratification of several deals involving the acquisition of houses in the Los Angeles territory as well as in the south and southwest, is part of the business to be disposed of at several special meet-

(Continued on Page 6)

Loew Houses in 18 Cities to Get U. A. Pictures on Exclusive Basis

As the first big step in establishing the exclusive run plan designed several months ago by Al Lichtman of United Artists, contracts were signed yesterday by Lichtman and Col. Edward A. Schiller of Loew’s whereby Loew houses in 18 cities will get exclusive run on all U. A. pictures. The houses are:

Loew’s, Akron; Loew’s, Canton;

(Continued on Page 7)

EXCLUSIVES, CONTRACT CHIEF TRI-STATE TOPICS

Memphis—Exclusive runs and need of a uniform exhibition contract were the principal topics of yesterday’s session of the annual convention of the Tri-State exhibitor organization. At last night’s session Mrs. Larry Akers, civic

(Continued on Page 6)

Alabama House Passes

Sunday Movie Measure

Montgomery, Ala.—The Goodwyn Bill, legalizing Sunday movies in towns of more than 60,000 population in Alabama, successfully passed the House of Representatives and will be brought before the Senate today or tomorrow.

Kosch Asks Court Advice

In Roxy Name Controversy

Harry G. Kosch, receiver for the Roxxy, yesterday appealed to U. S. District Court Judge Bondy for instructions as to proper procedure in the battle over the Roxxy name, which is claimed by S. L. Rathafel and has been put up over the Radio City movie theater. Kosch claims it will cost at least $50,000 for the Roxxy to make a name change. A second court action, in which Kosch asks an injunction against the use of the Roxxy name for the Radio City theater, is slated for hearing today.
Nominations Announced
For Academy Election

West Coast Bureau of THE FILM DAILY

Hollywood—Nominations to be voted upon at the Academy of Motion Picture Arts and Sciences annual election, Oct. 15, are announced as follows:

For vacancies in Board of Directors: Actors Branch, Sam Hardy; Directors Branch, John Cromwell; Producers Branch, B. P. Schulz; Secretary, Technicians Branch, Jack Theodore Wood; Writers Branch, Oliver H. F. Garrett.

FYI: Three vacancies are to be filled in the Directors Branch, Edward G. Robinson, Chester Morrison, Warner Baxter, Regional Barlow and Hedda Hopper; Producers Branch, B. P. Schulz; Secretary, Technicians Branch, Hans Dreier, Negut Saucke, J. M. Nicolson; Editors Branch; Charles M. Darwin, Alfred Green, Robert Leonard, Ruben Mamoulian and Fred Nible.

Technicians Branch—Hans Dreier, Negut Saucke, J. M. Nicolson; Directors Branch; Charles M. Darwin, Alfred Green, Robert Leonard, Ruben Mamoulian and Fred Nible.

Six Arbuckle Comedies
Planned by Vitaphone

Warner Bros. will make six short films starring Roscoe Arbuckle of Boston's Vitaphone studio. Series had been contiguous upon first picture in series. Initial subject was enthusiastically acclaimed at two previews New York.

VOELLER-LEOPOLD AGENCY

Dr. Voeller, for two and a half years with Paramount, lately as assistant to Eugene Zukor, has opened an office in the Astor Theater Building in association with J. Walter Leopold, songwriter, to act as artists' representatives. Jesse L. Bowling, investment broker, will handle the financial end. Santa Biondo, lyric soprano, already has been signed and is now being offered to do house numbers.

MCGUIRE QUITS N.S.S.

Neil McGuire, connected with National Screen Service for the past year as art director, producing or- ganizers and trailers, has resigned. McGuire leaves today for the coast, where he plans to produce a series of shorts.

WARNER-DUBINSKY DEAL

All Warner-First National-Vita-phone product for 1932-33 has been booked by the Dubinsky circuit of 10 houses in Missouri and Kansas.

Akron Exhibs Launch
Fight on Exclusives

Akron, O.—At a meeting of the exhibitors' association in protest against exclusive runs, it was voted to name a representative to deal with M-G-M and Paramount and to demand that these companies serve all of their product to the exhibitors, or none of it.

Fred S. Meyer Company
Takes Over Two Houses

Milwaukee—Fred S. Meyer, president of the M. P. O. of Wisconsin and Upper Michigan, and S. W. Miller, formerly of Milwaukee, co-partners in M. & M. Enterprises, Inc., have taken over the Majestic and State theaters in Rhinelander.

FRANK SPEROS
Marquette Theatre
St. Louis

“A column of successes shoumen”

“Your pictures last year came through a whole lot better than any other distributor and I am sure your 1932-1933 product will be even better. Columbia was one of my first contracts this year because I did not feel as though I was taking any gamble with your product.”

I. M. ENGLE
Capitol Theatre
Harrisburg, Pa.

Books everything Columbia releases. Day in and day out the returns are more than satisfactory. “Prosper with Columbia?” You can bet on it!

POSITION WANTED

Supervising Projectionist

Fred Rhinelander.

Theatre Maintenance & Construction
A Goal Attainment to a District Manager
Box No. 925
The Film Daily
1650 Broadway
New York City

CARYETH WALLS IN

WASHINGTON

MERRY-GO-ROUND
NEVER during the entire depression did Consolidated lose its faith in the future of our industry. We did all in our power to help it through the lean years. We lowered our prices to bedrock. We’ve been liberal with credit and terms. And when called upon, we lent our customers huge sums of money at a time when it was difficult to get money elsewhere.

We have lent millions and are willing to lend more millions. Right now we are financing independent productions on a larger scale than ever before, believing it our duty to exert every effort to relieve the present shortage of productions.

Not only by loans are we demonstrating our faith, but also by the establishment of Consolidated Park—world’s greatest film laboratory with a capacity of over one billion feet of “Certified Prints” per year, and by dedicating it to furnishing a COMPLETE laboratory service to the industry.

Our organization is trained to cooperate. It knows the importance of speed . . . is accustomed to meet the instant-demands characteristic of the industry. When overnight service is required, our plants can operate 24 hours a day.

Every precaution is taken to guard your negatives against all possible dangers. And the utmost secrecy is maintained to provide the same measure of safety for the originality of your ideas.

Only by sending your negatives to Consolidated can you realize the countless advantages in quality, cooperation and speedy service of an institution with 20 years’ experience that has proved its faith in the industry.

Our New York and Hollywood plants are especially equipped to develop negatives—to render a COMPLETE film laboratory service.

CONSOLIDATED FILM INDUSTRIES, Inc.
NEW YORK HOLLYWOOD
Columbia Pictures Inc.
129 Seventh Avenue
New York City

500 FIFTH AVENUE
NEW YORK
October 4th, 1926

Sincerely,

James Smith

FREDERICK JAMES SMITH

"EXCITING FROM START TO FINISH: SOMETHING DIFFERENT IN THE WAY OF INTELLIGENT SCREEN ENTERTAINMENT. IT'S ENTERTAINMENT THAT WILL DRAW CROWDS. DOUBTEDLY WILL DRAMA."

"FILLED WITH "GUTS". THIS CALLED "GUTS". THIS OFFICE EXPLOITATION RIAL ALL THE WAY."
ROSS IN LIBERTY

FREDERICK JAMES SMITH  Motion Picture Editor Liberty Magazine

Baltimore Sun
"GOOD SPELL-BINDING STUFF."

Harrisburg Telegraph
"DON'T MISS IT."

Motion Picture Herald
"OFFERS AN EXCELLENT OPPORTUNITY TO CASH IN."

Baltimore News
"PROMISES TO BE A GREAT SUCCESS."

LEE TRACY
CONSTANCE CUMMINGS
Walter Connolly
Alan Dinehart
Directed by
JAMES CRUZE
Story by Maxwell Anderson
Screen Play by Jo Swerling

HAS 'EM!

ENDING DRAMATIC SENSATION OF THE AGE!
NEW CONTRACT DESIGNED TO MEET GOV'T APPROVAL

(Continued from Page 1)

5-5-5 contract, they repeatedly argued.

According to plans which will begin to take shape themselves Thursday, when the joint committee meets in Chicago, only exhibitors remain to sign the new agreement, so that in every sense of the word the contract cannot be construed as an instrument in which distributors exercised any influence. This procedure contemplates that distributors have a hand in developing the contract which grew out of the meetings.

When the new contract is agreed upon (and it is expected to follow the 5-5-5 contract in a great majority of clauses), it will be taken to distributors individually for their approval and adoption. By this process, exhibitor leaders expect to avoid any sense that the government might envision an “all-or-nothing” between distributors and theater owners over World War prices, which followed at the distributors working in union.

Exclusives, Contract
Chief Tri-State Topics

(Continued from Page 1)

leader in charge of “family night” programs, spoke on “Community.” Also present to attend the banquet which closes the convention tonight.

Five national and T. O. A. officers present. They are: President M. A. Lightman, Fred Weinberg, Love B. Harrell, Ed Kuykendahl and O. C. Lam.

LOWER PRICES BRING 'EM
Dallas—By lowering prices, two H. A. Cole houses in Greenville are doing a bigger business than ever in their history, the exhibitor reports. “I’ve lowered prices to 10 cents in one house and 25 cents in the other, and the crowds are bigger than before the depression,” says Cole.

MIKE & LINDY

FANCHON ROYER, now in New York following a tour of western and eastern exchanges, leaves at the end of the week for the coast, with stopovers in Chicago, Des Moines and Kansas City.

GENEVIEVE TOBIN and INA CLAIRE arrived Sunday on the Europa from abroad.

WALTER CONNOLLY, Columbia contract player, is in New York from the coast for a legit. play.

WALTER FURRIT has arrived in New York from the coast to confer with Al Lightman of United Artists on the distribution of “Jade.”

JAKE WILK, Eastern story editor for Warner Brothers, returns Monday from the Big Apple, having purchased material for the screen. WALTER COULSON, Paramount publicity chief, left Hollywood yesterday for a New York visit. At the same time, gust of VANCE has returned to Toronto from New York.


WILL H. HAYS returns to New York from Indiana this week.

EUGENIE LEONTIOVICH arrived in New York yesterday from Moscow. She is here on an article assignment.

HAROLD KEMP, director of Warner Bros. Artists’ agent, arrives here today from New York and Cleveland, returning to New York in a few days.

SAM MOSCOW, southern district manager for Columbia, is also here for sales conferences and will leave Thursday, or at any time.

SHORT SUBJECT REVIEWS

Charlie Chase in “New We'll Tell One” M-G-M

A Scream

They’ve worked out something of a new plot for this one. Charlie, incidentally becomes the subject, and the victim, of a new device that transfers the personality and character of several other men into Charlie’s body and mind. A motorcycle mania for speed is first transferred to Charlie, then a drunkard’s unconventionalities, then a pugnlist’s pugnaciousness, and so on until he finally is released from the device and wins the girl of his choice. Plenty of laughs.

Laurel and Hardy in “Scram” M-G-M

Okay

It’s a very rainy night and the boys have just been freed from a charge of vagrancy and told to scram out of town. In front of the court house they take pity on a drunk who is having difficulty in finding the key to his automobile. The boys are invited to the drunk’s house to spend the night, but the drunk takes them to the wrong house, resulting in plenty of slapstick trouble and many laughs.

“The Toy Parade” M-G-M

Christmas Novelty

This short will provide much amusement for the kids and plenty of admiration from the grown-ups. It is entirely in stop-motion and shows a group of toys that come to life in realistic fashion. There is a touch of cute romance between a tin soldier and a ballet dancer, a bit of drama when the truck in the boy turns into the devil, and plenty of comedy and other dolls and figures. Fine for holiday programs.

“Chalk Up” with Willie Hoppe M-G-M

Clever

A score or more seemingly impossible billiard and pool shots are executed by the world’s champion billiard player. Slow motion is used in several of the shots. Hoppe proves to be a master of straight and three-cushion billiards and also of involved trick shots.

“An Old Spanish Custom” M-G-M

Interesting

This short shows the interesting preparations that are made in Latin-American countries for their national sport. The raising of the cattle, the training of the matadors and some shots in the arena preceding the actual “kill”. It holds interest throughout and will pull many laughs due to the manner in which the narrative is read by Salpi. It has some very colorful and interesting scenes, and the players are really clever.

“Sea Spiders” M-G-M

Deep Sea Thrills

Taken in and around Tahiti in the South Seas, this release covers many colorful and interesting subjects. The copra industry with its millions of cocomasses being prepared for export; coral being taken from the sea bottom, and finally several shots of deep sea divers and the risks they take in diving for pearl oysters. The reel carries a thrill in addition to a wealth of novelty.

Zasu Pitts and Thelma Todd in “Show Business” M-G-M

A Good One

“Pitts and Todd and The Musical Monkey” have been laying off in vaudeville for altogether too long, so when they get a chance to fall in for an act with a musical show they find themselves unprepared for quick get-away. On the train the monkey causes a few riots and the girls, who have been allotted an upper berth, manage to upset everybody’s slumber and eventually to fire off the train, along with the leading lady. It’s a typical Pitts-Todd release with all the accompanying difficulties.

DANSON WITH PARAMOUNT

Hal Danson, formerly of the RKO publicity department, has been engaged by J. H. Hesse as a writer in the Paramount press book department.

FOX SIGNS LUPE VELEZ

West Coast Bureau of THE FILM DAILY

Hollywood—Paramount has borrowed the girl star for the leading role in “Luxury Liner,” B. P. Schulberg production which Erle C. Kenton is directing.

REOPENING STATE, CLEVE.

Cleveland—Loew is making preparations to reopen the State, closed all summer.

HAMRICK TO NEW YORK

Seattle—John Hamrick has gone to New York for two weeks.

PRINCIPAL CIRCUIT PLANS EXPANSION IN WEST, SOUTH

(Continued from Page 3)

ings of the board of directors of Principal Theaters Corp., now being held here. Col. Fred Levy of Louis-ville, who is associated with Sol Lesser in both Principal Theaters and Principal Pictures Corp., is here attending the sessions. Several distribution deals also are to be approved.

Lloyd Hamilton Series Added to Paramount List

West Coast Bureau of THE FILM DAILY

Hollywood—Lloyd Hamilton has been signed by Mack Sennett for a series of short comedies on the Paramount release schedule. It is announced by H. Lee Hugunin, assistant general manager of the Sennett studios.

NEW SALISBURY HOUSE

Salisbury, Md.—Plans have been announced for a new movie to be located in the Old Fellows Buildings, where Phillips heads the project, and William O. 'Mike' Dolan will be general manager.

THE BALL IN GERMAN

Following the current French version of “Le Ball” at the Little Carnegie, Leo Brecher will present a German edition, “Der Ball,” starting Oct. 12.

BETH MILTON WEIS Belden

West Coast Bureau of THE FILM DAILY

Hollywood—Beth Milton, actress, and Charles Belden, screen writer, were married Saturday in Auga Caliente.

PERRY TO MANAGE 2 HOUSES

St. Louis—Charles Perry will manage both the Missouri and St. Louis theaters when all-picture policies become effective in these houses Oct. 15. Lou Goldin will go to New York for another assignment. At present he is manager of the St. Louis.

New Incorporations

DELAWARE CHARTERS

Victoria Amusement Enterprises, Inc., Phila- delphia, theaters; Corporation Guarantee and Trust Co., Dover, Del. $825,000; 100 shares common.


NEW YORK CHARTERS


DISSOLUTION

True Story Films, Manhattan.
DOZEN MOVIE CELEBS INSURED OVER MILLION

(Continued from Page 1)

$6,500,000, the third highest insured on record in this country, followed by Joseph M. Schenck, $5,250,000; Adolph Zukor, $5,000,000; Jesse L. Lasky, $3,500,000; S. H. Yates, over $3,000,000; Harry M. Warner, $2,500,000; John Barrymore, $2,000,000; Cecil B. De Mille, $1,750,000; Albert Warner, $1,500,000; Buster Keaton, Otis Skinner and Norma Talmadge, $1,250,000 each; A. W. Stebbins, $1,135,000. Except in the case of Joseph M. Schenck, the amount is either partly or wholly business insurance.

THIRD WARNER WESTERN

The third Warner western, being produced by Leon Schlesinger, titled "The Telegraph Trail" was scheduled for Dec. 17 release, will be released after the first of the year, with "Haunted Gold" going into the release schedule in place of "The Telegraph Trail." John Wayne is starred in all the westerns of the series.

J. E. SHAW WITH E.S.S.

San Francisco—J. E. Shaw is now sales representative here for Exhibitors Screen Service.

OPENS CLEVELAND OFFICE

Cleveland—With Lee Thompson as manager, American Display Corp. has opened an office and studio at 2307 Chester Ave. Thompson closed a deal with Warners to serve their entire Ohio circuit with theater and lobby display.

SUBS FOX THEATERS

Boston—William E. Bean has filed suit for $500,000 against Fox Theaters Corp. to recover $300,000 and interest for failure to prosecute the case in connection with the 1928 Fox building project which failed to materialize.

JACK HALLETT HURT

Seattle—Opening of the suburban society theater has been postponed due to accident suffered by Jack Hellett, manager, two days before the scheduled date.

ALONG THE RIALTO

(Continued from Page 1)

• • • DOWN IN Tuskegee, Alabama... they have just finished observing "Columbia Jubilee Week"... designed as a business stimulant to help the merchants and loosen up the pocket books of the citizens with special bargain offers in all the stores... every civic organization co-operated... the Mayor sponsored the movement... the "Tuskegee News" devoted columns to it... the merchants took double truck space... and the governor of the state, B. M. Miller... congratulated the managers of the Jubilee.

Albert Fain of the Rialto theater, and Ted Todd, Columbia representative... right on the steps of the State Capitol.

• • •

• • • THE JUBILEE opened on Saturday with a giant parade of the children... and the rest of the day was given over to gala events... with folks streaming into Tuskegee from neighboring towns for miles around... special events were staged throughout the week... the entire town was decorated... and the merchants donated prizes for every evening performance at the Rose theater... looks as if Ted Todd, special southern representative for Columbia... is entitled to claim major credit for one of the biggest civic events ever staged in the history of the film business... and if it was a money idea for Tuskegee... which it WAS... it can be put over in lots of other cities... just the ole Showmanship bean working in high.

• • •

• • • AND MEBBE you think Sam Sax, manager of the Warner Vitaphone studio... isn't feeling chipher these days... after the showing of the first Roece ("Fatty") Arbuckle film scored... they ran it in cold on two theaters in New Jersey the other nite... the Fabian in Hoboken, and the Ritz in Jersey City... "Fatty" had the customers fairly rolling in their seats... so it looks as if the rottuden comic has scored his comeback decisively... in back of it all is a story of a careful and well-planesd build-up for months... on the part of Arbuckle's managers... Leo Morrisson and Joe Rivkin... who spotted him on key spots for stage appearances... then Sam Sax went to work over at Vitaphone on the first of the shorts series... no rest is history... Mister Arbuckle is definitely BACK.

• • •

• • • WITH VARIOUS film stars participating... the benefit show in behalf of the Actors' Dinner Club on Sunday night grossed $6,000... a worthy cause, if there ever was one... Lilian Tashman, recently operated on for acute appendicitis at Harbor Sanatorium, is improving... William Kent, new star of "Show Boat," along with his company, will be the guests of the Petruska restaurant at 48th and Broadway Thursday eve... Marshall Neilan has offered Kent the principal role in a screen production to be made in New York.

• • •

• • • IT WAS a sort of homecoming for Dorothy Jordan at the Capitol this week... where she is working on her stage appearance... for Dorothy started her career in this theater several years ago... as a Chester Hale Girl... Several major companies are testing Vilma and Buddy Ebsen, current in the stage musical, "Flying Colors"... Ebsen won the finals of the Film Tennis League, defeating Paramount's representatives in the play-off match, 3-2... it must have been the Sound Service that did it... oops.

UNIVERSAL ARTISTS, LOEW SIGN EXCLUSIVE Pact

(Continued from Page 1)

Conn real estate. The Met. opened only about two months ago. Conn is awaiting decisions in two suits against major companies, charging conspiracy, and he says that if he wins these actions he will bring similar proceedings against all the big companies.

SIMMONS WRITES SHORT

Mike Simmons has written a single reel subject for Jack Pearl. It will be made at Eastern Service studio.

CELINA, O., HOUSE REOPENED

Celina, O.—The Ohio theater was recently opened by Local Theaters, Inc., in the location formerly occupied by the Lakona theater, owned by Celina Amusement Co. but dismantled last year. Local Theaters rented the store, re- equipped it and is operating it as the Ohio theater. The deal did not involve negotiations with Celina Amusement Co.

AKRON POLICY CHANGE

Akron, O.—Civic Playhouse will change to a film and stage show policy starting Oct. 15. King Amusement Co. of Detroit will supply the stage units.

Many Happy Returns

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Oct. 11

Lowell Sherman
Maurice Pivar
Lillian Hackett
BLISTERING DRAMA OF THOSE WHO FACE THE MUSIC WHEN THE JURY GUESSES WRONG!

The judge set an hour and a place for the boy to die... so, the prison doctors worked all night to save his life that the electric chair might have its prey at dawn!... That's...

STRANGE JUSTICE

The world beyond the deathhouse flamed red with hopeless dreams...

Gripping... powerful... deeply human is this story of a youth in love and the fate that almost crushed him in the ruthless machinery of the law!

with

MARIAN MARSH
Reginald Denny . Richard Bennett . Norman Foster . Irving Pichel . Nydia Westman . Thomas Jackson...

Directed by Victor Schertzinger from the story by William A. Drake

J. G. BACHMANN PRODUCTION

Carl Milliken Lining Up Protestants to Aid Films

35 NORTHWEST HOUSES REOPENED IN PAST WEEK

80 Per cent of New Vitaphone Program Completed

One Triple House Left in Chicago
Chicago—There is still one house here playing triple features. It is the Rosewood. An old contract enables the owner to continue the policy.

Warner Signs Product Deal
With Fox East and West

Percentage Opposition
Dying Down, M-G-M Finds
M-G-M sales force is gradually overcoming exhibitor objection in certain quarters to percentage deals, it is indicated in the current issue of "The Distributor," company

Aarons Lays Film Cause Before Penna. Women

Philadelphia — Attacking censorship, the newly launched practice of exclusive runs, taxation and unfair regulation as the chief burdens that now threaten the life of independent theaters, George P. Aarons, secretary of the M.P.T.O. of Eastern Penna., Southern N. J. and Del., yesterday appealed to the women of the state to take active part in campaigns that will help preserve the

Selznick Coming East
To Discuss '33-'34 Plans
David O. Selznick, RKO executive vice-president in charge of production, will leave the coast Oct. 22 for New York to discuss and arrange the Radio Pictures' 1933-34 feature line-up. Selznick will be here one month and during that time he will interview new screen personalities.

Protestant Church Cooperation
Is Being Lined Up By Milliken

A.F. Beck Joins Monogram
As Associate Producer
West Coast Bureau of THE FILM DAILY
Hollywood—Arthur F. Beck has joined Monogram Pictures as an associate producer. He will make "Jungle Bride," one of four special features on the current Monogram schedule.

Preparedness
With United Artists' "Rain" opening today at the Rivoli, and just ordinary rain predicted throughout the same time by the weatherman, Hal Horne, the U. A. advertising-publicity chief and rainy-day provider, took the precaution last night to send around brand new umbrellas to critics who are to cover the opening. In making the presentation, Horne signed himself "The Under Cover Man."

20 Minn. Theaters Among Those Resuming
Operation
Minneapolis—Signs of improvement in the northwest are revealed in the reopening of 35 houses within the last week or so. Twenty of the theaters are in Minnesota, nine in North Dakota, six in South Dakota

NOMINATIONS ANNOUNCED
FORM P. ACADEMY AWARDS

West Coast Bureau of THE FILM DAILY
Hollywood—Nominations for the fifth annual awards of the Academy of Motion Picture Arts and Sciences were announced yesterday, as follows:

Actresses — Marie Dresler in "Emma.,"

Color Cartoon Series
Also to Be on 16 MM.
West Coast Bureau of THE FILM DAILY
Hollywood—Musicolor Fantasies Co., which plans a series of sound and color cartoons based on "Wiz...

"Madison Square Garden"
Add this latest Charles K. Rogers winning number for Paramount to the list of dramatized fact films whose popular subject promises to take all the pure fiction stories off the boards. Though its appeal is primarily to the male element, it can be sold to a good majority of the females as well, and its general merchandising possibilities should make more than make up for the rest. Besides its pulsating drama, comedy and romance of the ring, the picture and its glamorous surroundings present as array of former sport champs that constitute a unique draw in themselves. Harry Joe Brown directed it with true action touch, and for marquee names to attract the non-sport fans there are Jack Oakie, Marian Nixon, Thomas Meighan, ZaSu Pitts, William Collier, Sr., Warren Hymer and William Boyd. A special premiere audience at the Rialto last night went for it in a big way.

—GILLETTE.
MRS. FRANKLIN D. ROOSEVELT SEES IMPROVEMENT IN FILMS

Although movies, "in picturing every day life in so-called high society, falsely teach bad taste, bad manners, not to say bad morals, there are many signs today pointing to the fact that in the industry itself there is a realization of possibilities for education along many lines for service to the community in this comparatively new art," says Mrs. Franklin D. Roosevelt, wife of the Democratic candidate for President, in discussing criticism aimed at the film industry for the current "Modern Screen Magazine.

Mrs. Roosevelt adds that the movies are gradually offering more "things which are of real value to many people," and that the films limit to the educational value of the screen. She is opposed to films that tend to glorify crime.

PLAN COCOANUT GROVE

At Park Central Hotel

A New York counterpart of Hollywood's Cocoanut Grove, rendezvous of film celebrities, will be opened at the five-star Park Central Hotel. Harry Barris will head the orchestra. Jerry Wald, former radio editor, is handling advertising and publicity.

MAYFAIR TO BE SECOND RUN

Simultaneously with the opening of Radio City, the RKO Mayfair will become a circuit house showing subsequent run features. First run RKO features will be shown at the Motion Picture Theater in Radio City.

LILIAN HARVEY'S FIRST FOX WEST COAST BUMMER OF THE FILM WORLD

Hollywood—"His Majesty's Car" will be Lilian Harvey's first picture for Fox. It will have music, and Al Santell is to direct. Tobie Sylvan has been assigned the leading male role, with El Brendel also in the cast. Miss Harvey is due soon from Germany.

FINISH 2 LAMBS SHORTS

Two shorts in the Lamb's Club series for Columbia release have been completed. Joseph Santley is preparing the script of the third which he is to direct in this group of 12.

MORE WARNER DEALS

New product deals closed this week by Warners include the Frisina Amusement Co., Oscar Kern circuit in Texas and Rodgers circuit of Arkansas, Illinois and Missouri.

COLUMBIA-W. B. DEAL NEAR

Deal whereby Warner houses will play the entire Columbia feature and shorts lineup is expected to be closed this week.

IRVING THALBERG CONFERED WITH NICHOLAS M. SCHENCK

Upon arriving in New York yesterday from the Coast, Irving Thalberg spent the day occupied with a series of production conferences with Nicholas M. Schenck and Robert Rubin. Thalberg and Norma Shearer will remain in New York two weeks before returning to the Coast. While in town he will look over various shows.

JACQUELINE LOGAN IN PLAY

FOR TOUR OF FILM HOUSES

Jacqueline Logan has been signed by Wood & Sagar, stage producers, to star in a condensed version of "The Climax," Edward Locke play, with a musical setting, for a tour of de luxe houses. Rehearsals are now under way in the Wood & Sagar studios, Steinway Hall, and the opening is scheduled for late this month.

AMBASSADOR SUIT FILED

St. Louis—Trustees for the owners of $4,050,000 first mortgage bonds secured by the Ambassador Theater Building and the Grand Central Theater leasehold have filed foreclosure suit in the U. S. District Court, with permission of Federal Judge Judd, who has appointed a receiver for the owning company, St. Louis Proper ties Corp. Trustees for the bond issue, Melvin L. Strauss of Chicago and William H. Orweth of St. Louis, do not intend to press the foreclosure suit at this time.

LOWRY BACK IN St. LOUIS

St. Louis—Eddie Lowry is back as master of ceremonies at the Ambassador under a week-to-week contract.

MCCARTHY TO FOX IN 2 WEEKS

Charles E. McCarthy, who resigned from Paramount last week, is understood to be taking up new duties at Fox in about two weeks.

FINISHING THE FRISINA AMUSEMENT CO.'S poses (Continued from Page 1)

As Artistic Director of the company, Fernando is charged with the responsibility of the company's production in the few months he has been in the post. Under his direction, it will reach a high peak in the future and, although the company is small, Fernando feels that it should be one of the best. The company's pictures are all of the highest order and in the last few months have been sold to distributors for large sums of money. It is now time for Fernando to make his mark in the film industry and to give his company the attention it deserves.

THE INDUSTRY'S DATE BOOK

Today: Annual convention of Allied Theaters of Michigan, Detroit.
13, Oct.: Allied-M.P.T.O.A. Joint Committee Meeting, Congress Hotel, Chicago, again in session until contract is completed.
13, Oct.: Open meeting of Cleveland Motion Picture Dealers Association, 1:00 P. M.
15, Oct.: Annual election of Academy of Motion Picture Arts & Sciences, Hollywood.
17, Oct.: Thirteenth annual convention of M. F. T. O. of Western Penna., and W. Va., Hotel Shenley, Pittsburgh.
19, Oct.: Meeting of New York Section of the Society of Motion Picture Engineers.
21, Oct.: Get-together party for local film trade, King Edward Hotel, Toronto.
24-29, Oct.: Second annual 16 mm. National Motion Picture Exhibition, Hotel Victoria, New York.
27-Nov. 13, Film trade exhibition, Paris, France.

ROMAN REBUSH FORMING NEW DISTRIBUTING FIRM

Roman Rebush, who formed the Amkino company here seven years ago, has resigned to organize his own company for the distribution of unique and foreign films in this country and Canada. He is now forming a new company for this purpose.

"RICHTHOFEN" UPDATE

"Richthofen, the Red Ace of Germany" has been booked by Symon Gould into the Hollywood theater, Buffalo, and the Little theater, Rochester, opening Oct. 22.

NASSAU-MIAMI HAVANA CRUISES

$115...12½ DAYS...Sight-seeing trips at each port, 3 days in Nassau, 2 days in Miami, 2½ days in Havana. Or take round-trip to Nassau only and stay 7 days at the hotel Victoria for $125. Fortnightly sailings by S. S. Monongahle on Saturdays.

BERMUDA

$45 Round Trip

Twice weekly sailings, 2,100-ton S S. Pan America and sisters, all air, outside rooms mostly with beds and private baths. 5 days, including day in hotel in Bermuda $61; 7 days $75. S. S. Pan America goes direct to dock at Hamilton.

[Information on the Free Trip Slogan Contest, see any Tourist Agent or write the Mensus Lines.]

All sailings from Pier 64, N. R. New York. For further information see local tourist agent.
THIRTEEN WOMEN
TIFFANY THAYER

Opens at the Roxy-New York
Friday Oct 14th

THE BOOK THAT FASCINATED A MILLION WOMEN!

TIFFANY THAYER'S
c sensational novel ... striking
on the screen! With IRENE
DUNNE, RICARDO CORTEZ,
JILL ESMOND, MYRNA LOY.
George Archainbaud, Director
David Selznick, Exec. Producer
RKO-RADIO PICTURE
NEW VITAPHONE LINEUP
80 PER CENT FINISHED

(Continued from Page 1)

Elliott Says Jungle Films
Coast Only Half as Much

(Continued from Page 1)

of this type escapes is studio charges he pointed out. Elliott, who directed "Bring 'Em Back Alive," believes that color can successfully be used in jungle pictures of the future. In "Man Eater" he plans to inject both thrills and sex he said. His expedition will occupy six months.

U. A. EXPLOITATION FORCE
United Artists now has six exploitation men in the field, with more assignments to follow soon. Frank Roche is handling "Robinson Crusoe" at Loew's State, Boston, currently, and Earl Wright is representing the same picture at the Fox, Washington. Publicizing "Rain" are: Charles Baron, who is handling the runs at the Strand, Hartford and the Garde, New London; Allen Glenn, at the Stanley, Baltimore; William Depperman at the Warner Bros., Milwaukee, and Charles Leonard at the United Artists, San Francisco.

"KLONDIKE" PREMIERE
San Diego — World premiere of Monogram's "Klondike" will be held tomorrow at the Plaza here. W. Ray Johnston, Trem Carr, Capt. Frank Hawks and Lyle Talbot are expected to be among those present.

"FUGITIVE" STORY BOOK
A condensed story of "I Am a Fugitive from a Chain Gang," in a 16-page illustrated pamphlet, is being distributed by Warners to exhibitors for their confidential information. Picture will be released Nov. 19.

SHOWMAN'S DAILY REMINDER

In wood work or other combustible material at safe distance from steam pipes, boilers, furnaces or flues?
"TO THE BANK, JAMES!"
Humming with the greatest activity since it was built... setting the pace for the industry... Movietone City brings forth the initial offerings of the new and greater Fox Film Corporation.

And here are a few of the great pictures you will see in the immediate future — typical of the Fox program for the remainder of the season.

* CAST Clara Bow, Gilbert Roland, Estelle Taylor, Alexander Kirkland, Thelma Todd, Monroe Owsley, Weldon Heyburn * NOVEL by Tiffany Thayer * DIALOGUE Edwin Burke * DIRECTOR John Francis Dillon
CALL HER SAVAGE

CLARA BOW ... the new Clara Bow ... back again and greater than ever ... in a dramatic role displaying an emotional genius she never showed before ... and for her first story nothing less than Tiffany Thayer's "CALL HER SAVAGE" ... think of what that combination will mean on your marquee!

WILL ROGERS in TOO BUSY TO WORK

WHAT A PART! His humor is set off like a jewel ... against heart interest and just enough pathos to win him 5,000,000 more admirers ... a knight of the road ... a ne'er do well with a carefree song concealing his heavy heart ... and helping two youngsters — Marian Nixon and Dick Powell — over the bumps of tender love.
SHERLOCK HOLMES
Here's a perfect job of casting...Clive Brook as Sherlock...Ernest Torrence as the fearsome Moriarity...Reginald Owen as Watson...Miriam Jordan as the Girl. Then add a Conan Doyle's story...up-to-the-minute adaptation by Bayard Veiller...class production...and what have you?...a natural!

WILD GIRL
California...the redwoods...the Bret Harte country...Bret Harte characters and a Paul Armstrong drama...the girl, untameable...the boy, hunted by the law...a kiss of courage...The players? Charles Farrell, Joan Bennett, Ralph Bellamy.
SIX HOURS TO LIVE

What a sock in that title...and what a wallop in the story behind it...suspense, surprise, spectacle...and romance for the women to revel in...Perfectly cast with Warner Baxter, John Boles and Miriam Jordan.

RACKETY RAX

RACKETY RAX...rah! rah! rah! Box Office! The blackjack and hijack boys muscling in on college football...the gang from the gas house and the gals from the night clubs...all going collegiate...can you imagine?...it's uproarious comedy...and you will thank Victor McLaglen and Greta Nissen.
JANET GAYNOR
CHARLES FARRELL
in
TESS of the Storm Country

Ten words that tell more than a whole page of type.
A boy and a girl from Main Street... youth... loneliness... flirtation... love... innocence... a baby... and a way out to happiness... the story you'd have chosen for James Dunn... a new star, Boots Mallory... Erich von Stroheim directing... can't miss!
Through YEARS OF PROFIT with Fox

For 12 Years
Exhibitor L. Novy
of the Hancock & Austin Theatres, Austin, Tex., has played Fox. His sentiments: "Words alone are inadequate to express the stability and prosperity I have enjoyed with Fox pictures."

For 13 Years
This space reserved for Mort Shea’s picture
Exhibitor M. A. Shea
of the Fethar & Shea Circuit has played Fox pictures. Starting at the Park, Youngstown, Ohio, these showmen have built up a chain of 50 houses in 17 towns.

For 10 Years
Exhibitor N. Scheinberg
of the Van Nuys Theatre, Van Nuys, Calif. depended upon Fox for profits... and he got them... regardless of general business conditions.

Mr. Shea, Mr. Novy and Mr. Scheinberg... what a treat is in store for you this season as the new and greater Fox unreels hit after hit... in a line-up that far surpasses even its past performances that kept you in business... and in clover.

WATCH FOX THIS YEAR


**CARL MILLKEN LINING UP PROTESTANT COOPERATION**

(Continued from Page 1)

picture scenes from religious denominations and the images from Protestant sects, this move is expected to avert many complaints.

Protestant church leaders are reported to have acquired a better understanding of production problems and now stand ready to cooperate with the gallery in the exchange of films with others throughout the country. As part of the campaign to bring the industry and women's organizations closer together, President Samuel L. Marsh of the M.P.T. O. A. on Monday is slated to address the New York City Federation of Women's Clubs at the Hotel Astor. On the following evening he will speak before the State and Motion Picture Council at St. George.

**Nominations Announced For M.P.A. Academy Awards**

(Continued from Page 1)


**Selznick Coming East To Discuss 33-34 Plans**

(Continued from Page 1)

and select material for coming features. During his absence from the studio, B. B. Kahane has been named to Radio Pictures, will assume charge of production and will be assisted by Merian C. Cooper, Pandro Berman and Sam Jaffe.

**UFA IN FAR EAST DEAL**

Berein — International Film Co., Shanghai, has booked the entire Ufa output for the past and the coming seasons, to be shown in China, Hong kong, Manchuria and the Philippines. English subtitles will be superimposed on the German dialogue films. The deal also covers the Ufa-Gaumont British productions.

**New Incorporations**

**NEW YORK CHARTERS**


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**CLEVELAND—The Cleveland Motion Picture Exhibitors' Association will hold an open meeting at 11 P. M. this Thursday.**

Cleveland—Abel Theater Co. has been incorporated by David M. Struss, Maurice D. Mueller and D. W. Donley, with offices in the Union Trust Bldg.

Milwaukee—Edward P. Vollen-dorf, formerly booker for Fox-Mid- westco, has joined the Fox exchange as salesman. He is succeeded at Fox by Fred Stein, formerly of New York.

Milwaukee—Vaudeville returns to RKO's Riverside on Oct. 15. Harry Bailey continues as manager.

Dallas—I. N. Crim, whose family was made rich with Kilgore oil, has moved to Dallas to associate with R. H. Clemmons and Joseph Silverman in the 1932-33 product of Majestic Pictures.

Dallas—Day-King, new theatrical booking agency here, has had its first act, an all-girl orchestra, successfully previewed and sold to Paschall Texas Theaters.

Cumberland, Md.—The Strand has been taken over by Skouras, according to report here.

Petersburg, Va.—B. W. Mcgee is manager of the house, which is closed several months for improvements.

Lynchburg, Va.—Walters' Tren-ton has joined the ranks of exclusive showings, advertising that pictures shown here are "gone forever."

Essen, Md.—Paul Caplan has purchased the Electrica from Stephen Brenner.

Seattle—The Mission, George-town, a Farwest showhouse, has reopened after renovation. Bob Carhart is manager.

Braymer, Mo.—Harry Till is re- building the Auditorium, which was burned to the ground last month.

Mount Carmel, Ill.—The Majestic has reopened.

Hayti, Mo.—The Missouri is now under the management of Richmond L. Norton. It formerly was operated by J. C. Shannon.

Perry, Mo.—The Strand has been sold by Fred Rich to Herbert Elam.

Weston, Mo.—Charles E. Hendrix has purchased the Weston from B. J. Biltm. The house has reopened as the Deluxe.

Cleveland—Lafayette Theater Co., Inc., of Central Falls, has been chartered by Frank E. Lynch, Elmer C. Vernon and Ruth E. March.

Cleveland—The Modern, under a new policy, is presenting road burlesque shows.

Brookfield, Wis.—The Doryln theater and Opera House, operating under the management of Vilas Swartwout the past few years, has been leased to Thomas E. Smith.

Detroit—The Whittier is being re- opened by Charles A. Komer and Harry A. Komer. The house was formerly the Knickerbocker, and is being renamed.

Findlay, O.—B. C. Steele has reopened the Lyceum theater.

Conneaut, O.—La Grande, picture house operated by M. A. Sheu, which closed during the summer, has reopened.

Niles, O.—John Peruzzi has reopened the Bistler. The Warner has reopened.

Seville, O.—R. E. Ryban has taken over the Hope and is now playing sound pictures.

Stebenville, O.—Warner's have given up the Olympia, which has gone back to the original owner, who will reopen it later this month.

Youngstown, O.—John Peruzzi has given up the Rialto, which is now being operated as a Saturday-Sunday house by O. Joseph.

Fort Wayne—Jefferson, RKO house, reopening Oct. 15 with straight pictures.

Seattle—After being closed for renovation and improvements, the Coliseum has been reopened.

Tacoma, Wash.—The Roxy, formerly the RKO Orpheum, has been operated by the Jensen-VonHerberg interests after complete renovation and redecoration. Seating capacity is 1,400.

Dallas—C. R. McHenry, manager of the Texas theater, is booking novelty acts to draw week-end crowds.

Dallas—Paul Short, Melba manager, has been appointed chairman of the picture committee for the sixteenth annual Roll Call of the Dallas County Red Cross.

Midland—Increasing business brought about the reopening of the Ritz theater this week by J. Howard Hodge.

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**35 NORTHWEST THEATERS REOPENED IN PAST WEEK**

(Continued from Page 1)

kota, and four in Wisconsin. The list follows:

- Minnesota: Warlin, Albany; Lyric, Aitwater; Grand, Bemidji; Greenbush, Greenbush; Hams- cock, Hancock; Gaylord, Gaylord; New Hay- field, Hayfield; Crystal, Lake Crystal; Lake- land, Lamberton; State, St. Cloud; Mountain Lake, Grand, Grand; Rose, Rose; White, White.
- North Dakota: Green, Green; Annon, Annon; Capitol, Capitol; Bisner, Bisner; Auditorium, Elgin; Garrison, Garrison; Rex, LaMoure; Auditorium, McClusky; Hollywood, McVie; Reg, Valley City.
- South Dakota: Sun, Sun; Emery, Rex; Ken- nell; Grand, Pierre; Aurora, White, Wenn, Woonsocket.
- Wisconsin: Fond du Lac, Grand; Creek, Cornell; Legion, Independence; Viking, Loyal.

**Aarons Lays Film Cause Before Penna.**

(Continued from Page 1)

motion picture theater as a community asset.

are on the Pennsylvania Federation of Women's Clubs at the Warburton House. Aarons said that the organization was the sister to civic welfare and general morale makes constructive efforts, and that public agencies come to its aid with constructive criticism, cog- nition and cooperation, and the women's clubs with various local throughout the state can do much to this end.

Florida censorship too drastic and arbitrary, declaring that almost any per cent more cuts are made in this state than in any other having a censor board. Cooperation of the state was urged to Aarons to obviate the necessity of the expensive machinery of censorship existing at present.

**Color Cartoon Series**

Also to Be on 16 mm.

(Continued from Page 1)

and of Oleg Penner, who produce sound and color cartoons on 16 mm. film for home projectors. Ted Esh- bacher, producer of production, and Carl Stallings is musical director.

**MAGIC NIGHT** RELEASE OCT. 8


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**COMING & GOING**

CONSTANCE BENNETT and MARQUIS HENRY DE LA FAUXE plan to leave the coast about the end of next week for a belated honey- moon trip to New York.

KATHERINE HEPBURN, RKO player, is due in New York on Oct. 17 aboard the Bremen following a vacation abroad.

HARRY CORT and VIRGINIA BRUCE sailed yesterday on the Euphoria for a vacation abroad. WILLIAM BAKEWELL and RUSSELL GLEASON are back from abroad.

J. JOE BROWN arrives in New York on Oct. 19 before returning to the First National studios.

MORT BLUMSTEIN has left for Warner theater studio in New York, where he plans to move from the New Brunswick, Pittsburgh and Philadelphia.

JULES LEVI will return Saturday from the personal trip to Europe and Americ.

WILLIAM SAAL left for the coast yester- day.

AMROSE "BO" DOWLING left Berlin yester- day for Stockholm for a Tour of Scandinavian cities.

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PLENTY OF EXCITEMENT AND GUN PLAY WITH BUCK JONES DELIVERING A STRONG BRAND OF ACTION STUFF.

A lively plot that starts from the opening shot, and keeps moving in high gear to the close. Buck Jones as a Ranger accidentally kills an old pal, so swears off the gun play and the Rangers. He goes to take a job on the ranch of a friend, only to find him murdered. Still sticking to his resolution to lead a peaceful life, his motives are misinterpreted by the girl who has inherited a half interest in the ranch along with himself. But the gang that has murdered the rancher are after silver discovered on the ranch, which they alone know about. The girl discovers their secret, and when they kidnap her to preserve silence, Buck Jones takes to his guns again with a vengeance. Then it is a series of fast and furious gun play, fights and hard riding, enough to satisfy the thrill complex of any fan. Lambert Hillyer, director, and directed, and made a good job of both.


Director, Lambert Hillyer; Author, same; Adaptor, same; Dialogue, same; Editor, Gene Milford, Cameraman, Benjamin Kline; Recording Engineer, George Coopee.

Direction, Smooth. Photography, Good.

FRED SCHMITT TO BUFFALO

Denver—Fred Schmitt, director of the Denver theater orchestra the past five years and with Publix for eight years, has been named direc-
or of the orchestra in Shea’s the-
ater in Buffalo, N. Y.

IN THE HEART OF HOLLYWOOD

HOLLYWOOD'S most convenient hotel, one of the newest in the city. Shows, cafes, shops, a few minutes from golf courses, bridges, parks, etc.

The Plaza Hotel is quiet, luxuriously furnished, with restful beds, sparkling cuisine, the baths and showers, excellent service and cuisine, completely modern convenience for your comfort.

European plan $2.25 and up, single, $3.50 per day, special weekly and monthly rates. Ask for the “All Nighter” rate.

HOLLYWOOD PLAZA

VINE ST. AT HOLLYWOOD BLVD.

Wednesday, Oct. 12, 1932

THE DAILY

COLUMBUS

63 mns.

PLENTY OF EXCITEMENT AND GUN PLAY WITH BUCK JONES DELIVERING A STRONG BRAND OF ACTION STUFF.

A lively plot that starts from the opening shot, and keeps moving in high gear to the close. Buck Jones as a Ranger accidentally kills an old pal, so swears off the gun play and the Rangers. He goes to take a job on the ranch of a friend, only to find him murdered. Still sticking to his resolution to lead a peaceful life, his motives are misinterpreted by the girl who has inherited a half interest in the ranch along with himself. But the gang that has murdered the rancher are after silver discovered on the ranch, which they alone know about. The girl discovers their secret, and when they kidnap her to preserve silence, Buck Jones takes to his guns again with a vengeance. Then it is a series of fast and furious gun play, fights and hard riding, enough to satisfy the thrill complex of any fan. Lambert Hillyer, director, and directed, and made a good job of both.


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Direction, Smooth. Photography, Good.

WALTER WALKER A SENATOR

Denver—Walter Walker, former manager of theaters in Grand Junction until he sold to Public, has been named U. S. Senator to fill the unexpired term of Senator Charles H. Waterman, who died recently. He is also publisher of the “Grand Junction Daily Sentinel.”

Anti-Trust Law Change

Drafted by Bar Ass'n

A bill drafted by the Commerce Committee of the House to make the Bar Ass'n to modify the Federal anti-trust laws, so that contracts voluntarily submitted to the Attorney General and filed with the Federal Trade Commission shall become automatically effective unless objection is made, will be submitted to the 56th annual meeting of the association today in Washington. Under the proposed measure, parties to contracts becoming effective would be exempt from the “criminal three-fold damage and conspiratorial provisions of the Sherman law,” and it is believed the result would encourage industry to work out its own problems.

CHICAGO THEATER CHANGES

Chicago — L. W. Alexander has leased the Webster, North Side house, and reopened it with straight pictures.

The Harris, Warner houses, has restored slot, increasing clerk for season time.

The Rialto, Warner pictures and booking heavy, moving too, contrary to the normally not encouraging.

Ground lease is owned by Aaron Jones, who runs the house.

Midnight Shows on Sunday

To Beat Toronto Blue Law

Toronto—a move to break the Sunday show ban here is seen in the action of the Hollywood, announcing that the opening of “Night Mayor” at one minute after midnight Monday, The Roxy starts a roll at five after midnight on Sunday, and shows will start at around the same time in the Beverly, Astra, Doric and Ballta.

HALLIDAY ON VACATION

London—John Halliday, who came over to Hollywood to portray one of the principal roles in “Perfect Understanding,” Gloria Swanson’s latest picture, has completed his role of an Arctic explorer and has left England on a pleasure voyage. He will return to Hollywood in about two months.

FOX JUNGLE FILM CAST SET

Cast for “Man Eater,” which Clyde E. Elliott will make in the new “Man Eater,” will include Kane Richmond and Marshall Burns, with Jarrod Woods as the elephants and Jane Withers as the girl. James O. Spegarring, author, and the cast sail Oct. 19 on the Berengaria from New York.

“HER MAD NIGHT”

With Irene Rich, Conway Tearle

Mayfair

67 mns.

LOVE TRIANGLE STRANGELY MIXED IN IMPOSSIBLE SOCIETY YARN THAT GOES MELLER.

They started this one off as a society drama, and wound it up as a heroic meller, throwing everything into it that could possibly be crowded into the reels. The result is a film that fails to hold conviction. The long running time is worked out till it has grown paralyzed. Conway Tearle, a criminal lawyer, meets Irene Rich on a liner coming to New York. Irene learns that Conway is guardian for a young girl of 18 whose mother deserted her baby, Conway’s pal, when the girl was a babe. So Irene agrees to marry Conway, for the adopted daughter is her child. Of course she says nothing about this to Conway, for the coincidence stuff is piled thicker than ever. Another pal of the lawyer, Kenneth Thom-son, is trying his sinister wiles on the young girl, while all the time he is the paramour of the mother. Kenneth is killed by the girl, mother is blamed. Con-
way defends her, she is sentenced to the chair, with a last minute reprieve at the very door of the death house.


Director, E. Mason Hopper; Author, John Thomas Neville; Adaptor, same; Dialogue, same; Editor, Byron Robinson; Cameraman, Jules Conires.

Direction, Weak. Photography, Good.

More Than 4,000 at Work

In Eight Warner Films

West Coast Bureau of THE DAILY

Hollywood—More than 4,000 persons, including 24 stars and fea-
tures leading 107 featured players, over 3,000 extras and several hun-
dred technicians are employed in eight Warner-First National produc-
tions currently in work. Twenty stages are busy at the company’s three studios. The films under way also are growing more and bigger as sets than ever were in use at one time at the Warner studios.

NEW FRENCH FILM

“La Cauetrie de Luneville” (“The Dressmaker from Luneville”), starring Madeleine Renaud of the Comedie Francaise, will have its New York premiere tomorrow at the Fifth Ave. Playhouse.

TO-DAY'S BIG EVENT

“THEMIS TOTT is reported to have the widest bed in filmdom...nine feet wide, with a telephone on each side.”—M.G.M.
HOLLYWOOD

LESLEY PEARCE will direct "False Impressions," first of a series of Lloyd Hamilton comedies to be made by the Blue Fox. Majorzee Beebe, Dorothy Granger, Edmund Burns, Herman Bing and Julia Griffin are in the supporting cast.

Desider Pek, Hungarian writer and journalist, is present Hollywood representative of a syndicate of Budapest newspapers, has written "Broadway Lover," a four-movie comedy, which will be produced by Paul Gilmore at the Cherry Lane theater, New York. Pek is credited with two novels, seven playlets and more than 200 published short stories.

Many members of the film colony would vote for a bill aimed at hillside singers.

George Bilson has written "Hollywood Squeaks," which he has submitted to Warner Bros. Brooklyn studio for two-reel vehicle for Jack Haley.

Warner Assignments: Dorothy Burgess for "Lady No. 6142," starring Barbara Stanwyck, with Aline MacMahon and Preston S. Foster; Douglas Fairbanks, Jr., instead of Richard Barthelmess to star in "The Sucker"; Carole Lombard opposite James Cagney in "Bad Boy."

Here and There: Mitzi Green anduster Phelps throwing a party for "Sandy," the police dog, with which they worked in "Little Orphan Annie." the kids eating ice cream and cake, the dog mutton chops and spinach; Sir Hubert Wilkins and Merian C. Cooper, who have tramped the outer rim of the world's forgotten places, lunching at the RKO studio cafe.

Walter Connolly recently had a happy reunion with Irving Cummings, the director, after a lapse of 15 years. Connolly succeeded Cummings in the stage version of "Way Down East."

Gene Markey, recently placed under contract by Paramount as a scenarist, has been assigned to prepare the screen play for "Luxury Liner," to be produced independently by B. P. Schulberg for Paramount. Markey is working with Kathryn Scola on this picture.

Newcomer Being Rushed

Mary Mason, Radio Pictures starlet, has been given three roles for three successive days. Yesterday she had an important part in "Phantom Farm," for Columbia, this morning she appeared in "Man and Wife," featuring Irene Dunne and Charles Bickford, and tomorrow she begin the leading role opposite Tom Keene in "The Gighe Kid," a western.

Del Ruth a Fast Worker

Roy Del Ruth continues to be the leading member of that evanescent "race" of directors who make productions under schedule. The director of such box-office successes as "I'm No Angel" and "Polly of the Year," and host of others is one week ahead on his shooting schedule for "Employee's Entrance."

George E. Stone is the latest name to be added to the cast of "Forty-Second Street."

Frank Partos, former Paramount scenarist, has joined RKO. While with Partos, RKO, Partos wrote the screen plays for "Guns as Guilt" and "Heritage of the Desert" and also collaborated on the treatment for "Under-Cover Man."

Hank Arnold, now Sam Goldwyn playwright, also has a new comedy secretary, who answers to the name of Birdie Sweeney. Lynn Farnol, now in the east, is general publicity director for the Goldwyn organization.

Arthur Vinton, who recently completed his work in "Plain Clothes Man" and "Washington Merry-Go-Round," is now in "Laughter in Hell." When he finishes his present assignment he will start work at Warner Bros.


Tim McCoy will leave soon for his ranch at Thermopolis, Wyo., where his next picture will be made. The Columbia star will be accompanied by the famous Indian, "High Eagle," whose likeness adorns the American nickel.

Lawrence Hazzard, New York playwright, arrived several days ago to join the Paramount writing staff.

M-G-M has added John Miljan to the cast of "Flesh" and Madge Evans opposite William Haines in "Let's Go."

When Richard Wallace starts work on his next assignment, he will have on his staff that nationally famous gridiron hero of USC, Marshall Duffield. The latter, Wallace feels, has the makings of an excellent director.

"Grand Central Airport," by Jack Moffit, is scheduled to go before the cameras this fall at First National.


Unlike other successful authors, Howard Estabrook writes with equal facility regardless of whether his background is the studio office or his own Rome. At present the prominent author-scenarist is writing the screen version and dialogue for "The Masquerader," a Samuel Goldwyn production.

A new method of filming a picture is being introduced by Edward Griffith during the direction of "Animal Kingdom," an RKO Radio production. Six different sets adjoining one another have been erected on one of the studio's vast stages, permitting Griffith to introduce his unique idea.

With the addition of four more players, the cast of Ruth Chatterton's "Common Ground" has now been completed at First National. The latest members of the cast are Hallam Cooley, J. Carroll Naish, Franklin Fritter and Sam Godfrey.

 Approximately 600 girls with department store experience are being trained at Ruth Chatterton's "Common Ground" for the rectorial assignment for First National, "Employee's Entrance." Loretta Young and Warren William share honors in this opus.

"The Keyhole," a story by Raoul Whitfield, will be filmed by Warner Bros. It is being considered as a starring vehicle for Warren William or William Powell, or both.

Whitney Bolton and Tom Geraghty have been assigned by First National to write a screen adaptation of "Elmer the Great," next starring picture for Joe E. Brown.

Lee Tracy in Demand

Lee Tracy's European jaunt may have to be cancelled, three major studios insisting on his fulfilling a verbal agreement to appear as the star in one of their productions. The approaching production of "Blessed Event" is now entering its final phase in the Radio production "Phantom Farm."
LONG LIVE THE KING!

GREATER TODAY
Than Ever Before at the Box-Office!

A new generation is waiting to laugh through its tears at the screen's greatest humorist... and the old timers, who chuckle in advance when his name is mentioned, are standing in line by the million to see him again in the comedies that made him immortal!...

CHARLIE CHAPLIN
Funnier Than Ever With Music and Sound

"EASY STREET" OPENS FRIDAY IN HALF A HUNDRED RKO HOUSES FROM COAST TO COAST

Mayfair, New York - Golden Gate, San Francisco
Palace, Cincinnati - Orpheum, Seattle
Majestic, Dallas - Orpheum, Seattle
Golden Gate, Dayton - Downtown, Detroit
Hollywood, Fort Worth - Embassy, Fort Wayne
Majestic, Houston - Missouri, St. Louis
Orpheum, Los Angeles - Rivoli, Toledo
Orpheum, New Orleans - Palace, St. Paul
Orpheum, Portland - Palace, Rochester
Orpheum, Salt Lake City - Palace, Newark
Majestic, San Antonio - Keith's, Washington

RKO Radio PICTURES

Reissued by

VAN BEUREN CORPORATION
44 Features Next Season Planned by Monogram

Cheap Pictures Deplored by M-G-M Production Executive

"The industry has but one problem—that of making great pictures regardless of negative costs," declared Irving Thalberg in an interview with The Film Daily in New York yesterday. Although economy in production must not be neglected.

15 FEATURES, 21 SHORTS ON STANLEY'S SCHEDULE

Fifteen features, two three-reeleaters, one two-reeleater and 18 single reeleaters will be released by Stanley Distributing in 1932-33, according to Ira H. Simmons, president. The features are divided into three groups. Six will be made by Fielder and Pollard, six by Simmons and four by other producers.

10 New England Houses Return to Operation

Boston—Openings of the past month, as reported by the Boston Film Board of Trade, include: Cummings, Fitchburg; Town Hall, Barre; Auditorium, Plymouth; Alhambra, Quincy; Columbia and Union, Attleboro; Plaza, Northampton; all Mass.; Lafayette, Central Falls; Music Hall, Pawtucket; Park, Woosocket, R. I. No closings were reported.

Milwaukee Mayor to Close Houses Unless Rival Unions End Violence

Fewer Films, Longer Runs Advocated by Nick Grinde

Too many pictures are being produced, to the detriment of the theatres, declared Nick Grinde, who is in New York from the coast after

30 Eastern RKO Houses in Black Last Week

Out of thirty-one RKO houses in the metropolitan and Westchester districts, only one failed to show a net profit at the close of last week's business. The loser was the RKO Theater at Greenwich, Conn. "Net result" records were broken at the Royal, Franklin and Jefferson. According to an RKO theater executive, the gain is due to decreased expenses rather than increased business.

Freuler Sales Staff Exceeds Quota by 11%

Sales branch offices of Freuler Associates last week exceeded proportionate bookings allotted to them on the $2,000,000 "expectancy" drive by 11 per cent, according to Charles L. Glett, vice-president in charge of distribution. Local sales included "The Fighting Gentleman" to 25 Warner, 17 Skouras and 13 Loew houses.

Monogram Pictures Boosting Next Year's Program to 44

Oscar Hanson to Handle Majestic Films in Canada

Canadian franchise for all Majestic pictures has been acquired by Oscar Hanson, now operating Empire Films, Ltd., Toronto. It is announced by John Weber, Majestic sales manager. Hanson is opening branch offices in all Canadian key cities. A new company, bearing the Majestic name, will be formed to distribute the product.

Allied Counsel Tells Mich. Unit 5-5-5 Committee Could be Nucleus

Detroit—Calling attention to the industry's need of a trade organization, Abram F. Myers, general counsel of Allied States Ass'n, in addressing the annual convention of Allied Theatres of Michigan here yesterday, pointed to the 5-5-5 con

18 THEATERS REOPEN IN OMAHA TERRITORY

Omaha—Eighteen openings, against five closings, are reported for the past month in a territory by the Omaha Film Board of Trade. Seventeen of the openings were in Iowa, as follows: Paramount, Waterloo; Tabor; Tabor; Orpheum, Strawberry Point; Sun, State Center; Colonial, Moulton; Milton, Mill.

J. H. Hoffberg Expands in Spanish Territory

J. H. Hoffberg Co. has organized Independientes Films, S.A., with head office at Avendida Conde de Penalver, 18, Madrid, Spain, for the sale and distribution of independent American product. Other foreign offices were recently opened by Hoffberg in Havana and Buenos Aires.

Roxy Cuts Prices

Admission prices at the Roxy starting tomorrow will go down to an "economy scale," ranging from a special rate of 25 cents at all times for kids under 12, to costs 5 cents less. It is announced by Managing Director Frank Cambrla. Matinees will be 40 cents for balcony and 55 cents for orchestra. Balcony on week-day nights will be 55 cents. On Saturdays, Sundays and Holidays there will be a slight increase. There will be no cut in programs. Cambrla says. Coming films include "Six Hours to Live." "Call Her Savage" and "Cavalcade."
Monogram Pictures
Plan 44 Next Year (Continued from Page 1)
salesmen are employed in Mono-
gram's 30 domestic branches, whose
sales on Monogram product alone
are averaging $100,000 weekly. He
declared double features are breaking
through into territories that have not heretofore
been in the east and in England
almost every independent theater as
well as circuits are concentrating on
dual bills.

Mayor of Milwaukee
May Close All Theaters
(Continued from Page 1)
borhood house operated by J. C.
Ludwig, resulting in injury to six
persons. Harry Perlowitz, manager
of the house, has been using opera-
tors from an independent union.
Numerous stench bombs have
taken place recently, and in one in-
cease the lobby of the Milwaukee
was wrecked.

5 MORE N. W. OPENINGS
Minneapolis—In addition to the
35 houses reported yesterday, the-
er reopenings in the Northwest
last month included the Pavilion,
Maynard, Minn.; Community, Ob-
ren, N. D.; Barrymore, Alcator, S.
D. and Bentley Grand, Milbank, S.
A new house, the Lakeside, Du-
uth, also was added to the list.

FAREWELL TO ARMS PREVIEW
Paramount's "A Farewell to
Arms" will be previewed by Italian
officials in Washington within a few
days to determine whether the war
film presents the Italians in an un-
favorable light.

LOVEJOY FINISHED AT RKO
West Coast Bureau of THE FILM DAILY
Hollywood—Albert Lovejoy has
ended his appointment as dramatic
coach at the RKO studio.

VIVIENNE OSBORNE TO STAR
West Coast Bureau of THE FILM DAILY
Hollywood—Vivienne Osborne will
be starred in "Tars and Feathers,"
a Joseph I. Schnitzer production for
RKO.

BRUNSWICK RADIO MOVING
Brunswick Radio Corp. is moving
from 750 Seventh Ave. to the War-
er home office building, 321 West
44th St.

ROHSEN IN HOSPITAL
Kansas City—E. C. Rohden, Mid-
west manager for Fox houses, has
been in the hospital for observation
for an illness.

Recording—Re-recording
on film and disc
Electrical Transcriptions—Synchronizing
BRUNSWICK RADIO CORP.
799 Seventh Ave., N. Y. C.
Tél.: Chicago 4-1200

THE INDUSTRY'S DATE BOOK

Today: Allied-M.P.T.O.A. Joint Committee
Meeting, Congress Hotel, Chicago. Recessed
during session until contract is completed.

Tomorrow: Open meeting of Cleveland Motion
Picture Exhibitor's Association, Cleveland,
1:00 P. M.

Oct. 15: Annual elections of Academy of Mo-
tion Picture Arts and Sciences, Hollywood.
Oct. 17: Thirteenth annual convention of M.
T. D. of Western Penna. and W. Va.,
Hotel Scheley, Pittsburgh.

Oct. 19: Meeting of New York Section of the
Society of Motion Picture Engineers.

Oct. 21: Get-together party for local film
trade, King Edward Hotel.

Oct. 24-29: Second annual 16 mm. National
Motion Picture Exposition, Hotel Victoria,
Los Angeles.

Oct. 27-Nov. 13: Film trade exhibition, Parc
des Expositions, Paris, France.

A Column of Successful Showmen!

ELY E. SEFF
Rialto and Loop Theatres
Sioux City, Iowa

"We were pleased one hundred percent with last
year's production (1931-32). We feel we need
Columbia more this year than ever before."

L. G. TEWKSBURY
Opera House
Stonington, Maine

"I was the first exhibitor to sign a Columbia
1932-33 contract. Had a hunch that Columbia
was going to last, but never thought it as good
or notable better than any other producer.
Since viewing "American Madness", I guess my hunch
was okay."
THINGS ARE RED HOT ON THE WARNER LOT!

JACK DEMPSEY SIGNED FOR SHORT SERIES!

"LILLY TURNER," SEASON'S FIRST STAGE HIT BOUGHT!

CAROLE LOMBARD SIGNED FOR CAGNEY'S "BAD BOY"!

ALICE WHITE GOES INTO "EMPLOYEES' ENTRANCE"!

BOBBY JONES STARTS NEW VITAPHONE GOLF SERIES

PAUL LUKAS CAST WITH CHATTERTON IN "COMMON GROUND"!

Ho-Hum . . . Just another week's work for WARNER BROS.
The Company That's Going Places—the Right Places And Doing Things—the Big things!
BOX-OFFICE

Howls of laughter!
A genuine treat!
Get in back of it!
Enjoyable family entertainment!
IT'S GOT

Great number for the kids!
Rolling 'em in the aisles!

featuring
BEN LYON
ZAZU PITTS
JAMES GLEASON
IRENE PURCELL

THE CROOKED

A WILLIAM SISTROM Production

Playing LOEW Metro
"The Crooked Circle"

A fine comedy-mystery...

This is enjoyable family entertainment, without a dull or objectionable moment in it. It clicks both as a mystery story and as a comedy. Performances by principals and the entire supporting cast are everything that could be asked for, and those of Zasu Pitts, as a maid in the haunted house; and Jimmy Gleason, as a "dumb" motor cop, are outstanding. Children will find it particularly good entertainment. Caught at a suburban preview house, it was found to please a large audience from beginning to end.

One of the most amusing comedies ever to unreel across a screen... had a preview audience at Loew's New Rochelle howling every time Gleason or Miss Pitts made an appearance.

—MORNING TELEGRAPH

Uproarious comedy!

A knockout comedy team!

Directed by H. BRUCE HUMBERSTONE

politan Circuit (N. Y.)
NEED OF A TRADE BODY IS STRESSED BY MYERS

(Continued from Page 1)
ference committee as the nucleus of such a setup.

"With some slight changes in personnel and procedure," he said, the body "would have led to a desire and a method for in-
dustry cooperation that would have headed off disputes and public bick-
ering of industry leaders of the past two years and would have enabled the industry to pre-
sent a united front to legislative and other outside attacks.

Mr. Myers credited Sidney R. Kent a "states-
man-like bid" in the "only serious attempt to
bridge the gap" between distributors and ex-
hibitors, referring to the S-I-S conference. In
connection with the S-I-S Myers said: "So
long as representatives of the divergent ele-
ments of the business were in contact they strove
diligently to get along together. It was not
until after they separated, and unknown in-
fluences became active, that the germ of sus-
picion was bred."

18 Theaters Reopen
In Omaha Territory
(Continued from Page 1)
ton; Marquette, Algona, Walhalla;
Princelngton, Cedar; Stroud and Iowa,
Fort Dodge; Des Moines, Des
Moles; Garden, Davenport; Strand
and Rialto; Climax, Galva;
Cov-
terville; Rialto and Iowa, Burling-
ton. The other was the Opera
House, Guide Rock, Neb.

SPRINGFIELD REOPENING
Springfield, Mass.—The Broad-
way, reopen Oct. 15 with "Rasputin,"
Russian film. Beginning October 22, the policy will be two features and five acts of vaudeville on a
reduced admission scale.

HOMELAND SEEKS IMPROVEMENT
Evanston, Ill.—V. T. Newman of the
Metro exchange, on returning from a trip to South Dakota and
Nebraska, reports the theater business
in those sections on the up-
grade.

1ST DUBUQUE NEIGHBORHOOD
Dubuque, Ia.—The Iowa theater,
first neighborhood theater here, has
opened. It was constructed by K.
E. Dittle.

ED DOLAN FETED
Bridgeport, Conn.—More than 200 attended a testimonial dinner for
Edward Dolan, who succeeded James
Conroy as manager of the Globe,
Arthur house.

New Incorporations

NEW YORK CHARTERS
Garrison Film Distributors, Attorneys; Albany
Service Co., 131 Broadway, New York. 200
shares of common.
Bobiny Crawford Productions, theatricals,
Bennett & Walterberg, 36 West 44th St.,
New York. 200 shares of common.
Pioneer American Theatricals, A. Green-
burg, 521 Fifth Avenue, New York. 100
shares of common.

DELWARE CHARTER
Cumberland Public Theater Co., Camden,
Del. theaters. Corporation Trust Co. 200
shares of common.

DISSOLUTIONS
Public Theater Managers Training School,
Manhattan.

ELASTIC NEGATIVE COSTS
ADVOCATED BY THALBERG

(Continued from Page 4)
he declared, expenditures must of
necessity be elastic, as results on
the screen alone count. "Cheap
pictures are the rule," said Thal-
berg. "It's impossible to run motion picture pro-
duction on a system, "asserted Thal-
berg. "Producers must meet an individual problem and no hard-and-fast rules can be applied to each production. We will miss release
dates if necessary in order to deliver great
pictures. And I have every reason to believe
that the new season M-G-M product will sur-
pass that of the past year."

"As if he had any ideas as to how
"cycles" can be avoided, Thalberg said this
problem does not concern his company as it is not participating in such trends.

"Stars must be maintained in order to
sustain a patron interest," Thalberg said, "and new stars must be developed. I particularly
advise Jean Harlow, Clark Gable and Helen
Hays to acquire big fan followings." He
indicated that the M-G-M studio will continue under its present organization plan with
no thought of having productions independ-
ently made.

Thalberg and his wife, Norma Shearer,
return to the coast in a week.

Fewer Films, Longer Runs
Advocated by Nick Grinde

(Continued from Page 1)
completing direction of "Vanity

croutham for Columbia. Grinde, who
was with M-G-M for eight years, believes
houses should play pictures longer
instead of making frequent changes.
Short runs cannot reap word-of-mouth publicity for a film, he
depointed.

STAMFORD HOUSE RESUMES
Stamford, Conn.—Publix-Strand,
closed during the summer, has re-
opened. Policy is two features the
first half and one feature with leg-
imate stage show second half. A.
L. Lashway is manager.

ROXY RADIO PERIOD RENAMED
Starting Sunday night, the Roxy
Theater period on the radio will
be known as "Frank Cambria's Sho-
On the Air." Frank Cambria, man-
aging director of the Roxy, in per-
sonal charge of the program.

HELLBORN ON HIS OWN
Denver—Lou Hellborn, with RKO
for 18 years, most of them here as
manager of the Orpheum, has or-
organized a company and taken over
the Broadway.

MANY HAPPY RETURNS
Best wishes are extended by THE FILM DAILY to the following members of the industry who are celebrating
their birthdays:

Oct. 13
Irene Rich
Walter Grand
James Collinson
The Picture That Was
PRESOLD TO A HUNDRED MILLION
will be presented
DAY AND DATE
in nearly 200 of America's leading theatres
FRIDAY, OCT. 14th

"THE PHANTOM OF
CRESTWOOD"

MILLIONS HAVE HEARD IT ON THE AIR!
Thousands Upon Thousands are mailing in their solutions in the $6,000.00 Prize Contest.
EVERYONE WANTS TO SEE THIS PICTURE THAT WAS SOLD TO THE PUBLIC AS NO OTHER PICTURE WAS EVER SOLD!

57 Radio Stations of the great NBC Red Network have broadcast the story for six consecutive weeks to the world's largest radio audience.

$6,000.00 in Cash Prizes have been offered for the best original solutions to the mystery.

40 Full Page Advertisements have been published in all the leading motion picture fan magazines.

333 Radio Page Display advertisements have appeared in 111 leading metropolitan newspapers.

10 Million Heralds have been distributed, 50,000 posters displayed, 1800 window and store displays have been made in Woolworth stores from coast to coast, featuring Mystery Magazine's serialization of the story. Hundreds of radio dealers have featured the RCA-Victor tieup and thousands of columns of publicity and pictures have been published in the most comprehensive motion picture merchandising campaign ever presented.

All America Wants to Know
Who Killed Jenny Wren?
CONGRATULATIONS
MR. FITZPATRICK!
You are the first to film RUSSIA TODAY as it really is!

TWO TRAVELTALKS ON RUSSIA!
NOW READY FOR BOOKING!

At last! Pictures of Soviet Russia as it really is today! The first American to give you the Inside Facts! How they live! How they work! Answering America's curiosity about that strange land! Typical of the new-fashioned travel series Fitzpatrick gives you!

"MOSCOW, The Heart of Soviet Russia" is the first. To be followed by "LENINGRAD, Gateway to Soviet Russia."

FITZPATRICK TRAVELTALKS
The Pride of Metro-Goldwyn-Mayer
Openings in U.S. Exceeded Closings by 103 in Sept.

O'REILLY TO HEAD NATIONAL DEMOCRATIC EXHIB UNIT

New Fox West Coast Setup in Rocky Mountain Area

Critics . . . and ballyhooey

By Jack Alicate

It is our experience, extending back to the time when they shot a two-reel feature in a day, that most unjust criticism of picture production, invariably of the script and direction, is due, not to what people know the least regarding the practical problems of production and direction. It's the old story of a little knowledge being a dangerous thing. Let some newspaper folk lend an ear to a disgruntled Hollywood or read a book by a semi-imbecile production theorist and they are immediately willing, through their columns to reform Hollywood production methods—without words. It is obvious that every picture cannot be an outstanding hit.

TAKE for instance the legitimate stage. It is still in the hands of old, established, practical experienced showmen. A play is picked from hundreds of scripts because it MAY be a hit. It is tried out. It is rewritten. Played a few times out of town and juggled some times for weeks before bowing to a metropolitan audience. And what percentage of New York openings are hits? Not 10 per cent. What percentage of books written, and passed by experienced publishers, are best sellers? Very few. All of which means that as far as old Col. Alicate is concerned this old industry has no cause whatsoever to be ashamed of its production batting average.

WHILE it all is being done quietly and without much fuss, they have been effectively applying the scouring soap and whitewash brush to Broadway Ballyhoo. The result is that one can once more distinguish the fine digested theaters of the big alley from the side show and carnival entrances they have represented for the past few months. Overdoing this front ballyhoo trick was bad business and so got competitively out of hand. Nothing cheapens a house like tawdriness, and outside ballyhoo is like the little girl. When she's good she's terribly good, but, boy, when she's bad she's plenty terrible.

Two Divisions Are Joined Under 3 District Managers

Denver — Rocky Mountain and Montana divisions of Fox West Coast Theaters have been consolidated, with headquarters in Denver. Rick Ricketson, manager of the Rocky Mountain division, will remain, and the new territory will be known as the Rocky Mountain division.

WAMPAS TO MAKE AWARDS ON ADS AND PUBLICITY

West Coast Bureau of THE FILM DAILY

Hollywood — Annual awards for the best motion picture publicity and advertising and still photography are planned by Wampas. Competition will embrace the work of theaters throughout the country and the Hollywood and New York advertising - publicity departments. The awards were suggested by the

Consent Decree May End Government-RCA Action

Washington Bureau of THE FILM DAILY

Washington — Plans are under	stood to be nearly completed where	by the Government's suit against RCA and affiliated companies, in	volving radio and talking picture patents, will be ended by a consent
decree. Agreement is expected to be reached in time to avoid the hear	ing scheduled to start Nov. 15 in	

Permanent Association To Be Organized to Protect Theater Owners

A national exhibitor organization, affiliated with the Democratic Na
tional Committee, is being formed with Charles L. O'Reilly, president of the T.O.C.C., as its head. Pur	pose of the association, which now has nearly 300 theater men on its membership roster, is to protect the

PHOTOPHONE INSTALLED

74 SETS IN SEPTEMBER

RCA Photophone made 74 sound installations in September, an in	crease of 22 over the same month in 1931. There are now approxi	mately 2,500 Photophone-equipped houses in the U. S. alone, an in	crease of 500.


Chicago — After an all-day session of Allied-MPTOA representa	tives behind closed doors at the Congress Hotel, the press was in	formed there was no statement yet to be made. In attendance are Ab	ram F. Myers, H. A. Cole, W. A. Steffes, H. M. Richet, Ed G. Levy, George Arons, Fred Myer, Fred Wahrenberg, M. A. Lightman and Lester Martin. Session to be con	inued Friday and possibly Satur
day.

September Openings in U.S. Exceeded Closings by 103

There were 265 theater openings and 182 closings throughout the U. S. in September, leaving a net plus of 103 for the month, the first na	tional gain in a long while, accord	ing to a complete tabulation of the

You will be sure to find it in The Film Daily Year Book.—Advrt.
Glett Sees Exclusives

A Boon to Independents

Atlanta—New possibilities are being opened to the independent producer by the run on policy being put into effect by major companies, says Charles L. Glett, President of Glett Film Associates, now on a trip to this territory. The new exhibition plan will bring about a whole new line of activity, one which can produce the product of independent producers, declares Glett.

More Names in Programs

Planned by Warner Bros.

A campaign to inject more big names into the entire theater program is being launched by Warner Bros. First bill of this type, embarking upon a program of exclusives was designed to attract the groups of headliners appearing on the stage in de luxe houses. Opened Thursday was the Winter Garden. In addition to the feature picture, "They Call It Sin," with cast topped by Lida Baar, Marcella Manners, Una Merkel and Louis Calhern, there will be a surrounding lineup of shorts in which Charles Chaplin, Jack Dempsey, Douglas Fairbanks and others appear in an "Out of the Past" subject, while Hal LeRoy, Milton Mayfair, J. C. Stipan, Four Lombardo Brothers, Aunt Jemima, Baby Rose Marie and Howard Lain's Orchestra are in other shorts. Extensive newspaper and advertising will be used to exploit the names.

PIERSON ON AIR FOR DEMS

Wayne Piersen, national vice-chairman of the stage and screen division, Democratic National Committee, is participating in a series of broadcasts with stage and screen talent to plug the Democratic cause. These programs are being made with the assistance of WMAA, WOR, WRNY, WFBF and WINN and include television broadcasting in Detroit and Washington. Next program is to be heard over WOR Monday night at 6:30 with Eddie Dowling, Ray Dooley and Arthur Jarrett.

AWAIT CANADA'S TARIFF DATA

Although New York headquarters of distributors lacked details on the new Canadian tariff schedule, the fact that no new schedules do not affect American film imports. Sales managers having jurisdiction over this territory were awaiting advice concerning application of the new schedule.

SMILING THRU EXTRA SHOWS

Seven daily performances of M-G-M's "Smiling Through," with Walter Huston in the title role, will be given at the Capitol today, tomorrow and Sunday. Stage show includes Abe Lyman and a holder of The Three Keys radio act.

LESTER MARTIN BUYS HOUSE

F. J. Martin has purchased the Algoma theater buildings and a share in the theater business from N. C. Rice.

Monogram Will Exploit

Direct for Exhibitors

In expanding its advertising and publicity department headed by Mike O'Brien, the exclusive Simmons, Monogram Photographs is inaugurating an exploitation policy which places this department directly at the service of the exhibitors wherever special or local problems in selling their pictures to the public, by communication with the concern, the exhibitor receives a specially made campaign adapted to his peculiar local needs. If the occasion is weddings, the exploitation representative will be sent to the local territory to co-operate in person. Salesmen also are being grouped, each to picture they handle.

LIQUIDATION OF PATHÉ

Will Take 8 More Years

Liquidation of Pathé Exchange will occupy approximately eight years, according to President and treasurer, said yesterday, although the bulk of matters to be disposed of will be handled within the three years. The company has no sound features and various shorts, as well as sate pictures, which is its selling point, its laboratory at Bound Brook is doing a little business.

Asked concerning the possibilities of the pre-production program, Miss Polo pointed out that under the RKO merger deal, Pathé cannot engage in this activity, in this country, Canada or England, for five years, the period ending Jan. 29, 1936. It is within possibility, however, that an amendment of this contract clause could be arranged, although the company has no intentions along this line, Poole said.

J. SCHENCK WANTS JOLSON

For Two More Pictures

After finishing his new radio series, "Jolson's New York," which he started over the coast, both to start the middle of next month, Al Jolson will return to New York to begin work on "Jolson at Carnegie Hall." Schenck, president of United Artists, wants him to make one or two more pictures this season. Jolson arrived yesterday from the coast, where he has been making "Happy Go Lucky" for U. A.

BARTHELMESS IN "AIRPORT"

West Coast Bureau of THE FILM DAILY


BETTE DAVIS NATIONAL TEAM UP

In a national team just arranged by Warners, Bette Davis will be under publicist's millifluidity trade publications and fashion magazines.

POSITION WANTED

Supervising Projectionist

Non-Union

Theatre Manager, Construction A Good Assistant to a District Manager Address Box No. 925 The Film Daily New York City

MUSIC SETTLEMENT

signed by Erpi and Publishers

Papers have been signed in the $825,000 settlement ending a suit brought by music publishers against Electrical Research Products. Work of drafting a temporary contract covering use of the publishers' music by Erpi and its licensees, starts within a few days.

2 RKO PRODUCE DEALS

Chicago—Jules Levy, RKO general sales manager who reached here yesterday after a tour of the south, reports the closing of deals with the W. E. Paschall circuit of 21 Texas houses and the telephone circuit of Kansas City for the playing on RKO's entire feature and short subject line-up.

NEW LIGHTING CONTROL

A new type of sign-lighting control that flashes, dimmes or brightens the lamps with various coloring effects, and which requires neither moving parts nor electric contacts, has been produced in the research laboratory of General Electric.

SHOOTING IN NEW YORK

Jay Rescher, cameraman, and r-product unit director, are filming for "Merry Widow," and "Forty Second Street," Warner picture, at Eighth Ave. and 42nd St., yesterday.

IMMEDIATELY

Available for a connection with any company that values the services of a man who has had real experience in the motion picture business. A newspaperman who has managed theaters, edited pictures, and handled publicity campaigns, can do a big scale in a shoestring's manner. Willing to prove worth to anyone who will appreciate ability. Address Box 960.
The paying guests are filin’ through
The gates to look at “Smilin’ Through”

More truth than poetry in those two lines! “Smilin’ Through” is today’s unchallenged box-office leader! Just a few out of the records: Albany, best since April; Baltimore, close to “Grand Hotel”; Dayton, best in six months; Louisville, best since “Hell Divers”; Providence, best in nine months; Syracuse, second only to “Grand Hotel” in past four months. Openings in Pittsburgh, Reading, Rochester, Toledo, Norfolk BEATING “GRAND HOTEL!” IMAGINE!
C. L. O'Reilly to Head Democratic Exhib Unit

(Continued from Page 1)

aters from legislative and other political attacks and in turn support Democratic candidates throughout the country.

Both independent and affiliated theaters are joining the enterprise, guided by O'Reilly as chairman of the M. P. Division of the National Democratic committee, with headquarters at the Hotel Biltmore. Local units will be organized in each congressional district with chairman, vice-chairmen, secretaries and treasurers. Regardless of how the presidential election goes in November, it is planned to make the organization a permanent, incorporated association.

Picketing Hits Circuits For $500,000 Weekly Loss

(Continued from Page 1)

dicult to handle," he said, "but something must be done soon. Many houses are making money, but the collective bargaining under the 'expected' grosses is meat for thought.

LOEW MEMPHIS CHANGES

Memphis—Personnel changes in the Loew organization include the transfer of Ed Pentecost, assistant to Cecil Vogel at the Palace, to Atlanta to join Herb Jennings at the General Theatre. Pentecost, assistant at the State, succeeds Pentecost and J. P. Duke is promoted from head usher to Mallory's post.

JOIN TRAILER FIRM

D. F. Heenan, formerly with M-G-M and First National, and Jack Cohen, who also has been connected with various major companies, have joined Exhibitors Screen Service. Heenan will cover eastern territory while Cohen will have headquarters in the Chicago office.

STATE, CLEVELAND, OPENING

Cleveland—Loew's State, closed for the summer, reopenes Oct. 14 with stage shows and pictures.

COMING & GOING

BOE SAVINI of World Wide has gone to Baltimore in connection with the premiere of "False Faces" at the Rivoli in that city.

NAT CHARNAS, Toledo exhibitor, was a visitor at the Warner home offices yesterday. KANE RICHMOND, who plays the lead in the Fox jungle film, "Max Extor," arrives in New York on Sunday morning to join director Claude E. Elliott, author Jones O. Spearing and the rest of the cast sailing Oct. 19 for Malaya.

WILLIAM SAAL, Tiffany general manager, arrives in New York from the Coast early next week.

SAM KATZ and ARTHUR MAYER leave the Coast Sunday for Chicago and following a stop there, arrive in New York.

ARTHUR FISHER, Coast agent, has arrived in New York from Hollywood.

(Continued from Page 1)

AT THE AMPA luncheon presided over by Swami Hal Horne... the big umbrella and goloshes man... (free ad for United Artists' "Rain"—and does rain need advertising—certainly—everything needs advertising) the students of pressagenty philosophy sat at the feet of Demosthenes and imbibed pearls of wisdom... Demosthenes being no other than Eli Colbertson... the gent who built Bridge from a parlor pastime to a National Epidemic...

NOW YOU may wonder how a bridge expert can teach pressagewy anything about the fine art of publicizing and exploitation... Mister Colbertson opened up with the startling statement that bridge and pressagenty were one and the same... merely a question of mass psychology and individual prenatal sentiment... He further added that though brilliant talks ever delivered at an AMPA forum... he more than proved his point... and sent the gang away with some brand new snatches on their own game... that nobody had ever thought to mention to them before...

HE TOLD how the publicity campaign was built up on his bridge book... months before publication a controversy was worked up in the newspapers in this country and in England... on the relative merits of the bridge experts of both countries... then the international match was arranged... in which... of course... there was a pure coincidence that his publishers announced his forthcoming bridge book... just about the time he stepped off the steamer from London with the international championship...

IN THE later match... Colbertson versus Lenz... in which Mrs. Colbertson was his partner... he had to build her up to get the female support... so he started a newspaper campaign with a lot of human interest stuff about the missus... stressing his wife's defects as well as her virtues... for, as this student of psychology says... "Characters in fiction and life are remembered by their defects—nothing serves to make one something for screen writers to mull over... who make all their heroes and heroines just too perfect for anything..."

AT THE hotel suite where the match was played... he stuck up a sign... "Silence! The children are sleeping—and dreaming..." as a matter of fact the kids were playing with their toys and having a helluva good time in their nursery... but the sentimental newspaper editors seized on that "dreaming" stuff... and played it up for front-page breaks... then in the middle of the match, as you will remember... Mrs. Colbertson called time out while she fed the kiddies and did that knock the newspapers for a row of black face headlines... ALL planned and premeditated weeks before... by a master student of psychology... as Mister Colbertson remarked... a preagent must be a strategist—a profound student of Mass Reaction... and what a Presagey he is!

AND WHAT a smash appeal is that Fox ad insert... done in black-and-white-and-silver... Class and Punch... art work and copy beautifully balanced... looks like the New Era has dawned in trade paper advertising... goodby blatant ballyhoo... thank gawd... or are we too optimistic?

(Continued from Page 1)

sion. It will have three districts, with Frank Culp, formerly Denver City manager, in charge of No. 1; Dave Davis, former North Platte, Neb., city manager, No. 2, and Chas. U. Yaeger, former booker in Denver, manager of No. 3, headquarters for 1 and 2 will be in Denver; for No. 3 in Butte, Mont.

Headquarters of the old Montana division in Salt Lake City has been closed and Bill Steng, manager, in now city manager at Great Falls, Mont. Max Goldstein, Montana division booker, has been moved to Denver and takes over Yaeger's job.

One other change in managers is: Charles Ernst, moved from Durango, Colo., to city manager at North Platte; Millard Gettier, from Longmont to Loveland, replacing C. A. Mulock, resigned; Joe Haney, from Rocky Ford to the Pebny, Denver, replacing Justin McManus, resigned; Gerald Whitney, formerly manager of the Tabor and Orpheum, Denver, made city manager in Boulder, succeeding George Paper, who moves to Longmont.

Fox has traded the Grand at Rocky Ford to Chas. Decker for his Luna at Denver.

About Oct. 25-26 there will be a convention of districts No. 1 and 2 at the Brown Palace Hotel here. The Shawna Brothers, Jack Sullivan, and delegations from the home office will be in attendance. A convention for districts will be held early in November in Butte, Mont.

2 Educational Units Lose, One Nets Profit for Year

(Continued from Page 1) for the previous fiscal year. Educational Talking Pictures reported net loss of $341,733 while World Wide had a loss of $57,337.

FLA. PRODUCTION TO START Jacksonville, Fla.—Edward King, casting director for the Florida Movies, Inc., passed through last night on his return from Orlando, Fla., where he has established offices. It is said that production will start shortly.

"FALSE FACES" PREMIERE "False Faces," one of the first releases in World Wide's Opportunity Group, will have its premiere at the Rivoli, week of Oct. 21. Robert M. Savini has left for Baltimore to launch an extensive publicity and exploitation campaign for the opening.

MANY HAPPY RETURNS Best wishes are extended by THE FILM DAILY to the following executives of our industry, who are celebrating their birthdays: Oct. 14

Lillian Gish

Thomas Halloran

Cyril Gardner

Lilian Gish

Oct. 14

C. L. O'Reilly to Head Democratic Exhib Unit

Fox West Coast Revamps Rocky Mountain Setup

(Continued from Page 1)
A LITTLE FROM "LOTS"

By RALPH WILK

HOLLYWOOD

EDDIE BUZZELL will direct "Child of Manhattan" when it comes to the screen as a Columbia picture.

George Meeker has purchased a beautiful new home in Beverly Hills, in anticipation of the arrival of his mother, father and brother from New York the latter part of this month. The actor's family is coming by boat via the Panama Canal.

J. P. McGowan is writing an original story for the next feature in World Wide's new series of Ken Maynard westerns. It is titled "Drum Taps."

Desmond Roberts and Stuart Hall have been added to the cast of Noel Coward's "Cavalcade," now being filmed at the Fox studio under the direction of Frank Lloyd.

The RKO and Fox studios made a trade the other day. Bob Palmer, assistant casting director at Fox for years, replaced Bob Mayo as assistant to Fred Schuessler, RKO's chief casting director. Mayo goes to Fox to replace Palmer. At the RKO studio, Dick Palmer will be in charge of casting small parts and bits. Mayo will do the same at Fox. An even stephen trade.

Bernard Schubert prepared the dialogue for RKO's "Man and Wife," the Wanda Tuchock and Owen Francis screen play, in which Irene Dunne and Charles Bickford have the leads.

Graham John, British novelist and playwright, who recently completed his first assignment for RKO Radio, has been recalled for another writing job.

Neoma Judge, Minnesota swimmer, who recently made her screen debut as leading lady for Rex Bell in "The Man From Arizona," has been signed by John Trent Carr for "Young Blood," Monogram western starring Bob Steele. Others in the supporting cast are Helen Foster, Charles King, Harry Semels, Lafe McKee and Henry Roquemore. Philip Roscn will direct from Wellyn Tomman's original story.

Paramount's recently discovered Panther Woman, Kathleen Burke, who has the feature role in "Island of Lost Souls," will leave Hollywood for a tour of important cities upon the completion, sometime in November, of her current camera appearance.

Leon Waycof and Shirley Gray have been holding a reunion at Tiffany's, where they are working in "Uptown New York," a K. B. S. production. Seven years ago they worked together in a Wheeling, West Va., stock company. Jack Oakie, George Cooper and Henry Armetta also appear in this World Wide release. Shirley Gray also is the heroine in Buck Jones' "Reckless Romance." George Seitz, who also adapted the story by Gordon Battle, is directing.

"Goldie Gets Along" is the final title of Lili Damita's new picture, it is announced by J. G. Bachmann, who is producing the film for RKO Radio Pictures release. Besides Miss Damita, the cast includes Charles Morton, Sam Hardy, Lita Chevret, Nat Pendleton, Arthur Hoyt, Reginald Barlow, Henry Fink, Del Henderson, Leonard Silman and Walter Breon. Mal St. Clair is directing.

"Torchy Rolls His Own" will be the next in Educational's series of comedies from the Sewell Ford stories. Production has started on this picture in place of "Torchy's Kitty Coup," originally scheduled, because of the illness of Edmund Breese. C. C. Carr is taking the company to the Riviera and Los Indos Polo Clubs, where shooting is under way this week.

Dorothy de Sallas, traveling from Sidney, Australia, with London as her objective, had her plans interrupted when she arrived in Hollywood. She received some interesting film offers and will make tests at two major studios this week. She was the star of the Repertory theater in Sidney for two years.

John Robertson, who directed "Little Orphan Annie," and who will direct "Little Women," is back from hoeing the weeds on his farm near Del Mar.

Mac Clarke likes to wear riding habits, but he doesn't like to ride horseback.

The cap James Cruze wears while directing is 11 years old. We are wondering whether it is older than the chapeau William de Mille uses when he directs.

Ilka Chase, now working in "Animal Kingdom," is long, sinuous and cultured, and has been called "an Aubrey Beardsley drawing that came to life and acquired a sense of humor."

David Landau, Paul Porcasi and William Janney have been signed by Paramount to play filter towers in "Small Town." And Nancy Carroll in "Under-Cover Man."

IT TAKES ARTISTRY to make a picture — to present a story humanly and convincingly. But it takes science to project that story onto the screen. Without perfect release prints many of the effects that artistic directors strive for would be lost.

"CERTIFIED PRINTS" unfaithfully reproduce these effects. They are painstakingly made of the finest raw stock and chemicals by the most skilled operators. Their quality is controlled. They're SCIENTIFICALLY correct.

We maintain a costly research laboratory where a full corps of skilled chemical and technical engineers constantly seek additional ways of advancing the science of film printing.

Science has given us modern devices to protect your negatives and prints every inch of the way against all possible dangers.

And science has helped us develop Consolidated's unusual plants and machinery to a yearly capacity of over a billion feet of film printing. They can run twenty-four hours a day when overnight delivery is required.

By reason of its ample working capital, this large, specialized organization — scientifically planned and operated — is prepared, not only to take care of the largest release print contract, but to grant loans to its customers and to finance independent production on a large scale.

For twenty years Consolidated has been giving scientific expression to the art of the producer. The quality of "CERTIFIED PRINTS" and the dependability of Consolidated's service reflect this wide experience.

Our New York and Hollywood plants are especially equipped to develop negatives — to render a COMPLETE film laboratory service.

CONSOLIDATED FILM INDUSTRIES, INC.

NEW YORK HOLLYWOOD

DANDY ENTERTAINMENT COMBINING AUTHENTIC SPORT BACKGROUND AND PERSONALITIES WITH GOOD FAVORITE YARN.

Charles R. Rogers follows up his "70,000 WITNESSES" with another efficiently handled production that is entirely satisfying. Though the story itself is not far different from the usual yarns about the rise and fall of prizefighters, it has been rounded with so much authentic atmosphere and directed with such liveliness by Harry Joe Brown, that it is swell entertainment all the way. There's plenty of action, lots of laughs, a thrills and a bit of romance. Jack Oakie is grand in the central role of the boxer, Marrian Nixon plays the love interest nicely, and William Collier scores as his manager. Among the former champs brought in for atmosphere are Jack Johnson, Tuffy Ryan, Mike Donlin, Billy Papke and Stanislaus Bzyszko, as well as a group of noted sports writers. Though men will like it best, the picture should prove pleasing to a lot of women as well.


Director, Harry Joe Brown; Author, Thompson Burtis; Adaptors, P. J. Wolfson, Allen Rivkin; Camera, Henry Sharp.

"LA Couturiere de Luneville" ("The Dressmaker from Luneville") (In French)

Paramount 93 mins.

MADELEINE RENAUD SCORES IN DUAL ROLE IN FRENCH COMEDY WITH SPARKLING DIALOGUE.

A product of the Paramount-Joinville studios in Paris, this is a typically Parisian story of a lover's quest while his lady love gives him a tantalizing chase and keeps him guessing till the very last. And that goes for the audience, for you cannot tell till the final scene just how the lady will react to her importunate suitor's pleas to marry her. There is very slight action, the entire film being built on dialogue situations, with just enough plot in between to whet the appetite for the next encounter of words between the two. But the dialogue sparkles, and is filled with bright comedy and wit. All the scenes are practically between Madeleine Renaud, of the Comedie Francaise, and Pierre Blanchot. She plays the dual role of a dressmaker and a great cinema star. The hero deserts the poor little dressmaker, and several years later falls madly in love with the famous star, whom he fails to recognize as the dressmaker in her blonde wig and gorgeous clothes. The runaround leaves him in delightfully entertaining.


Director, Harry Lachman; Author, Alfred Garnier; Adaptor, same; Dialogue, same.

Direction, Clever; Photography, Good.


STAR'S NAME SHOULD DRAW THEM IN, THOUGH STORY HAS BEEN CONSIDERABLY TONED DOWN.

At least you can bank on Joan Crawford's name to bring 'em in. Beyond that the story is somewhat mild compared with the original "Sadie Thompson." The rain effects, on which a good deal of effort was spent, are good but frequently drawn out the dialogue. Story is about Sadie Thompson of scarlet rep who is subjected to the reforming efforts of a South Sea missionary. He gets the gal lined up, religiously, and then succumbs to himself. Next morning his body, with its throat cut, is washed ashore. A packed house greeted the opening performance of this picture at the Rivoli on Broadway.

Cast: Joan Crawford, William Gargan, Walter Huston, Guy Kibbee, Walter Catlett, Beulah Bondi, Matt Moore, Kendall Lee, Ben Hendricks and Frederick Howard. Authors, John Colton C. Randolph, from a story by W. Somerset Maugham; Adaptation, Maxwell Anderson; Film editor, W. Duncan Mansfield; Recording Engineer, Frank Brenzbach; Camera, Oliver Marsh.

Direction, Weak; Photography, Fine.

"A PARISIAN ROMANCE" with Lew Cody, Marion Shilling, Gilbert Roland. Allied Pictures 76 mins.

PLEASING ROMANCE WITH ENOUGH COMEDY AND SPICE TO MAKE IT MOVING ALONG IN NICE FASHION.

A fairly entertaining romantic comedy of the French type—that is, leisurely and with about a sufficient amount of snap to maintain interest. Lew Cody plays the part of a rather elderly Parisian man-about-town with many ladies on his string. He develops a case of genuine love for Marion Shilling, thereby creating a triangle with Gilbert Roland, as an artist, occupying the other corner. Then comes the usual conflict, misuderstandings and amusing embarrassments, and it winds up with Cody bowing out to clear the way for the young lovers. An especially able supporting cast is among the major assets of this M. H. Hoffman picture, which has been invested with good production values. While the story has no great punch, it is a satisfying type of light entertainment that fulfills its program purpose.

Cast: Lew Cody, Marion Shilling, Gilbert Roland, Joyce Compton, Yola D'Avril, Nicholas Soussanin, George Lewis, Luis Alberni, James Eagles, Paul Porcell, Helen Jerome Eddy, Nadine Dore, Bryant Washburn.

Director, Chester M. Franklin; Author, Octave Feuillet; Adaptor, F. Hugh Herbert; Dialogue, same; Camera, Harry Neumann, Tom Galligan; Editor, Mildred Johnston.

Direction, Okay; Photography, Good.

"THE FACE ON THE BARROW FLOOR" Invincible 66 mins.

GANGSTER, RACKETEER MELODRAM EXPLOITING THE CURSE OF DRINK FAILS TO DEVELOP PUNCH.

The title and the ballyhoos possibilities of this very meller drama may catch a big of business in the pop houses, but on its merits it will fall down. The story is in no way connected with the old-time trick but concerns a young bank cashier who realizing what disaster drink has brought to his forefathers, tries to prevent liquor from entering his household. During house party he is "shamed" into taking his first drink, by his wife and her father, and when he goes from bad to worse until he faces a prison sentence for thievery.

Beer-running, hijacking, gang fights and bombing all enter into the final plot which fades into a weak climax. Acting is execrated, which may catch the fancy of some subsequent run audiences.

Cast: Dulcie Cooper, Brannan Fletcher, Alice Ward, Philip Snellman, Walter Miller, Maurice Black, Eddie Fetherstone, Patrick Wing.

Director, Bert Bracken; Author, Aubrey Kennedy; Adaptors, Bert Bracken and Bar Barringer; Dialogue, Aubrey Kennedy; Editor, not credited; Camera, Boat Kline.

Direction, Weak; Photography, Fair.

Profit Losses Cited In Hartford Trust Suit

Hartford, Conn.—A profit of about $4,000 monthly made by the Majestic in the years before 1927 has turned into a loss from March 1 of that year following difficulties encountered in obtaining films, it was testified by Allen C. Morrison, head of the theater corporation, in the hearing of the conspiracy charges against distributors in the U. S. District Court. Attorney Hugh M. Alcorn, chief defense counsel, contended that a losing business should not be allowed to make contention based on profits in previous years, on the ground that conditions change, but the court overruled the objection.

WORLD WIDE PRODUCT DEALS

World Wide has sold its entire Opportunity Group to the Warner Circuit in a number of key points, including Milwaukee, Cincinnati, Cleveland, Albany, Buffalo, San Antonio, Texas, Memphis, Tenn., and Oklahoma City.

A deal also has been closed by World Wide with a new Griffith Circuit in Oklahoma, Texas and New Mexico, for the Opportunity Group of 20 features and eight Ken Maynard westerns.

W. B. BUY STANWYCK STORY

"Lily Turner," the George Abbott-Phil Dunne stage play, has been bought by Warners as a probable vehicle for Barbara Stanwyck.
THE FILM DAILY YEAR BOOK IS THE RECOGNIZED STANDARD REFERENCE BOOK OF THE MOTION PICTURE INDUSTRY AND HAS BEEN FOR FIFTEEN YEARS

1933 EDITION
Now IN PREPARATION
OPENINGS IN SEPTEMBER
103 MORE THAN CLOSINGS

Monthly reports of all the Film Board of Trade in the country. The compilation follows:

STATE

ARKANSAS

AZORES

ARIZONA

CALIFORNIA

CONNECTICUT

GEORGIA

ILLINOIS

INDIANA

IOWA

KANSAS

KENTUCKY

LOUISIANA

MARYLAND

MASSACHUSETTS

MICHIGAN

MINNESOTA

MISSISSIPPI

NORTH CAROLINA

NEVADA

NEW HAMPSHIRE

NEW JERSEY

NEW YORK

NEW MEXICO

NORTH DAKOTA

OHIO

OKLAHOMA

OREGON

PENNSYLVANIA

RHODE ISLAND

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE

TEXAS

VERMONT

WASHINGTON

WEST VIRGINIA

WISCONSIN

YORK

TOTAL

265

BILLY BITZER TO SPEAK

G. W. (Billy) Bitzer, veteran cameraman, will speak on "Experiences of a cameraman in Earlier and Later Days of the American Movie" at the New School for Social Research next Monday evening. His lecture is part of the series being given by Harry Alan Potamkin.

SHOWING ITALIAN FILM

A special showing of "O Festa'n a Legge" ("Our Shalt Not Kill") (Continued from Page 1) has been inaugurated by Warners starting with the merchandising plan on "Three on a Match," part of the Old World series. The film is one of the few available in color, and from which the one with the best box-office wishes is selected. This is then supplied to exhibitors in concrete form, with publicity stories and all necessary aids. The other newly established regular service is a special Sunday feature story with illustrations.

SHORT SUBJECT REVIEWS

Mickey Mouse in "Touchdown Mickey"
United Artists
Fine Football Comie

A football game gives Mickey Mouse the background for this number. It is lively and funny all the way, with Mickey playing the part of a gridiron star who makes touchdowns in all sorts of miraculous ways. The stadium crowd atmosphere and comic radio announcers are all there.

"Betty Boop's Ups and Downs"
Paramount

Max Fleischer has put a touch of novelty into this Betty Boop cartoon. Betty apparently is a depression victim and must evacuate her home. The "For Sale" sign goes up in front of the house and finally there is an epidemic of such signs, until the whole earth itself is on the block, with other planets bidding for it. Saturn gets the Earth for about 30 cents, and in pulling it up toward him by a string he yanks loose what is called the Earth's Magnet, which thereupon proceeds to draw everything, including Betty, from this globe up into the heavenly area. Eventually the magnet is lowered to the Earth again and the other things follow.

"An Old City Speaks"

Stanley

Very interesting travel subject, with the well known writer and humorist, Irvin S. Cobb, supplying the narration. Scenes shown are of Charleston, South Carolina, portraying many picturesque and historical landmarks. Some fine musical scenes are interposed with the darkies and one with a chorus of mixed voices with the singers in the costumes of the early Colonial days in a very picturesque setting. Cobb brings out the interesting fact that Charleston had much to do with the signing of the Declaration of Independence, and proves that July 4th is the wrong date to celebrate the event. The new Western Electric talkie equipment recorded the sound on this number.

"The Sponge Divers of Tarpon"

Stanley

A novelty reel showing the little known sponge industry centered at Tarpon Springs, Florida. The camera follows a boat and its crew that goes to the sponge fisheries in the Gulf of Mexico, and an underwater camera records the experiences of a diver as he goes down to the ocean bed for the sponges. Undersea shots are excellently done, and the film is made exceptionally interesting by the fine narration of Lowell Thomas.

WAMPAS TO MAKE AWARDS
ON ADS AND PUBLICITY

(Continued from Page 1)

"rejuvenation committee" consisting of Tom Daily, ex-sports editor of the Times and Roy Johnston and George Thomas. The committee has a series of constructive plans for rebuilding of Wampas, which seeks to develop better understanding between producers and publicity men.

Nathan L. Robbins
Forming New Circuit

Syracuse, N. Y.—Nathan L. Robbins, former head of Robbins Enter-prises, plans a new circuit. Through the Ritz Corp., he has taken over the Ritz here and the State, Albany. These are to be used as nucleus for a new group of popu-lar theater operators, offering a combination stage and screen bills.

N. O. LEGIT HOUSE TO FILMS

New Orleans—A film policy is being installed in the St. Charles, for many years a leading legitimate theater. A. Miles Pringle is president of the new operating company, and Harry S. McLeod is vice-president.

Extensive improvements are in progress for the opening late this month.

WALTER BRANDT WITH W. B.

Cleveland—Walter Brandt, manager of the First National exchange here until it was combined with the Warner exchange, has joined the local Warner sales force in the local field.

PLAN B.I.P. CONFERENCE

A series of conferences will be held in New York next month between John Maxwell and Arthur Dent of B.I.P., and P. A. Powers, distributor of the B.I.P. product in the United States. J. W. McFarland and Jerry Marks are now touring the country, arranging to complete a Powers Pictures coast-to-coast exchange system.

PFITMAN IN ST. PETERSBURG

St. Petersburg, Fla.—H. Pitman has leased the Ninth Street theater and will open it shortly. He has been operating theaters in Clearwater and Tarpon Springs and is at the Bellevue-Biltmore, millionaire resort, for 16 years.

NEW YORK TIMES

Friday, Oct. 14, 1932

BARRIS' WHITMAN REUNION

With Harry Barris of the night club and screen opens Oct. 21 at the Park Central Hotel with his orchestra, the famed one of which gets much publicity from the union of headliners discovered at one time. It is the one which Paul Whiteman is really and Barris himself is one. Others, who are to be featured, are George Gershwin and Bing Crosby, Morton Downey, Mildred Bailey and Al Rinker. White-

man also may attend.

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man also may attend.
$25,000,000 Deal Merges Australian Theaters

TWO MASS MEETINGS SET BY ALLIED AND MPTOA

Approximately 600 Releases for 1932, Same as 1931

Production Volume Being Maintained—Consumption is Higher

Feature releases for the full year 1932 will approach 600, the same figure as last year, according to a preliminary compilation by The Film Daily in connection with the 1933 Film Year Book. This includes both foreign and domestic releases. (Continued on Page 8)

TRANS-LUX THEATERS FOR PHILLY NEXT YEAR

H. Hano of Philadelphia, formerly connected with the Mastbaum enterprises, will operate from one to four Trans-Lux theaters in Philadelphia during the next year. It was brought out by a board of directors meeting at the Trans-Lux offices yesterday. Percy Perber told the members that the two Trans-Lux enterprises in Philadelphia are: Midway, Cramerton, under management of Roy Smith; Imperial, Canton, under management of F. N. Pressley; New Orpheum, North Wilkesboro, with W. J. Allen in charge, and the new theater at Morehead City, under management of Leroy Guthery. (Continued on Page 8)

4 Carolina Theaters Slated to Open Soon

Charlotte, N. C.—Theaters scheduled to open soon in the Carolinas are: Midway, Cramerton, under management of Roy Smith; Imperial, Canton, under management of F. N. Pressley; New Orpheum, North Wilkesboro, with W. J. Allen in charge, and the new theater at Morehead City, under management of Leroy Guthery. (Continued on Page 8)

MPTOA To Seek Rate Cut On Interstate Shipments

As a result of a resolution adopted at the convention of the M.P.T.O. of Arkansas, Mississippi and Tennessee, in Memphis this week, (Continued on Page 2)

Exclusive Runs Not Likely In Metropolitan District

Exclusive runs so far have not made their appearance in New York, Brooklyn or New Jersey localities, a checkup yesterday indicates. According to metropolitan exchange managers, they do not expect to sell any product on this plan. (Continued on Page 2)

Empire Operators in 170 Theaters

Empire M. P. Operators are understood to have men in 170 independent theaters in the New York City territory. Membership is now estimated at 600. Up to the present time major circuits are all using projectionists affiliated with Local 306, Sam Kaplan's union, all having contracts which run a year or so more. (Continued on Page 2)

Radio City Films to Come From RKO, Fox, Columbia

Indications are that the Radio City picture house will look to RKO, Fox, Columbia and one other major company for the great bulk of its product. Other major producers-distributors, according to opinions. (Continued on Page 2)

Fox-Hoyt and Union Circuits Involved in $25,000,000 Deal

The deal is one of the biggest in (Continued on Page 8)

Next 12 Productions Are Set By Monogram

West Coast Bureau of THE FILM DAILY

Hollywood — W. Ray Johnston, president of Monogram Pictures, is present here to complete plans for the company's remaining productions for 1932-33, has set the next 12 on the list. Now in work are: "Strange Adventure," an I. E. Chadwick production, with Renee Tomain and J. M. C. Calvert; "Guilty or Not Guilty," an H. Hoffman production with Betty Compson and... (Continued on Page 8)

The Film Daily Year Book will be out in January as usual.—Advt.

Exhib Leaders Offer Contract Suggestions

Various exhibitor leaders, affiliated with both national theater men's organization and unaffiliated, have written to Allied offering suggestions as to clauses to be embraced in the standard exhibition contract being drafted at the M. P. T. O. A. Allied conference in Chicago. Invitations asking for recommendations were extended to all leaders.

Warner Circuit Zone Meet in Pittsburgh Tomorrow

Pittsburgh — Managers of more than 60 Warner houses in Western Pennsylvania, Ohio and West Virginia will meet here tomorrow with Harry Kalmine, new zone manager, presiding. Milton Silver, new publicity director for the Pittsburgh district, also will be present.

Rank Exchanges First In Fire Safety Drills

Charlotte, N. C.—After inspecting the exchanges here, the city fire department reported that the exchanges are the most efficiently equipped, the most sanitary, and have the best organized fire drills of any organization in the city.
MPAO to Seek Rate Cut On Interstate Shipments

The national organization is expected to file petitions with the Interstate Commerce Commission for amending express rates on return film shipments where interstate traffic is involved. Various state organizations already have obtained 50 per cent reductions on returned films within their states, but the railroad commissions do not have authority over interstate consignments.

ASK LICENSE CUT

Steubenville, O.—Owners of three major houses, the Capitol, Paramount and Grand, have petitioned the city council for a further reduction in city license charges to conform with lower admissions. License charges for many years was $50 a month. Recently it was cut 20 per cent.

ARBRUCKLE ON RKO ROUTE

With four weeks’ RKO bookings, R. E. Arbruckle today起身 opens in Providence and then plays Schenectady, Troy and Rochester. Upon his return to New York he resumes work in Vitaphone shorts.

FREE MOVIES FOR PARKS

East Liverpool, O.—J. M. Macdonald, operating Rock Springs Park at Chester, W. Va., and Idlewild Park, Pittsburgh, is planning free movies in both parks next season. Macdonald is installing the most recent equipment in both spots.

MACDONALD ON LATIN TOUR

Karl G. Macdonald, who has supervision over South and Central America for Warner Bros. under the direction of Sam E. Morris, leaves this week-end on the Pan America for a tour of practically all of the company’s Latin American branches.

MABUAH REOPENS

Philadelphia—Warners reopened the Mastbaum last night with a film and stage show play.

Radio City Films to Come From RKO, Columbia

Expressed inside their own organizations, are expected to keep their pictures for their own houses on Broadway rather than play into a big opposition operation. Paramount, M-G-M, Warner-First National and United Artists all have their own outlets on Broadway.

GIVEN SIGNS PARADISE GROUP

Herbert W. Given of Philadelphia has closed for the Philadelphia territory on the six features to be made by Paradise Pictures, headed by E. H. Goldstein. First production is “The Divorce Racket.”

Renege on Theater Deal

Minneapolis—The flight over erection of a theater in an exclusive neighborhood flared up again when the city council committee voted to deny a special building permit. Residents of the neighborhood had voted in favor of the theater at a special referendum.

R. D. WILLIAMSON WITH N.T.S.

Charlotte, N. C.—R. D. Williamson, for nine years with the Pathé office as booker and cashier, today becomes office manager of the local office of National Theater Supply, succeeding E. H. Marx, transferred to Los Angeles.

WARNER-GREAT STATES DEAL

Last important product deal to be closed by Warner-First National will be the Great States Group. Gradwell L. Sears, Western division sales manager for the distributor, goes to Chicago from New York next week to complete the deal.

NEW PRUDENTIAL HOUSE

Prudential Theaters last night opened the new Linden at St. Albans, Long Island. House seats 1,200.

KILFOIL JOINS MAJESTIC

Thomas A. Kilfoil, formerly with Paramount and National Screen, has joined Majestic Pictures as comptroller.

ARTHUR LOEW IN SYDNEY

Sydney (By Cable) — Arthur Loew, who is on a round-the-world tour, arrived Thursday.

THE INDUSTRY’S DATE BOOK

Today: Annual election of Academy of Motion Picture Arts & Sciences, Hollywood.
Oct. 19: Meeting of New York Section of the Society of Motion Picture Engineers.
Oct. 21: Get-together party for local film leaders, King Edward Hotel, Toronto.
Oct. 27-Nov. 1: Film trade exhibition, Parc des Expositions, Paris, France.

SUE TO STOP PICKETING

Canton, O.—Suit to restrain picketing in front of four Canton houses has been filed in common pleas court here against the union, Canton Local 671. Mozart, McKinley, Strand and Valentine theater companies are plaintiffs in the action. Since September, the theaters have been employing non-union operators.

NEW GERMAN FILM PAPER

Berlin—Ernst Jager, has resigned as managing editor of "Film Kurier" and will launch a new trade paper devoted primarily to the interests of German exhibitors.

CONNOLLY CUTS RKO

Bobby Connolly, associated with RKO supervising vaudeville at the Palace and until recently producer of the circuit’s "Opportunity Contest" revue, has resigned to join Schwab & Mandel, stage producers.

NASSAU—MIAMI HAVANA-CRUISES

$115—12 DASYS. Sight-seeing trips at each port, 3 days in Nassau, 2 days in Miami, 2 1/2 days in Havana. One round-trip, Nassau only: 3 days, stay 7 days at the Royal Victoria hotel for $125. fortnightly sailings by S.S. Minnewaska on Saturdays.

BERMUDA

$45 Round Trip

Twice weekly sailings, 21,000-ton S.S. Pan America and sister-ships, all air conditioned, 42 rooms; voyages mostly with beds and private baths, 5 days, including day at hotel in Bermuda $61; 7 days $73. S. S. Pan America goes direct to Hamilton.

For information on the Free Trip Slogan Contest, see any Tourist Agent or write at line 3326 Times.

All sailings from Pier 64, N.Y., N.B. For further information see local tourist agent or MUNSON S. S. LINES 67 Wall Street, N. Y., Bowling Green 9-3300

THE INQUIRER

September 10, 1932

FINANCIAL

NEW YORK STOCK MARKET

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<th>Stock</th>
<th>High</th>
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TRANS-LUX STOCK LISTED

New $1 par common stock of Trans-Lux Daylight Picture Screen Corp., issued share for share in exchange for the old common stock, has been listed on the New York Curb.

W. B. BOOK FREULER FILM

“Peter the Fighting Gentleman,” produced by Freuler Film Associates, has been booked for 23 Warner circuit shows in the metropolitan district.

JAYMAC DEBBIE, INC.

15 WEST 42ND STREET — NEW YORK

CAMERAS . PRINTERS . DEVELOPING MACHINES . LABORATORY EQUIPMENT . PORTABLE SOUND PROJECTORS . EDITING MACHINES .

ANDRE DEBRIE, INC.

15 WEST 42ND STREET — NEW YORK

CAMERAS . PRINTERS . DEVELOPING MACHINES . LABORATORY EQUIPMENT . PORTABLE SOUND PROJECTORS . EDITING MACHINES .

ST. CHARLES

A smart hotel in Amsterdam Smaller Resort Ideal Convention Facilities

ATTRACTIVE RATES
FROM REGULATED "INKIES"
TO MERCILESS DESERT SUNSHINE

EASTMAN Super-sensitive Panchromatic Negative with gray backing provides a medium that producer, cameraman, and laboratory alike can endorse without reservation. It is amazingly adapted to every type of illumination, from carefully controlled "inkies" to merciless desert sunlight. As an all-purpose film it exactly meets the demands of unusual economy in production as well as extraordinary quality in results. Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE
PANCHROMATIC NEGATIVE (GRAY-BACKED)
NEWS of the DAY

Alliance, O.—Columbia has inaugurated a new policy of first-runs the first half of the week, and reduced prices 15 and 10 cents. Dual bills and revivals continue in the last half.

Hudson, N. Y.—The Star has been re-opened with an increase in seating capacity.

West New York, N. J.—Bratton and Pollock have taken over the Park.

Newburgh, N. Y.—The New State has been opened.

Poughkeepsie, N. Y.—John Hartung has assumed the management of the Stratford, a Publix house, which was reopened.

Rochester — Theater prices here are back to the same level as last winter, except that the RKO Palace and Loew's are absorbing the Federal tax.

Yonkers—William E. Cook succeeds Fred S. Shafer as manager of the Strand. Schaefer becomes manager of the Broadway in Newburgh.

Buffalo—Marvin Kemper is western New York representative for Filament. Bob Wagner has been appointed eastern representative for Filament in upper New York.

Syracuse—Leonard Sang is now manager of the Strand here.

IN THE HEART OF HOLLYWOOD

HOLLYWOOD's most convenient hotel. Next to famous studios, theaters, cafes and shops—ten minutes from golf courses, bridle paths, etc. The Plaza Hotel is quiet, luxuriously furnished, with restful beds, glistening tile baths and showers, excellent service and cuisine, convenient parking—every modern convenience for your comfort.

European plan, $2.50 and up. Single, $3.50 up. doubles, $4.50 up. twin beds. Special weekly and monthly rates. Look for the "Doorway of Hospitality"

HO LLY W O O D PL AZA
\n
VINE ST. AT HOLLYWOOD BLVD.

Norma Shearer in "SMILIN' THROUGH" with Fredric March, Leslie Howard, Ralph Forbes

M-G-M
97 mins.
SURE-FIRE BOX-OFFICE. POWERFUL AND HIGHLY EMOTIONAL LOVE STORY, BEAUTIFULLY DONE.

This big success, made some years ago silently with Norma Talmadge, retains its poignant charm and power in its modern presentation. Women in particular will thrill and weep over it. A superb cast interprets the various roles under the understanding direction of Sidney Franklin. The entire production has been handled with sympathetic feeling and restraint. It's a worth-while picture—and yet wholly box-office. Norma Shearer falls in love with a young American, Fredric March, who comes to England to enlist during the World War. When her uncle, Leslie Howard, learns he is the son of the love-crazed man who killed his fiancée at their wedding ceremony, he forbids her to see the youth. March returns from the war an invalid and feeling he cannot marry the girl in his condition, pretends he no longer loves her. But the old man, partly by his crass ethics, partly by legal rights and sends the girl back to her lover.

Cast: Norma Shearer, Fredric March, Leslie Howard, O. P. Heggie, Ralph Forbes, Beryl Mercer, Margaret Seddon, Forestay Harvey.

Director, Sidney Franklin; Authors, Jane Cowl and Jane Murfin; Adaptors, Ernest Vajda and Claudine West; Dialoguers, Donald Ogden Stewart and James Bernfield; Editor, Margaret Poole; Cameraman, Lee G. Garmes.

Direction, Splendid. Photography, Grade A.

"THIRTEEN WOMEN"

RKO
74 mins.
GOOD DRAMA SHOWING INFLUENCE OF ASTROLOGY AND THE POWER OF SUGGESTION ON WOMEN.

This feature's greatest asset is suspense. Right from the start a mysterious angle is brought out with a sort of oriental power creating a mysterious atmosphere throughout. The story concerns twelve women who, while at college, were instrumental in bringing the East. An Eastern girl expelled. The girl, Myrna Loy, takes up with an astrologer, and through her influence the twelve women are led to live in fear of death, or worse. Myrna, through the Swami, predicts catastrophes, and through her power of suggestion they occur, but the victims and those remaining believe that their fate is governed by stars. Not until the girl is trapped and commits suicide according to her own predictions, are the remaining women in the chain, secure from her influence. This picture should particularly interest the women.

Cast: Richard Cortez, Irene Dunne, Myrna Loy, Jill Esmond, Florence Eldridge, Kay Johnson, Julie Haydon, Harriet Hegman, Mary Duncan, Peg Entwistle, Elsie Preston, John Alber, Edward Arnold, Ed Pawley, Blanche Friderici, Kenneth Thomson, Leon Waycott, Edward Le Saint, Clare Eames, Gladys Sear.

Director, George Archainbaud; Author, Kay Frazer; Adapt, Bartlett Cormack; Art Director, Carroll Clark; Recording Engraver, Gordon Whelan, Francis Hey, Herman, J. L.; Dialogue, Eddie Kimball; Cameraman, Leo Tover.

Direction, Excellent. Photography, Good.

"THE BIG BROADCAST"

Paramount
78 mins.
BOX-OFFICE FROM ALL ANGLES. WITH BIG NAMES GALORE AND PLENTY ENTERTAINMENT VALUES, IT CAN'T MISS.

There can't be many specials like this one, so it's up to exhibitors to make the most of it. The radio and screen personalities have been woven into a plot which serves its purpose as a story and at the same time gives the ace air talent a chance to do its stuff. Bing Crosby plays the role of an overnight sensation with a weakness for a woman and a habit of forgetting broadcasting dates. His sponsor cans him, but a soft-hearted Texas oil millionaire, Stuart Erwin, who has love troubles, buys the station with a view to helping Bing. The crooner again is about to queer everything by his irresponsible ways, but Bing makes the grade with a galaxy of radio celebrities, and the romantic complications also become straightened out all around, giving the names in the cast will indicate the picture's selling possibilities.

Cast: Stuart Edmund, Bing Crosby, Leila Hyams, Sharon Lynn, George Bancroft, Kay Smith, Burns and Allen, Mills Brothers, Boswell Sisters, Cab Calloway and His Cotton Club Orchestra, Arthur Tracy (Street and Taylor); Donald Novis, Vincent Lopez and His Orchestra.

Director, Frank Tuttle; Author, William F. Manley; Adaptor, George Marion, Jr.; Cameraman, George Fossey.

Direction, Good. Photography, Good.

"RED HAIRIED ALIBI"

Tower
72 mins.
WELL ACTED AND DIRECTED DRAMA OF BIG CITY RACKETEERS AND THEIR WOMEN. PRODUCTION IS EXCELLENT.

Director Christy Cabanne has handled this interesting story with a master hand and has turned out a strong photodrama that should please all audiences. Everyone in the cast carries on in intelligent style, and the production is colorful and lavish to a degree. The story concerns Myrna Kennedy, who as a small town clerk, accepts a job in the big city as companion of Theodore Von Eltz, a white collar racketeer. Von Eltz does not tell Myrna why he pays her $100 a week, nor does he attempt to force his attention upon her. She later learns of his game and leaves him. She marries, and just as everything is going along smoothly, Von Eltz turns up and threatens to mar her happiness. A shooting follows and Myrna is accused of the killing. The story ends with a surprise twist.

Cast: Myrna Kennedy, Theodore Von Eltz, Grant Withers, Purnell Pratt, Huntington, John Voburgh, Paul Picard, Alfred Hoyt, Shirley Temple, Marion Lessing.

Director, Christy Cabanne; Producer, Sig Neufeld; Author, Wilson Collison; Adaptor, Edward T. Lowe, Jr.; Dialogue, same; Editor, Irving Binbaum; Recording Engineer, Charles Johnson.

Direction, Fine. Photography, Good.

Words and Wisdom

“There is no greater trade stimulus existing in the United States than the motion picture with its screen.”

—GEORGE F. ABRONS.

“If I feel confident in affirming that the United States will yet see better days in the theatre than it knew in the past.”

—CHARLES M. SCHWAB.

“The picture business is opening up again, for the producer, the theater operator and the distributor, to a degree surpassing anything in its history, since the days when I was interested with Sol Lesser and the Coogans, in making young Jackie’s first feature picture.”

—COLONEL FRED LEVY.

“The only sure way to inspire laughs is to woo the superiority complex of an audience. I do this by making a nut of myself. Then, when the audience becomes tolerant, loses its critical attitude and laughs out loud.”

—NYDIA WESTMAN, RKO Comedienne.

“Styles in screen favorites change almost as rapidly as the length of a damsel’s skirt and the weight of the producer who fails to keep film lovers in the mode of the day.”

—TAMAR LANE.

“The educational value of the movies seems to me quite limitless if the men at the head of the industry have sufficient imagination to see what possibilities lie before them. To me it seems more and more that we are getting things in the movies which are of real value to many people.”

—MRS. FRANKLIN D. ROOSEVELT.

“Individual features do not influence the public for or against the motion picture. A gangster picture may please some while it disgusts the majority, but the effect is not lasting.”

—COURT-LAND SMITH.

“Entertainment is our business, whether we are in radio or the theater. As long as we keep that fact before us and build for better entertainment values, we will be doing the job well.”

—M. H. AYLESWORTH.

COMING & GOING

HERMAN WOBBER, Paramount Coast division manager, is en route to San Francisco to attend duties at the home office for several months.

EDDIE GRAINGER of Fox is in Boston.

L. O. MORRISON is en route to the Coast from New York.

JOSEPH BERNHARD, MOR SILVER, SKIP WEBER and MORT BLUMENTHAL, all of Warner Theaters, are back in New York from the West where they and Warner left again Monday for Chicago, Milwaukee and Cleveland to analyze theater operations.

ARTHUR KLEIN, agent, has arrived in New York from the Coast.
A Little
from "Lots"
By RALPH WILK

HOLLYWOOD
CHARLIE RUGGLES, who planned to go to New York this week for a short vacation, has been forced to delay his trip for a month, due to the fact that Paramount’s "Madame Butterfly," in which he has a leading role, has gone into production and will require his services for the next four weeks.

Paramount has added Florence Britton, Robert Adair and three-year-old Ronnie Crosby to "King of the Jungle," which is being directed by Bruce Humberstone and Max Marein.

Paramount assignments: Jack Oakie for "If I Had a Million" and "The Crime of the Century," Carole Lombard opposite George Raft in "Bodyguard," Sari Maritza with Irving Pichel and George Brent in "Luxury Liner," Allan Dinehart borrowed from Fox for "The Devil is Driving." (formerly "Metropolitan Garage").

Marlene Dietrich’s next picture, "Hurricane," will start immediately on the return of Josef von Sternberg and Jules Furthman from Haiti. Furthman is writing the story.

Columbia has signed Raquel Torres for the feminine lead in the Bert Wheeler and Robert Woolsey picture, temporarily entitled "That’s Africa." Norman Krasna is doing the screen adaptation of the play, which will start within the next ten days under the direction of Eddie Cline.

Anthony Colwdery has been placed under contract by Paramount to prepare the screen play for the next Zane Grey novel to be filmed by that company.

A screen test which he took to convince insistent friends that their ideas of his being a screen type were exaggerated, has resulted in a Paramount contract for John Davis Lodge, young and prominent New York attorney.

Showman’s
Daily
REMEMBER
See that aisles, entrances and exits are kept clear.

WE’VE BEEN yawping to Boss Alicante... .

to get us out of an embarrassing jam... . here we have been stuck twist heaven and earth... . in that airplane at the top of the kolyum... . for, lo, these many months... . the weather is getting colder... . and there we are, dressed in tux and a hi hat... . so we have suggested to the publisher to capitalize on the airplane... . equip it with a Wasp motor, so the darn thing can MOVE... . and then work an advertising stunt... .

F’RINSTANCE... . sell Emgee a full-page ad in which they say, "Watch Phil in his record-breaking flight across the continent... . bearing the print of ‘Rasputin’... . opening at the Astor theater on October... . Will he arrive on time? We have our doubts. He never has. He’s always late for everything.”

THEN THE publisher has a new cut made for the top of the kolyum... . showing us leaving Hollerword with the print... . as the Emgee ad breaks in the same issue next day another cut shows us crashing in a corn field in Kansas... . then Si Seadler gets out another full page ad for this paper, of course... . saying... "Phil is down in Kansas! That’s where the mugg belongs down in Kansas... . ha!... . But he wires us no damage done... . he broke a leg... . but the print of ‘Rasputin’ is SAFE, thank gawd!... . Will Phil make the plane at the Astor on this time? We STILL doubt it.”

YOU can well imagine what excitement... . what terrific suspense... . this tremendous race against time will create... . with everything depending on a guy who was never on time in his life... . why, if properly handled the entire nation can be steamed up over it... . by broadcasting hourly over a national hook-up... . advising the progress of the ‘Rasputin’ plane.

THEN TRY to picture the tremendous excitement the next morning... . as the top of the kolyum shows us making a perfect three-point landing on the Astor theatre roof... . hours ahead of the opening that evening!... . then Si Seadler runs this ad on the opposite page... . "Phil arrived AHEAD of time!... . but unfortunately he dropped the can with the fifth reel of ‘Rasputin’ somewhere in the Jersey meadows... . however, the picture will positively open at the Astor tonight as scheduled... . Will that fifth reel be found in time?... . Who knows?"

OF COURSE the fifth reel wasn’t lost at all... . that’s just what you might call the Suspense Ballyhoo... . to get everybody talking... . at least you will admit it’s a brand new way to put over an opening... . and if this mob psychology doesn’t bring a record crowd to the opening... . what will, we ask you... . and this paper gets three extra pages of ads... . with even a regular moving picture style of cuts for the top of our kolyum... . this marvellous plan can be used on any number of Broadway openings... . on punk pictures we can turn back to Hollywood with the print... . and save ourselves a belluva lot of grief... . Boss Alicante is still mulling over the Idea... . can you blame him?”

Short Shots from New York Studios

By C. A.

WITH the completion yesterday of "That’s the Spirit!" a one-reeler featuring the Noble Sissle Orchestra, a total of 628 short subjects have been made at the Brook- lyn Vitaphone studio since the begin- ning of sound production there in December of 1928. These shorts comprise 482 two-reelers and 146 of two-reel length, making a total of 794 reels of film—not including the studio’s only feature length pic- ture, "The Royal Box," a Ger- man production starring Alexander Moliess.

The third of the series of Nick Kenny Radio Thrills, featuring Morton Downey, and being produced by William Roland-Montie Price Pro- ductions, was started Thursday at the Eastern Service Studio.

For the past two weeks jazz music has been the order of the day at the Vitaphone studio, with three "Melody Masters" band shorts completed in that time. The orchestras were Abe Lyman and Band, Howard Lamn’s Orchestra and the Nobel Sissle Band.

Herman Ruby and his staff of writers are at work on a script for a two-reeler to star Jack Dempsey, former world’s heavyweight champion, while Stuart Stewart, Vitate- phone casting director, is lining up a cast of Broadway stage players for supporting roles in this short, which goes into production Nov. 3.

Burnett Hershey and A. Doran Otvos, staff writers at the Vitaphone studio, are at work on the script for Vitaphone’s condensed version of the stage and screen hit, "Spring Is Here," which is to be the subject in Vitaphone’s series of two- reel adaptations of popular operettas and musical comedy hits. Clift Heas is writing special lyrics and music to be added to this modernized version.
TWO MASS MEETINGS SET BY ALLIED AND MPTOA

(Continued from Page 1)
of these meetings, which were ex-
clusively for MLTOA, will open Oct. 10, will be held here
Nov. 23, and the second in New
York, Dec. 1. Al Stefies and M. A.
Lightman will be joint chair-
man of both meetings.

Details of the meetings have been
placed in the hands of sub-commi-
tees composed of MPTOA and Allied
men in equal numbers. Com-
mitees also were named to plan de-
tails of a joint campaign for the
four-point program, comprising fed-
eral and state legislation, an equi-
table exhibition contract, elimination of exclusive runs and unfair pro-
tection, and machinery for future
industry cooperation.

Roy Miller, formerly manager of
the Century, has been made man-
ger of the Riviera, only Publix
house with full second-run protec-
tion. Roy Kalver, who was man-
aging the Riviera, has gone to the
Paramount.

The Blackstone theater, Jake
Schreiber's miniature downtown
grind house, is now being managed
by Frank Cislaw, replacing Ben
Wachmanny, who has gone to the
New Bijou.

TO-DAY'S
BIG
EVENT
AS SEEN BY
THE PRESS
AGENT

“Fifty workers spent all last week on the First National lot perfecting an
earth scene for Ruth Chatterton's
new picture.” — FIRST NATIONAL.

SHORT SUBJECT REVIEWS

“Old New York” Educational 10 mins.

Surefire Laughs

A Johnnie Walker Novelty, Old
liberties from New York in gay
Nineties are strung together for
laugh purposes by means of some
cheeky kidding comment by
Lew Lehr. One sequence covering
the fight at Coney Island between
Fitzimmons and Corbett is es-
specially good, with Lehr wisecracking
as if he were sitting at the
ringside. One of the best of its type
ever produced.

“Cornell” Educational 9 mins.

College Atmosphere

Reinald Werrenrath and the
Alumni Glee Club of Cornell lead
off with campus songs, and then
a narrator takes you through the
Cornell college grounds, and a suc-
cession of scenes of college sports,
including shots of a big football
game and a winning race by the
varsity eight. It concludes with
the glee club singing as shots are
shown of the picturesque spots sur-
rounding the college, the idea be-
ing to create the Spirit of the
Campus.

Harry Langdon in

“The Big Flash” Educational 22 mins.

Has the Laughs

Harry Langdon does a comeback
with Vernon Dent as his comedy
partner, in this Mermaid Comedy.
They are porters in a newspaper
office, and get promoted to new
photographers. Harry has a dinky
little camera that he experiments
with. They are subjected to a robbery of a jewelry store on a
tipoff. Langdon gets between the
yeggs and the cop shooting it out,
and automatically takes pictures of
the gunman, then captures him
through a fluke and wins the re-
ward. Plenty of gags and nice
comedry work on the part of Lang-
don make this look like a strong
laugh number.


Novelty

A romantic adventure in New
York among the skyscrapers, done
in French dialogue. The French nar-
rator gives us his Gallic impressions
in satirical comedy of a young nar-
rroded couple who visit the Big
town and immediately separate to
meet their respective sweethearts.
Most of the film takes place in the
observation tower of the Empire
State, affording opportunity for some
trick shots of surrounding sky-
line that are highly interesting.

600 FEATURE RELEASES
ESTIMATED FOR 1932

(Continued from Page 1)
output released here, with the 1932
importations probably a little un-
der the 1931 total. Due to the peak
of double-feature this year, con-
sumption of product was higher
than in 1931, thereby creating an
apparent shortage of pictures.

Australian Theaters

In $25,000,000 Merger

(Continued from Page 1)
the highest in Australian business.
It is believed that the move may
mean an attempt by the merged
unit to market American films in
Australia through one clearing
house. This will doubtless be op-
posed by American companies,
as merger control means the sales
of any particular company's product
is not fully developed, and without
rival exchanges, American com-
panies cannot get the best market-
ing values.

Next 12 Productions

Are Set by Monogram

(Continued from Page 1)
Claudia Dell, and "Young Blood," a Trem
Carr production, with Bob Steele, be-
directed by Phil Rosen.

Immediately scheduled for produc-
tion is "Man's Law," a Willard Tottenham
adaptation of a story by Peter H. Hyne. Chud-
wick will direct "Black Beauty," adapted by
Richard Boleslavsky. Hoffman will start
"West of Singapore." Al Ry directed
Trem Carr starts "Lucky Larrigan," starring
Rex Bell. Bob Steele's November release is
"The Fighting Champ." In December Rex
Bell appears in "The Rangers Ride Again."
Other features for December production are
"The Return of Casey Jones," to be pro-
duced by Chudwick, and "The Art" from
the stage play, to be produced by Hoffman.

N. J. FINANCE BODY TO MEET

New finance committee of the Al-
lied New Jersey unit will meet
Tuesday to continue its organization.
Members are: Harry K. Hecht,
David Snapper, and Charles
Frank L. Warren, Irving Dollinger
and President Sidney Samuelson.
Regular meeting of the unit will
also take place Tuesday.

There are more than 500 producers
and distributors of industrial and
educational films, according to a De-
partment of Commerce compilation.
Slight Change is Seen for Brookhart Measure

Indications are that the Brookhart bill has little or no chance of passage by Congress, despite the fact that the measure was reported out of the Committee on Interstate commerce at the last session of the national body and consequently reaches the floor at the session beginning in December. Allied forces, now concerned with a new federal regulation bill in association with

Society Formed to Aid Film Industry of India

Bombay—Motion Picture Society of India has been formed, with headquarters in the Taraporevala Building, to co-ordinate and develop the present disorganized film industry of India and to promote a more scientific interest in the entire technique of motion pictures. Officials of the society include: K. H. Vakil, art and drama critic of "Bombay Chronicle," president; A. Fatalbhoy,

A. C. Blumenthal Drops Suit Against Paramount

A. C. Blumenthal has dropped his suit against Paramount and a group of banks, which was based on a transaction whereby Paramount put up a number of negatives as security for loans. The banks declared the deal did not involve enough Paramount assets to support the bondholders, of which Blumenthal is one.

The Film Industry Takes a Bow

In an advertisement calling attention to its motion picture news and reviews pages, "The New York American" on Saturday said:

"The enterprise and courage of motion picture producers is a good illustration of the unconquerable spirit typically American who bring to an end this period of depression. In face of business conditions that made less courageous executives hesitate, motion picture producers have dramatized their courage through the production of many new pictures which, in entertainment value and artistic appeal, transcend their previous creations.

"The motion picture has taken the imagination of millions. Touching the hearts of the public, it has built itself into one of our habits of life. Around its actors and actresses an aura of glamorous romance has developed."

Philly MPTO to Fine Members $100 for Staging Non-Theatrical Shows

Philadelphia—Imposition of a fine of $100 upon any of its members who arrange a non-theatrical performance for a club, church or similar institution has been voted by the M. P. T. O. of Eastern Pennsylvania. At a recent meeting the situation was exhaustively discussed and it was agreed that the solution of the problem rests with the exchanges.

M. P. Academy Names Committee for Picking Year's Best Shorts

Sam Dembow Will Install Friedl in Northwest Post

John Friedl, identified with the operation of the Publix F. & R. division centering on Minneapolis, will assume charge of the group when installed by Sam Dembow, who leaves New York today on a tour which includes Minneapolis, Chicago, Omaha, Des Moines and other cities. Friedl succeeds Marty Mullin, whose transfer to handle the Publix New England division was exclusively reported in THE FILM DAILY Oct. 1.

The Daily Newspaper Of Motion Pictures Now Fifteen Years Old

Vol. LX, No. 91
New York, Monday, October 17, 1932
5 Cents

Rules Drawn up for Academy Awards on Shorts

ALLIED-MPTO EXPECT SUPPORT FROM EXHIBITORS

Only 5 New Broadway Plays Suitable for Films

Big Drop in Possibilities from Stage Stirs Hunt for Originals

Drastic decline in number of new stage productions having screen possibilities, shown by the fact that only about five Broadway legitimate offerings so far this season are considered satisfactory for filming, is

(Continued on Page 4)

Mass Meetings Will Test Attitude on Joint Program

Testing general independent exhibitor attitude toward the joint program of Allied and the M. P. T. O. A., providing for a Federal regulation bill and a uniform exhibition contract as its highlights, is the

(Continued on Page 4)

NEW SELZNICK-RKO TERMS STILL TO BE AGREED UPON

Although RKO is satisfied to renew the contract of David O. Selznick, president of Allied, in charge of production, terms for next year have not been agreed upon by Selznick and M. H. Aylesworth, the FILM DAILY learns. Selznick leaves the coast Oct. 22 on the President Coolidge for Havana and Washington, D. C. It is understood Selznick will demand generous increases over the present year's salary. His contract expires Nov. 1.

General Shift in Mgrs. on Essaness Circuit

Chicago—There has been a general shifting of managers on the Essaness circuit during the past week, all of the houses being affected except the Devon, where Herb Ellisburg remains manager. The new lineup of managers is as follows: Embassy, Sidney M. Spiegel;

(Continued on Page 4)

162 Pictures Listed For Book-Film Tieups

In connection with National Book Week, Nov. 13-19, the National Board of Review has compiled a list of over 162 films adapted from novels, published stories and plays. The list, available at the Board's New York offices at 10 cents a copy, is intended for exhibitors planning book-film tie-ups, either during Book Week or at any other time.
The Broadway Parade
(Week Beginning Oct. 14)

FIRST RUNS

Picture: "The Big Broadcast"
Distributor: Paramount
Theater: Roxy

"Thirteen Women"
Paramount
Roxy

"The Phantom of Crestwood"
RKO
Mayfair

"Indina Through"
M-G-M
Capitol

"One Way Passage"
Warner Bros.
Strand

"Rain"
First National
Winter Garden

"Madison Square Garden"
United Artists
Rivoli

"Gonna-Gonna" (5th week)
Cameo

FOREIGN PICTURES

"La Courtoire De Luneville"
Paramount
5th Av. Playhouse

"Der Ball"
M-G-M
Little Carnegie

"Louise, Queen of Prussia" (2nd week)
Associated Cinema
Europe

"Cruiser Emdey"
World's Trade Exch.
Hindenburg

"City of Song"
World's Trade Exch.
Hindenburg

"David Golder" (Oct. 19)
World's Trade Exch.

"They Call It Sin" (Oct. 20)
Winter Garden

FUTURE OPENINGS

RKO Circuit Savings
Now Pass $4,000,000
Economics of $117,130 annually, effected by RKO circuit during the past week, bring the grand total of savings to $4,015,473. Harold B. Franklin estimates another $500,000 can be saved.

WALLACE TO DIRECT COLMAN
West Coast Bureau of THE FILM DAILY
Hollywood—Richard Wallace has been signed by Samuel Goldwyn to direct Ronald Colman in "The Masquerade." Elissa Landi will play opposite Colman. Production starts in about two weeks.

BERMAN ON BENNETT FILM
West Coast Bureau of THE FILM DAILY
Hollywood—Pandro Berman will be associate producer on "Always Wrong," next Constance Bennett picture for RKO. Kubie Glasson is writing the adaptation.

"KID FROM SPAIN" FINISHED
West Coast Bureau of THE FILM DAILY
Hollywood—Filming of the bull-fight scenes with Sidney Franklin last week marked the completion of "The Kid from Spain." Eddie Cantor is starred by Samuel Goldwyn.

4 Mittenthal Features
Will Be Made on Coast
Production of four features planned by Stage Play Pictures, Inc., new Aubrey Mittenthal company, will take place on the coast. Mittenthal leaves today for Hollywood to supervise the features. First will be "Twenty Years in Sing Sing," from the stage play, followed by "Wanted by the Police," featuring Lillian Shaw.

GASTON GLASS JOINS RKO
West Coast Bureau of THE FILM DAILY
Hollywood—Gaston Glass, formerly with Educational and James Cruze, has replaced B. F. McEvety as first assistant with the J. I. Schnitzer unit producing for RKO.

DINNER TO MIKE LANDOW
Philadelphia — Dinner to Mike Landow, retiring president of the Film Board of Trade, will be given Oct. 24 at the Ritz-Carlton.

LILLIAN ROTH FOR WARNERS
Lillian Roth has been signed by Warners for "Women in Prison," starring Barbara Stanwyck.

POSITION WANTED
Supervising Projectionist
Non-Union
Theatre Maintenance & Construction
A Good Assistant to a District Manager
1520 Broadway
New York City

NOW OFFERING —
The NEW GENERAL ELECTRIC MOTOR GENERATORS
that are being installed in the theatres at Rockefeller Center are now offered—Exclusively by-
AUDITORIUM SUPPLY CO.
Also a complete line of theatre equipment of same Superior Quality.
37 East 22nd St.
New York City

SOUND EFFECTS!! MUSIC TRACKS!!
Original and Authentic—Of all Types
Cut Your Synchronizing Bills
SYNCHRO SCREEN SERVICE
729 7th AVE.

A Column of Successful Showmen!

J. C. CHATMAS
Palace & Strand Theatres
Marlin, Texas

Booked Columbia 1932-1933 product 100 percent. Nation's biggest state goes for Columbia in a big way.

CHARLES H. BRAUN
Hartford Theatre Co.
Hartford, Wis.

"The Blonde Captive" holds the business and attendance record for any showing of pictures since the inauguration of our theatre. Any testimonial to Columbia will be a pleasure." Mr. Braun shows his faith in Columbia's box office 1932-1933 product by booking it solid.

E. J. CAUPERT
Caupert's Strand
Piggott, Ark.

Puts name on dotted line for all of Columbia's 1932-1933 features. Smart showmen know why. Columbia leads their ticket every time.

Eastman Films
J. E. Brulatour, Inc.

SOUND EFFECTS!! MUSIC TRACKS!!
Original and Authentic—Available for all purposes
Cut Your Synchronizing Bills
SYNCHRO SCREEN SERVICE

WASHINGTON MERRY-GO-ROUND

Monday, Oct. 17, 1932
Hi! Hip Hooray!

The Two Black Crows

Hypnotized

Mack and Moran

Hypnotized

Mack Sennett's

Greatest and Funniest Comedy Feature

World Wide Pictures
ONLY 5 BROADWAY PLAYS
SUITEABLE FOR SCREEN

(Continued from Page 1)

causing much comment among film producers, a prominent executive
told the Film Daily on Saturday. The result, he explained, is being
made to find and develop playwrights and original stories.
Adaptable stage plays have shown a steady decrease for the last sev-
eral years.

Society Formed to Aid
Film Industry in India

(Continued from Page 1)

managing director of Bombay Radio Co., and M. B. Patel, proprietor of
Sir Krishna Film Co., vice-presidents; K. S. Hirlekar, technical ad-
viser of Agfa Photo Co., secretary. J. Subedar of Ranjit Film Co., C. R. 
Whad and S. R. Patel of M. K. Film Ind. Ltd. and A. P. Johnson of Western Electric are among members.

RKO MANAGERIAL SHIFTS

Emil Franke, manager of the RKO Orpheum, Minneapolis, will be trans-
ferred to the St. Louis, St. Louis. He will be succeeded by Marvin
Park, now at the Orpheum, Omaha. Lou Golden is transferred from St.
Louis to Omaha. Ralph Racenscroft has replaced George Steele as manager of the
Ritz, Birmingham.

DISCUS ALBANY POOL

Albany—Under a deal being dis-
cussed here, RKO would take over
the Strand, Warner house, on a one-
year rental basis. Deal would give
RKO Palace choice of Warner, First
National, United Artists and Para-
mount product.

HEPBURN IN PERSON

Katharine Hepburn, back from a
long vacation, is expected to make personal appearances with her RKO picture, 
"Bill of Divorcement." May work at the Palace and then Chicago and Kansas City as she returns to Coast.

ESSANES HOUSE REOPENING

Chicago—The Crown, an Essaness
house which has been dark for some
time, reopens Oct. 21.

COMING & GOING

ERNEST W. FREDMAN, managing editor of
"The Daily Film Renter," leading British film
trade paper, arrived in New York today and
will stop at the Waldorf-Astoria Hotel. After
a week or so in New York, he goes to the coast
to get a line on studio activities.

ERNEST ROTH, who recently completed work
in "Men of America" for RKO, left Hollywood by plane yesterday for Chicago and then New York.

AUDREY MITTENHALL leaves today for the
coast.

KENNETH MacGOWAN, RKO associate pro-
duction manager, arrived on his trip to New York.

DAVID O. SELZNICK will arrive from the
coast Nov. 4.

CLEMENTE DANE, playwright signed by RKO,
arrives in Canada this week from Europe and
will be in New York next week on route to Hollywood.

KATHARINE HEPBURN arrives on the Bremen
today from abroad.

THE FILM DAILY

Monday, Oct. 17, 1932

ALONG THE RIALTO

WITH PHIL. DALY

ALLIED-MPTOA EXPECT
SUPPORT FROM EXHIBS

(Continued from Page 1)

objective of the two mass meetings to be staged in New York and Chi-
icago. So far leaders of both associations have proceeded somewhat "on
their own" without the endorsement of the majority of state units which
comprise their organization. In the mass meetings, however, are ex-
pected to develop supporting spirit for the program and help line up
state endorsements.

President M. A. Lightman of the
M. P. T. O. A., arrived in New York
over the week-end after attending the
Chicago conference.

General Shift in Mgrs.
On Essaness Circuit

(Continued from Page 1)

Vogue, I. L. Stein, Davis, Herman
Jensen; "400," Nathan Slott; Key-
tone, Max Sachs; North Center, 
Hugh Flanery; Biograph, Charles
Shapito; Warner, L. Hunateford; 
Byrd, Edwin Silverman; Crawford,
Elmer Immerman; Michigan, Herb
Sawyer, and Broadway Strand, Har-
ry Crawford.

11 WARNER FEATURES READY

Warner's has 11 features completed
and awaiting release, in addition to
seven in work and five in prepara-
tion at the studios. The 11 are: "The Match King," "Silver Dol-
itar," "Haunted Gold," "Central
Park," "20,000 Years in Sing Sing," "You Said a Mouthful," "I Am a
Fugitive," "Tea-Drug Trail," "Three
on a Match," "They Call It Sin," and
"Scarlet Dawn."

GETS PICKETING INJUNCTION

Wichita, Kan.—District Court Judge J. Alexander has granted W.
P. Huston, manager of the Crawford,
a restraining order to stop the picketers’ union from picketing the
house.

BLASCO AT CHL FOX HOUSE

Chicago—Al Blasco has been ap-
pointed manager of the Metropoli-
tan, a Fox house.

MANY HAPPY RETURNS

Best wishes are extended by
THE FILM DAILY to the following
members of the industry, who are celeb-
trating their birthdays:

Oct. 17

Hapsburg Liebe Roy Stewart
Marilyn Monroe David Bennett
Marian Marsh
It sounds high-brow—but it spells dough-ray-me!

Sales psychology! That's not just a high-brow expression: It is the underlying basis of TICKET-SELLING—everytime! And that's the MAGIC FLAVOR we mix into every National Screen trailer!

Our trailers bring you the APPROVED SELLING-ANGLES on the pictures they advertise. They are designed to do just that through the COOPERATION of the companies which produce the pictures.

Their experts in production, distribution and theatre operation continually work with National Screen Service towards creating the BEST METHOD OF SELLING the picture to the public.

You get the benefit of this unique quality ONLY in National Screen talking trailers! With sales-punch in every frame—NATIONAL SCREEN TRAILERS BUILD BUSINESS!

National Screen Service
Ad-Vance Trailers
Early Doom Predicted  

For Fake Sound Effects

West Coast Bureau of THE FILM DAILY

Hollywood—Sound effects of today will be obsolete in less than a year, according to Murray Spivak, RKO supervisor of sound for all radio pictures. "Artificial sound effects have met their doom in the rapid strides made in recording," said Spivak. "We are now able to record actual sound effects in almost every instance. The demand in talking pictures is for realism. At present only 25 per cent of the sound effects on hand at RKO studios are in use. The remainder are lying idle and will remain that way."

WILLIAM BAKEWELL, juvenile, has been forced to cut short his European vacation because of Hollywood's demands for his services. He will arrive in Hollywood late this month to resume his career.

With Russell Gleason, Billy Bake- well has been touring France, Italy, Germany, and England. The noise traversed many miles of World War battles-grounds. It was Bakewell's first trip abroad.

Tother day, Arthur Caesar, a leading citizen of Laguna Beach, strolled into a new store in the Coast town, and announced, "I'm Caesar." The proprietress took one look at Arthur and retorted, "I'm Cleopatra."


William Anthony McGuire, pro- ducer, scenarist and director, has been borrowed by the Joseph M. Schenck organization at United Artists to work on a special assign- ment.

Charles Farrell and Marian Nixon will play the leading roles in "The Face in the Sky," soon to be made by Fox. The screen play was writ- ten by Humphrey Pearson from an original by Myles Connolly. Harry Lachman will direct.

Jameson Thomas and Ed Le Saint were added recently to the cast of Columbia's "No More Orches" in which Carole Lombard is starred.

Script work has begun on Tom Tyler's second starring vehicle for Freuler Film Associates. It will be til- ted "When a Man RIDES ALONE."


George Irving, having completed his role in "Rasputin" at M-G-M, has joined the cast of players in Paramount's "Island of Lost Souls."

Phil Goldstone has completed shooting on the fourth of Majestic's "Sea" now, Sol Solinger, Wallace Ford and Victoria Horne. This production, previously an- nounced as "The Betrayal," has been reti- tled "The Unwritten Law." John Craft wrote the story, which was adapted by Edward T. Loew, Christy Cabanne directed. The cast includes Greta Nissen, Skeets Gallagher, Mary Brian, Louise Fazenda, Lew Cody, Hedda Hopper, Haskell Pratt, Theodore von Eltz, Mischa Auer, Arthur Rankin, Wilfred Lucas and Edwin Adair. Ira Moskyn pho- tographed the production, and Earl Carroll directed. Otis Garrett is editing.

Endre Bohem and Florence Ryer- son are writing the scenario for "The Crime of the Century," which William Beaudine will direct for R. P. Schulberg.

Berton Churchill is one of the bosses on the Coast. He had no sooner completed work in "False Faces," than he was assigned an important role in "Laughter in Hell."

Val Burton and Will Jason wrote the music for "So This Is Harris," which will be an innovation in lyric shorts. "So This Is Harris" was produced by the Louis B. unit.

Twelve hundred extras used in "The Kid from Sooan," shared their studio lunches with hungry extras, who were without work and who waited outside the studio gates.

Rochele Hudson has been bor- rowed from RKO for the leading feminine role, with Walter Byron opposite, in the first Monarch Wild- erness Thriller, "Roar of the Jungle," being produced byFreuler Film Associates. Harry Fraser will direct.

Richard Bennett has been as- signed a featured role in "Luxury Liner," which B. P. Schulberg is to produce independently for Par-amount.

Murdock Macquarie and Walter Brennan were signed recently by Columbia for Tim McCoy's "Fighting for Justice," which bore the tem- porary title of "The Gun Puncher." The production is the heroic story of Mickey Conlin, Fuzzy Knight, Hoover Atchley, William V. Montgomery, Robert Frazer and "Lafe." The last two have im- portant parts. Otto Brower is di- recting.

Paul Hurst has been added to the cast of Paramount's "Island of Lost Souls," directed by Eric C. Kenton.

"Shampoo the Magician," a two- reel short about a charmer, Ed Ken- nedy, is in the cutting rooms at the RKO studio, preparatory to an early release. Harry Sweet wrote and directed it.

Slight Chance is Seen for Brookhart Measure

The M.P.T.O.A., are expected to con- centrate their pressure on the proposed new bill. Defeat of Senator Brookhart for re-election also mini- mizes the chances of the bill gaining sufficient strength to bring about its passage.

In Honor of Roosevelt

A large number of film executives have reserved tables for the dinner to be given to Franklin D. Roose-\vett Oct. 27 at the Astor. Scores of screen, radio and stage stars have indicated their intention of taking part in the show which follows.

"SCARLET DAWN" PASSED

New York censor board has passed "Scarlet Dawn," produced by Warn-er-First National studio with- out a single deletion. Picture has Doug Fairbanks, Jr., Nancy Carroll and Lilian Tashman in its cast.

Jovial George Barbier has been given a featured role in "No Man of Her Own," soon to be filmed by Paramount with Clark Gable and Miriam Hopkins co-starred.

Shirley Burden, technical expert and adventurer, has joined the staff of Merian C. Cooper, associate pro- ducer of Radio Pictures. He will serve as assistant producer to Cooper on a special production that bears the title of "Pigmy."

A location company of 40 headed by Tim McCoy, Irving Briskin, and D. Kosenko, with a driver, have left for a 1,500-mile location trip to Wyoming, where the Indian pic- ture, "Red Man," will be filmed.

The Industry's Date Book

Today: Thirteenth annual convention of M. F. T. O. of Western Fema, and W. Va., Hotel Schenley, Pittsburgh.

Oct. 19: Meeting of New York Section of the Society of Motion Picture Engineers.

Oct. 21: Get-together party for local film trade, King Edward Hotel, Toronto.


Oct. 24: Dinner to Mike Lundow, retiring president of the Philadelphia Film Board of Trade at the Ritz-Carleton, Philadelphia.


Nov. 23: Mass meeting of the Allied and M.P.T.O.A. organizations, Chicago.


S. S. MONSON LINES

67 Wall Street, N.Y. (Bowling Green 9-3300)

BERMUDA

$45 Round Trip

Twice weekly sailings, 21,000-ton S.S. Pan America and sister ships, all air- conditioned, consist of beds and private baths. Five days, including day at hotel in Bermuda $471) 7 days $73. S. S. Pan America goes direct to Hamilton.

For information on the Free Trip, Slogan Contest, see any Travel Agent or write the S. S. MONSON LINES, 67 Wall Street, New York. For further information see local travel agents.
Theater Changes Reported by Film Boards of Trade

13 Vitaphone Subjects in Cutting Room

Vitaphone has 13 shorts now in the hands of the studio's cutters under Bert Frank, film editor. Nine are one-reelers, including Abe Le- man and Orchestra in a "Melody Master" program; and W. J. Gimpel and Noble Sissle and Band in "That’s the Spirit," a "Melody Masters" number.

The other four-reelers are: Jack Haley in "Wrongorilla," a two-reel "Big V" comedy; Frank Orth and Ann Code in "The Great Going to the Dogs"; and Baker in "In a Bad Boy," a "Broadway Revue" musical comedy and Cotillon, and Stoopnagle in "Moon-Beams," a "Broadway Brevities" short.

MISSISSIPPI
Changes in Ownership
Okolona—State, sold to J. A. Grower by W. E. McGowan.
Re-Opening
Hattiesburg—Rose.

NEVADA
Changes in Ownership
Carson City—Xoxie, sold to V. C. Shattuck by Pat Stevenson.
Closing
Las Vegas—Airplane.

NEW MEXICO
Changes in Ownership
Albuquerque—Sunshine, Barnett Amusement Co. to Public.
Closing
Albuquerque—Mission.

NORTH CAROLINA
Changes in Ownership
Mebane—Carolinas, sold to Martha Whittemore by A. Collins; Pittsburg—Chatham, sold to F. B. Light by Thomas F. Prymante; Plymouth—State, sold to E. L. Owens by H. C. Greiner.

New Re-Opening

NORTH DAKOTA
Changes in Ownership
New Re-Opening
Bismarck—Ownership J. White.

Changes in Ownership
Grand Forks—O. A. Kingrey.

Closing
Martinsville—Jerry Fox.

OHIO
Changes in Ownership
Amherst—Colonial, sold to Jerry Steel by Miriam B. Devine by Celema—Lakins, sold to O. P. Mann by Celema Amuse, Co. by Leo Dwyer, pres. Cincinnati—Metropolit- tan, sold to Otto Katz by W. S. Ambrose.

Park Hall, sold to Park Hall Theater Corp. Corp. Mose Williams, mgr., by Copy- writer; Progressive, sold to Harry Thomas,Mgr.; Lexington, Inc., sold to Lexington Square Co. Edward Koldel, pres., by Lexington Theatres, Inc.

Max Harwood—Globeans—Globe, sold to W. A. Harwood; Warren—Warren, sold to W. L. Corden; Fayette—Orchard, sold to H. P. Anderson's, by H. A. Anderson.


Changes in Ownership
Cincinnati—Metropolitian, Park Hall: Dayton—Edgemont; Youngstown—Opera House.

Closing
Bakery—Auditorium, Bremo Brem a; Bucyrus—Toby, by W. A. Tobey; Columbus—Cinema, sold to Davis Caru- era House; Cincinnati—Avenue, Lurin, Opera; Columbus—Palace, Commercial; Highgorsk—Highgorsk, Jan b; Lancaster—Phillip, sold to Philip De Luca; Lucasville—Sylva O. H. Middletown; Lorenzo; Millad Center—Rich; South Butterfield—Vaudette.

OKLAHOMA
Changes in Ownership
Guthrie—Orchard, sold to M. H. Mife by J. M. Young; McAlester—Mceca, sold to Wilma C. Mceca; Muskogee—Aladdin, sold to C. W. E. E. D. Jack Johnston; Seminole—Rialto, sold to Lee A. Asa by L. E. Lilly.

Re-Opening
Apache—Opera House; Binger—A. M. Su; Carthage—Liberty; Corn- dell—Nu Art; Elrodado—Elrodado, for- merly New Empire; El Reno—Royal; P. C. Hul—Rialto; Holdenville—Dixie; Appalachia—Liberty; Cor- nell—Minoc; Royal—P CURL.

OREGON
Changes in Ownership
Florences—Flordea, sold to C. K. Cesar; Multnomah—Capital, sold to R. B. Abelliegh and Hal Vaughan by Frank Abelliegh; Portland—Adams, sold to Fred Talbert by Charles Campbell; Prime- valley, sold to C. C. Nelson; Portland—Oakley, Inc., by S. R. Seime from M. O. Davis; Portland—Oregon, by C. W. Davis; Portland—Oregon, Inc., by S. R. Seime from M. O. Davis; Portland—Owen, sold to C. Williams by H. Stahl.

Closing
Portland—Fox Boulevard.

Oregon—Bandon—Hartman—Eugene—Helig; Grant's Pass—Myrtle Creek—Harry; Nyssa—Lithia; Wallula—McLean.

RHODE ISLAND
Changes in Ownership
Pawtucket—very bad, sold to C. Williams by M. Stanzler.

Re-Opening
Pawtucket—Xoxie; New Rochelle—Park.

New Theaters
Warren—Bair.

SOUTH CAROLINA
Changes in Ownership
Belton—Camel, sold to J. B. Hyde by M. P. Mitchell.

Closing
Kingstree—Carolinas; Liberty—Re-Opening.

Conway—Passing.

SOUTH DAKOTA
Changes in Ownership

Closing
Akese—Park, by J. C. Strong.

SOUTH DAKOTA
Changes in Ownership
Belton—Camel, sold to J. B. Hyde by M. P. Mitchell.

Closing
V. A. Lincoln—Re-Opening.

Conway—Passing.

TENNESSEE
Changes in Ownership
Memphis—Cameo, sold to Travis & Byrd by Quin & Dean; Normal, sold to F. W. Nummery and A. D. Bowlin by Memphis Theater & Equipment Co.; Riot, sold to Cohan & Cohan by Travis & Byrd; Se- wanne—Seawane Union, sold to Cumber- land Amuse Co., by H. A. Grissold; Tipton—Dixon, sold to M. W. Moore by S. Almich; Wilson, sold to J. B. Hyde by M. P. Mitchell.

Closing
Wilson—Bud; Tipton—Scribb; Springfield—Viral.

VIRGINIA
Changes in Ownership
Drayton—Palm, sold to Berberich & Wilcox by J. V. Bates; Ritz—State, sold to Wm. S. Wilder by R. K. Harwood.

Closing
Madison—Central; Martinsville—Baldwin.

WASHINGTON
Changes in Ownership
Spokane—Orchard, sold to Fox Orphoon Theaters by RKO Theaters; State, sold to Fox West Coast by Universal Theaters; Unique, sold to A. P. Mifield by B. Piel.

Closing
Bellingham—Sethon; Vancouver—Ton von Herberg by RKO Theaters; Woodland—Xoxie, by W. A. Workman.

Closing
Montesano—Mayflower—Bowman; Ta- coma—Temple; Yakima—Lyric.

WEST VIRGINIA
Changes in Ownership
Bluefield—Granada, sold to J. T. Gilbert by Geo. Brown, sold to Brown by W. W. Robit; Roanoke—Virginia by W. E. Kinergy; Ches- ter—Dartmouth, sold to S. C. Whitte- shaw; Kimball—Kimball, sold to M. K. Murphy by M. F. Bowers; Mount Carmel—Grand, sold to N. A. by A. Constant; Pine Grove—McKee, sold to W. S. Moore by R. B. Sims; Romney—Ideal, sold to RKO; Wheeling—State, sold to W. A. Johnson.

Closing
Bluefield—Granada; Clifton—Estate; Freedom—Kimball; Marlinton—Senna; Van—Van.

Closing
Parkville—Fayetteville—State.

WISCONSIN
Changes in Ownership
Brochut—Rochelle, sold to Frank Flucher by Falls Amuse, Co.; Broodh—Dorkyn, sold to Thomas E. Smith by W. D. Swartz; Kenosha—Butterfly, sold to S. Levinson and Hugo R. Vogel by L. A. Turner; Madison—Capital, sold to Midtown Thea., Inc.; by RKO Theaters; Omheum, sold to Fred Johnson by M. F. Bowers; Multnomah—Eli; New Amusment, sold to O. H. F. Swan; L. R. Reeker; Mt. Hope—Parkway, sold to C. Findlay by C. W. Nel- land; Strand, sold to C. Find- ley by J. J. D. Land; Stevens— Majestic, sold to M & M Enter, Inc. S. W. Miller and P. Scott, sold to State & M & M Enter, Inc., by C. W. Lloyd.

Re-Opening
Antigo—Palace; Beloit—Majestic; Clarion—Chester; Madison—Goodman; Independence—Legion; Lloyd—Vil- lage; Memphis—Lincoln; Oshkosh—Strand; Weyawawa—Gerard.

Closing
Cambridge—Park Hill; Colfax—Col- fax; Iola—Iola; Hartford—Aracde; Watertown—State.

New Theaters
Hartford—Harford, owner, Hartford Theater Co.

WYOMING
Opening
Avada—Aradena.
We say: "BIG BOX OFFICE!" because every radio listener tunes in on one or more of these names every night!

The BIG BROADCAST

with

STUART ERWIN
BING CROSBY
LEILA HYAMS
BURNS & ALLEN
KATE SMITH
MILLS BROTHERS
BOSWELL SISTERS
ARTHUR TRACY
(THE STREET SINGER)
DONALD NOVIS
VINCENT LOPEZ
(AND HIS ORCHESTRA)
CAB CALLOWAY
(AND HIS ORCHESTRA)

A Paramount Picture
Intimate in Character
International in Scope
Independent in Thought

The Daily Newspaper
Of Motion Pictures
Now Fifteen Years Old

VOL. LX, NO. 92
NEW YORK, TUESDAY, OCTOBER 18, 1932
3 CENTS

Distrib May Meet Allied-MPTOA on Contract

PUBLIC SELL INTEREST IN SOUTHWEST HOMES


Short Subjects
...and some short thoughts
By Jack Alcoate

There is a general feeling of satisfaction that the Academy of Motion Picture Arts & Sciences has seen fit to officially recognize the importance and value of the short subject by making it the object of an official, annual, blue-ribbon award. While the decision was reached some time ago, it is only now that the work has started rolling. Nominations and selections are in order. It is our firm belief that this industry has never placed enough value on its short subjects. We have seen them save many a mediocre program.

In these trying and irritating times a man, to be successful, must use all of his ingenuity, aggressiveness and cleverness, but, can he at times be too clever? Yes, opine we, for too compellimg manifestations of the “too clever” man almost daily. Overselling of pictures is being too clever. Overspending by the theaterman to his public is being too clever. Overpressagating a picture to the critics who later can see for themselves is being too clever. It just don’t add up.

Other than our yearly jaunt on the Film Daily Year Book merry-go-round of facts, figures and fancies, we are not much on this statistical thing. We can not, however, fail in our duty of passing on the somewhat interesting observation that probably the only industry in captivity that has maintained production at a 100 per cent rate during the past year is that of the production and distribution of motion pictures. Preliminary figures, now beginning for Year Book purposes, show there will be some 600 feature releases this year, approximately the same as in 1931.

British Film Industry is Holding Up Well, Says Trade Paper Editor

Theater construction in Great Britain is showing a revival with approximately 200 theaters in progress of erection at the present time, said Ernest W. Fredman, editor and publisher of “The Daily Film Review,” London, in New York yesterday, following his arrival from abroad. In London alone 40,000 (Continued on Page 4)

W. PENNA. MPTOA ENDORSES ALLIED-MPTOA ACTION

Pittsburgh—A resolution endorsing in full the action taken at the joint Allied-MPTOA conference in Chicago was unanimously adopted by the MPTOA of W. Penna., and W. Va., at its thirteenth annual convention here yesterday.

Loew Circuit May Reopen Three Cleveland Houses

Cleveland —Loew’s Liberty and Doan theaters, closed all summer, will reopen in two weeks, according to report. It is also reported that the Circle will be reopened by Loew this fall.

Name Contract Committee
Work of drafting a standard exhibition contract will be resumed soon by a sub-committee representing Allied and the M.P.T.O.A. Appointed to represent each organization are the following: M. A. Lightman and George Aronson for the M. P. T. O. A. and Alton F. Myers and Herman Blum for Allied.

LASKY GOES WEST FRIDAY
TO MAKE 8 FOR FOX

Jesse L. Lasky plans to leave Friday for the Coast to start work on eight features which he is to produce independently for Fox. Final details of the contract are understood to have been worked out by Lasky and Sidney E. Kent yesterday.

Special Audience Policy Not Yet Ready—Lightman

Although there is a place and time for special children’s programs in every theater, the special children’s theater and the whole Little Theater idea will be impractical for a long time, arriving only when production is planned for minorities, said M. A. Lightman, president of the M.P.T.O.A., in addressing the New York City Federation of Women’s (Continued on Page 4)

Jenkins and O’Donnell Buy Into Texas, New Mexico Theaters

Dallas—William K. Jenkins of this city and R. J. O’Donnell of New York announce they have bought a substantial interest in Publix Theaters of Texas and New Mexico, involving more than $85,000,000 in theatrical properties. They will assume control within 60 days.

Copyright Bureau Plans Drive on Unfair Tactics

Due to an unprecedented number of appeals from exhibitors for protection against unfair competition, an intensive drive, covering the entire country, will be started by the Copyright Protection Bureau before the first of the year. With the selling season at its height, an unusual number of complaints are being registered against alleged “bicycling” and unlawful holding-over of feature and short subjects. According to reports made by H. (Continued on Page 4)

All Paschall “B” Houses Now Operating Full Time

Dallas—All of Paschall’s “B” theaters in this state will operate full time henceforth. Many of the houses have run part-time during the summer months. Business is reported better throughout the state.

Major Firms May Help Frame New Exhibition Agreement

Roxy Week-End Business Biggest Since Reopening

Possibilities of major distributors indicating a desire to confer with leaders of the M. P. T. O. A. and Allied concerning a standard exhibition contract and other industry problems were reported in New York yesterday. This was interpreted as hopes on the distributor side to help promote harmony with exhibitor organizations or an effort to arrive at a new plan (Continued on Page 4)

Additional Celebrities For M.P. Club Forum Today

Augmented list of prominent guests at the resumption of the Motion Picture Club Forum this noon will have the following speaking the date: Suurgeon John P. O’Brion, Democratic nominee for Mayor; Ernest W. Fredman, editor of “Daily Film Review”; London: Senator Royal S. Copeland; Lou Ochs, Louis Nizer, toastmaster; Frank C. Walker, Nathaniel Burkan, Charles L. O’Reilly and Theodore Feyser.
Short Thoughts
...and some short thoughts

Continued from Page 1

"will never be shown in this city again." Perhaps much of the meaningless ballyhoo applesauce used in exploiting pictures in years past is coming home to roost in cludging the "exclusive run" statements. Making the paying customers believe that this particular policy is on the level seems to be the big problem.

Debt Revision Sought

By Warner Subsidiary

Federal Theaters Co., owned by Warner Bros., has addressed a letter to holders of National Theaters Corp. 6½ per cent gold bonds, series A, due in 1942, asking approval of a proposed readjustment of the interest on the bonds, whereby the coupons for four semi-annual periods will be detached and canceled and the interest rate for the remaining eight years that the bond will have to run would be reduced to 4 per cent.

Federal Theaters and its wholly owned subsidiary, Bird Theaters Corp., acquired the properties and leases of the former National Theaters Corp. in March, 1930.

3 NEW VIRGINIA COMPANIES

Richmond, Va.—Recently chartered companies here include: Cavalier Theater, Inc., Norfolk, with capital of $50,000, headed by S. W. Craver of Charlotte, N. C.; S. T. S. Theater Co., Roanoke, $50,000, Emanuel J. Stutz, president, and Capitol-Danville Theater, Inc., Danville, $20,000, headed by C. B. Clements.

Arthur Loew in Bali

Arthur Loew, who yesterday arrived in Wyandham, Australia, on his round-the-world tour by ship and plane, today is scheduled to fly to Bali for what is said to be the first American airplane landing in this South Sea island.

LUBITSCH GOING ABROAD

West Coast Bureau of THE FILM DAILY

Hollywood—Ernst Lubitsch has reserved passage on the Europa sailing Oct. 29 from New York. He is expected to return to the Paramount studios early in February.

SEATTLE SETTLEMENT

Seattle—After weeks of negotiations between Fox West Coast Theaters and local unions, during which time plans for the reopening of the Paramount were abandoned, agreements have been reached and a tentative reopening date is set for Oct. 20.

Cleveland—The Cleveland Motion Pictures Exhibitors’ Association, in general meeting, passed a motion to invite all local branch managers and bookers to attend a general industry meeting at which time the local protection program, as set forth in the settlement agreement, recently concluded between exhibitors and producers, shall be clearly set forth. The object of this meeting is to clarify the agreement before the local selling season starts.

Pathes is Rissuing

Morton Downey Films

Path Exchange is re-issuing two talking features, "Mother's Boy" and "Lucky in Love," starring Morton Downey. The company is negotiating the sale of rights to its old serial, "Pearl of the Army," starring Pearl White, which is wanted by another producer which plans to make a picture based on its story.

S.M.P.E. MEETS OCT. 19

New York Section of the S.M.P. E. will hold its first meeting of the season Oct. 19 at 8:15 P.M. in Grand Central Palace.

5 MORE N. W. REOPENINGS

Minneapolis—Five additional theaters have been reopened in this district. At Ivanhoe, Minn., the Gem has resumed operation, and in South Dakota the Lyric in Eureka, State in Ipswich, Rex in Lake Preston and Lyric in Fresno are again open.

"GOONA-GOONA" SETS RECORD

A nine-year-old headline record at the Cameo will be broken Thursday, when "Goona-Goona" goes into its sixth week. In honor of the occasion, Mr. and Mrs. Armand Denis, co-producers, will be given a luncheon at Rumpelweyer’s tomorrow. Grosses for "Goona" in its five weeks at the Cameo is reported at $40,000.

CRUZE WITH RKO

West Coast Bureau of THE FILM DAILY

Hollywood—James Cruze has been signed to direct the next Jefferson Pictures production "Tars and Feathers," for RKO release.
QUESTION:
“What kind of Short Subjects should I have on my program this Fall?”

ANSWER:
“Football short-subjects of course!”

WHAT A CAST!
The entire Northwestern University 1932 Football Squad.
And these Coaches: “Dick” and “Pat” Hanley of Northwestern;
Harry Kipke of Michigan; Judge
Walter Steffen of Carnegie Tech;
Arnold Horween, formerly of Harvard; Jess Hawley of Dartmouth and “Hunk” Anderson
of Notre Dame.

3 FOOTBALL SHORTS
Now Available For Booking!
METRO-GOLDWYN-MAYER has produced 3 corking football subjects, crammed with thrills, containing the fine points of the game, explaining the new rules and bright with dialogue by Pete Smith.

Metro-Goldwyn-Mayer’s SPORT CHAMPIONS
200 THEATERS UNDER WAY
IN BRITAIN SAYS, FREDMAN

(Continued from Page 1)

seats will be added by the end of the current year, stated Fredman.
The British industry is comparatively in better condition than that of America, Fredman believes, owing to the fact that it has redistributed itself to meet the economic situation in its country. Although theater grosses are estimated at 25 per cent less than a year ago, hopes for improvement of business at the boxoffice are pinned on efforts to obtain modification of the entertainment tax the publisher said. This assessment particularly hurts the smaller British houses.

Average feature release by larger English companies grosses $200,000 nowadays, Fredman asserted. Negative costs of these are normal $10,000, he stated. The publisher finds that the British industry is benefiting by the increased confidence and cooperation of banking interests.

So far exclusive runs have not developed in the British Isles, according to Fredman. Practically all product deals are being based on percentage, he stated.

Fredman, who represents THE FILM DAILY in Great Britain, leaves Oct. 27 for the Coast and upon his return to New York plans to call Nov. 20 on the Europes. He landed at Quebec and was tendered a party in Toronto by various film executives, including Col. John A. Cooper, before coming to New York over the weekend by train.

Copyright Bureau Plans
Drive on Unfair Tactics

(Continued from Page 1)

Groves, western division manager, and Joe Stein, central division manager, who are now in New York conferring with Gabriel Hess and Jack Levin, the bureau has tremendous strides in its work throughout the west and central states.

During the past month many anonymous complaints have been received. "We invite and solicit complaints, whether they are signed or anonymous," said Levin, "and will investigate all such complaints that come to this office."

SEATTLE FOREIGN HOUSE

Seattle—An exclusive foreign policy has been established at the Olympic, dark for more than two years. J. E. Hanson and Frank Springer, the owners, with Springer managing.

"MERRY-GO-ROUND" OPENING

Columbia's "Washington Merry-Go-Round" opens Friday at the RKO Mayfair.

DISTRIBUTORS MAY HELP FRAME
NEW EXHIBITION CONTRACT

(Continued from Page 1)

fort to persuade the joint theatermen's forces from carrying out its announced plans of appealing to the Federal Government.

President M. A. Lightman of the M.P.T.O.A., who arrived in New York Sunday from the Chicago conference, declined to comment on reports, pointing out that all statements concerning activities of Allied and his own organization in the proposed projects are to be issued jointly by both associations.

Special Audience Policy
Not Yet Ready—Lightman

(Continued from Page 1)

Clubs at the Hotel Astor yesterday. Lightman urged cooperation on the part of women with exhibitors in their communities in the promotion of family night programs.

W. B. PITTSBURGH CHANGES

Pittsburgh—S. P. Juergens has temporarily succeeded Charles Shaffer as contact manager, and J. T. McGreevey has succeeded Earl A. Bell as assistant to the zone manager, for Warner theaters in the Pittsburgh district.

SELZER-SOBOL SUIT SETTLED

Suit brought by Frank Selzer to restrain Louis Sobol, Broadway columnist of the "Evening Journal," from appearing in a series of shorts to be made by Monty Brice and William Rowland, was settled yesterday when the necessary papers were signed. Sobol immediately began work in the second picture of the group, the first having been made prior to the trouble.

PHOTOPHONES FOR NAVY

RCA Photophone equipment is to be installed in eight more U. S. Navy vessels, and at the Quarry Heights U. S. Army post in the Canal Zone. About 300 Navy ships, stations, and 75 Army posts, already have Photophone apparatus.

Showmen's Daily
REMEMBER

Are fire doors and shutters in good working order?
YOUR negatives are safe at Consolidated, protected by the latest scientific devices against every possible hazard. The same unrelenting care protects the originality of your ideas. There is no possibility that they will be revealed to trade or public until release date.

"Certified Prints" are absolutely guaranteed. Quality is CONTROLLED. The results of every process are predetermined. There is no guesswork. We employ only the most skilled operators with years of experience. The finest raw stock and chemicals are used.

Yet we're constantly striving for improvement. Day in and day out in our own costly research laboratories, our chemical and technical engineers seek the means of improving the quality and prolonging the life of "Certified Prints".

Our entire organization realizes the importance of speed. They are trained to meet the instant demands characteristic of the industry. Our plants are equipped to operate twenty-four hours a day when overnight service is required. They have a yearly capacity of over a billion feet of film printing.

Working capital is ample to carry out the largest release printing contract, to provide loans to our customers and to finance independent production on a large scale.

Until you visit Consolidated Park, the world's greatest film laboratory, you can never appreciate how Consolidated has advanced the art and science of film printing. Let us know when you can conveniently call and we shall assign one of our staff to escort you through the plant and explain in detail the operation of this branch of the industry.
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

ZITA JOHANN, Hollywood's newest leading lady, has made rapid strides since her performance opposite Edward G. Robinson in "Tiger Shark," which Howard Hawks directed. She has finished work in "Im-Ho-tep," directed by Karl Freund, and will return to New York, where a new play is awaiting her arrival.

Raymond Hatton and Lee Moran have been added to the cast of "Uptown New York," which KBS is producing for World Wide release. The cast thus far includes Jack Oakie, Shirley Grey, George Cooper, Leon Waycoff and Henry Armetta. Victor Schertzinger is directing.

Louis Brock, supervisor for Radio Pictures, has begun negotiations for players to appear with Phil Harris, Los Angeles Coconant Grove singer and orchestra leader, in a two- reel novelty feature, "So This Is Harris." The production will have the Grove as a background and is also to have the largest cast ever employed by the studio for a short film. Walter Catlett will appear with Harris, but other players tentatively selected have not yet been signed. Musical numbers for the picture, written by Val Burton and Will Jason, have been completed. Production is slated to start this week. Mark Sandrich will direct.

Robert Bassler, former Paramount film editor, has returned to Hollywood from a trip around the world.

Dave Kay, well known member of the film colony, has opened Cartiers of Hollywood, a new jewelry shop.

Edward H. Griffith's new method of filming a picture, being employed on "The Animal Kingdom," is expected to mean a saving of approximately 10 days actual production time.

James Cagney's next starring picture for Warners now in preparation, will be known as "The Inside" instead of "Bad Boy."

Graham John, English novelist and librettist, is nearing the completion of his second scenario assignment for RKO-Radio. Another studio is reported negotiating with John, who is a free-lance member.

Big Event

Upper Sandwyck, O. -- Lee Jones, manager of the play, reports that the opening of "Morne Feathers" was so tremendous that he played two extra evening performances, including a midnight show, which is said to be the first midnight performance ever held here.

Rian James and James Seymour are writing the screen play and dialogue for "Grand Central Airport." They wrote the screen play for "Lawyer Man," while Rian James also wrote "Hat Check Girl," "The Croomer," "Love Is a Racket," "Mind Reader" and "Parachute."

Robert Lord is to remain with the Warner-First National organization. Chief executive Darryl Francis Zanuck has exercised the option in the scenarist's contract, thus retaining his services for another year.

Regis Toomey and Al Rosen, his representative for the past three years, have severed business relationship. The duo have parted on the most friendly basis, Toomey preferring to personally handle all negotiations.


Announcement of Horace Jackson's new affiliation is expected within the next few days. Jackson recently completed a long term contract with Radio and planned a four month's vacation tour of Europe. The trip now will have to be postponed for at least three months, it is understood.

Charles Laughton will be featured under Ernst Lubitsch's direction in a sequence of Paramount's "If I Had A Million." Roscoe Karns also has been added to the cast of this picture.

"King Kong" has been selected as the title of the latest Merian C. Cooper production for RKO Radio Pictures, formerly known as "Kong," and "The Eighth Wonder." Cast is headed by Fay Wray and Bruce Cabot.

"Just a Woman" has been selected as the definite title for the RKO Radio production formerly known as "Man and Wife." Irene Dunne and Charles Bickford have the featured roles.

Barbara Stanwyck's new picture, "Women in Prison," formerly called "Lady No. 6142," now in production at the Warner studios, is being directed by Howard Bretherton.

Frank Dunn, character actor, arrived in Hollywood from New York the other day following a trip to England and an hour later was working in the Constance Bennett picture, "Rockabye," at the RKO Radio studio.
“DER FALSCHE EHEMANN”
(“The Wrong Husband”)

In German

Lee Brecher 86 m.

AMUSING GERMAN DOMESTIC COMEDY HAS LOTS OF LAUGHS AND IS WELL ACTED AND CAPABLY DIRECTED.

Appealing largely to those who understand the German language, this UFA production is an enjoyable comedy of the domestic variety. Nothing intricate or very serious, but just a lot of good wholesome humor, actably acted by a good cast and efficiently produced. Johannes Riemann plays the dual role of a slowpoke husband and his live-wire brother. The married one is given the air by his wife and his tonic business is going on the rocks, when the snappy brother takes things in hand, puts the business back on its feet and engineers the return of the wife. For background they have managed to work in some beautiful Alpine winter scenery, and between the easily digested low comedy and these attractive glimpses the picture manages to be at all times both amusing and entertaining. It is also used in several sequences. Title is misleading. If gangsters and guns are still a draw in your house, this is the meller thrillers.

Cast: Johannes Riemann, Maria Pauldor, Gustav Waldau, Laura Tillyor, Wilhelm Halmay, Martha Ziegler, Fritz Streihlen.

Director, Johanns Guter; Authors, Paul Frank and Billie Wilder; Cameraman, Carl Hoffman; Recording Engineer, Erich Leisler.

Direction, good. Photography, good.

“THE PRAIDE OF THE LEGION”

Mascot 65 min.

MEILLER OF COPS AND GANGSTERS HAS PLENTY OF ACTION AND THRILLS FOR THE POP FANS.

This is a shoot'em-up affair all the way. Opens with a melodramatic scene with the cop hero shooting it out with a couple of vags. When he comes out of the hospital, he has developed a yellow streak, being afraid of the sight of a gun. Disgraced, he resigns from the force when he deserts his cop pals in a holdup. The rest is a series of encounters with a tough gang that is running the town through their liquor racket. The hero gets a job as a waiter, and tries to save the brother of his sweetheart when the gang tries to frame him for a cop murder. He finally recovers his nerve before the big climax when a detective taunts him about his yellow streak, and goes in single handed to the gang's resort with the leader as his prisoner. Here he fights it out behind a locked door to get the framed evidence that they are holding over the girl's brother. Victor Jory as the cop is swell, and Rin-Tin-Tin, Jr. is also used in several sequences. Title is misleading. If gangsters and guns are still a draw in your house, this has the meller thrills.

Cast: Barbara Kent; Director, J. Farrell Macdonald; Donald, Littlefield, Sally Blane, Glenn Tryon, Matt Moore, Ralph Ince, Victor Jory, Tommy Dugan, Jason Robards.

Director, Ford Beebe; Author, Peter B. Kyne; Adaptor, Ford Beebe; Dialoguers, Peter B. Kyne, Ford Beebe.

“IHEART PUNCH”

with Lloyd Hughes, Marion Shilling. Mayfair. 64 mins.

SWELL HUMAN INTEREST DRAMA WITH REALISTIC FIGHT SCENES THAT WILL WOW 'EM PLENTY.

When it comes to realism in the prize ring, this picture has got most of that type of drama stopped. Buzzy Eason, director, who is a fight fan, makes two major ring encounters fairly sizzle. And this boy Lloyd Hughes is in there fighting in the final encounter like a wildcat. If they pulled their punches, you certainly can't notice it any. There is a strong human interest and love angle worked in with a convincing plot that has an original slant. The hero has accidentally killed his opponent with a heart punch, and as the victim is an old pal, he resolves to quit the ring in remorse. Later he meets the sister of the dead fighter, and they become engaged. She learns who he really is, and hates him. She is held for the death of her boss, who was on the make for her, the dead man's wife testifying that she was trying to blackmail him. Works up to a sizzling finish with another ring battle as the hero goes in to earn enough dough to defend the girl. This moves all the way in a very engrossing story. Wheeler Oakman has a great role.

Cast: Lloyd Hughes, Marion Shilling, George Lewis, Wheeler Oakman, Mae Busch, Walter Miller, Gordon De Main, James Leong.

Director, Buzzy Eason; Author, Frank Howard Clark; Adaptor, John Thomas Neville; Dialoguer, same; Editor, Jeanne Spencer; Cameraman, George Meehan.

Direction, very good. Photography, okay.
SHORT SUBJECT REVIEWS

Charlie Chaplin in "Easy Street" 18 mins.

RKO Revival With Sound

From an entertainment standpoint, this first of Van Beuren’s series of Chaplin revivals with added sound is still pretty nearly as good as 15 years ago despite the changes that have taken place on both sides of the screen. This is the two-reeler in which Charlie is converted from a tramp into a good citizen by an organist in a Mission. Edna Purviance is the girl. So Charlie gets a job as cop on a tough street, and in due course he mops up the riffraff, converting them into docile churchgoers. The addition of sound puts some extra values into the short, but Chaplin’s gift for combining genuine humor, slapstick, the right dash of sentiment, and the old reliable action climaxes, are still the main things. An audience at the Mayfair on Broadway applauded the comedy, and if the Broadway crowd does this, the folks in the hinterlands should go for it even more. Coming at a time when exhibits need items to bolster their bills, and costing less than a second feature though worth more in audience satisfaction, these comedies should be a clean-up. The faster they are released, the better.

"Hook and Ladder No. 1" (Terry-Toon) 7 mins.

Educational

Good Animated

An outstanding number in the Terry-Toon series. It’s a sort of fire department burlesque revolving around “Ginsburg’s house burning down” and the accompanying antics of the animal fire crew. Added novelty is injected by having some comic lyrics sung in operatic style as an accompaniment just before the climax is reached. The whole affair moves along at an unusually fast pace and is highly amusing all the way.

Roger Wolf Kahn in "The Yacht Party" Vitaphone 7004 9 mins.

Good Musical Novelty

In addition to the lively orchestral selections, this number includes several good singing and dancing specialties. One girl imitating Lydia Roberti, and another whose leg work bears a resemblance to Charlotte Greenwood, are among the enjoyable solo numbers. The setting is a palatial yacht, with the entertainers being called out from among the guests. Makes a very entertaining subject of its kind. Roy Mack directed.

"Seeing Samoa" Vitaphone 6926 8 mins.

Amusing

A travestied travelogue, with Leo Donnelly delivering the comedy comment. Besides showing the natural beauty of the attractive South Sea spot, there are views of natives at work and Disposey themselves in various ways. The offstage dialogue is amusing enough.

NEWS OF THE DAY

Rochester, N. Y.—John J. O’Neill, former manager of the Eastman, has joined Paramount and is now associated with Martin Anderson at the Century.

Cleveland—Lester Krieger of the Warner theater department was in town last week.

Cleveland—J. E. McKeen, veteran Fox home office official, stopped off here last week on his tour of exchanges.

Seattle — A midnight show with screen features and stage program every Saturday night is announced by the State theater.

Waterford, Wis.—H. K. Guthrie has taken over the Strand from G. Schroeder.

Mt. Horr, Wis.—The Parkway and Strand, operated for the past several months by C. W. Nebel, formerly of Community Theaters, Inc., have been taken over by C. Frailing.

Hartland, Wis.—A. L. Geyer has relinquished the Victory to E. Schultze.

Cleveland—Lee Berger, former manager of the State, Uhrichsville is back with Associated Theaters.

Cleveland—Maurice Rappaport, formerly in charge of the Warner publicity studio in New York, is now in charge of the American Display Corp. studio. He has an initial force of 18 men working under him.

Cleveland—David Davidson, Fox city salesman, is reported in a critical situation following a fall from a ladder.

Radio Pictures Studio has 19 Films in Work

West Coast Bureau of THE FILM DAILY

Hollywood—RKO now has six pictures in the cutting rooms, eight in production and five in preparation. Six being edited are “Monkey’s Paw,” “The Conquerors,” “Rendezvous of the East,” “Secrets of the French Police,” “Little Orphant Annie” and “Men and Such Fools.” Shooting are “Phantom Fame,” “Penguin Pool Murder,” “Just a Woman,” “Animal Kingdon,” “King Kong,” “Men of America,” “Golden Get Along,” and “Rockybine.” In the 3000-seat house in L. E. Casavine, midwest franchise holder for American Display, is located in Cleveland. Edward L. Casavine has been named special representative with headquarters here.

Refuse Theater Permit

In Residential Sector

Minneapolis—Despite a referendum vote in favor of a theater in an exclusive district, the city council has denied the initial permit to the owners. The building had already been started and approximately $25,000 spent on the structure, scheduled to cost about $80,000. It was indicated that a mands action would be taken to compel the council to grant a permit.

MABERRY WITH DISPLAY CORP.

Chicago—Cecil B. Maberry, former manager of the newly opened American Display Corp. office here. The company also has opened in Cincinnati, with Clay Brevard as “L” of the firm. J. E. Casavine, midwest franchise holder for American Display, is located in Cleveland. Edward L. Casavine has been named special representative with headquarters here.

CONNOLLY REEATING

Walter Connolly, whose last picture at the Coast was “No More Orchids,” is now rehearsing in a new play, “The Late Christopher Bean.”

PARA LIVERPOOL, HOUSE

London—Paramount is building a new house in Liverpool to be known as the Plaza.

RALSTON’S BRITISH FILM

London—British Gaumont has completed “Rome Express,” starring Esther Ralston.

New Incorporations

NEW YORK CHARTERS
Albany Service Co., 315 Broadway, New York.

NEW JERSEY CHARTERS

ALLAS TELEVISION, CO., same as above.

Some other incorporations have been announced, including the Eastern Television Co., Inc., New York, 1931, one, Building.

Three Writers Signed

On Educational Shorts

West Coast Bureau of THE FILM DAILY

Hollywood—To assist the personnel staff at the Educational Studios, which are at peak of activity with six two-reelers and one single-reeler in various stages, Ewart Adamson, Phil Whitman and Clarence Houck have been signed as writers.

CHARLEY CHASE TO DIRECT

West Coast Bureau of THE FILM DAILY

Hollywood—Charley Chase, Hal Roach’s comedy star, will direct the next Zasu Pitts-Thelma Todd comedy, it is announced by Henry Ginsberg, general manager.

MORTON TO WRITE AND ACT

In West Bureau of THE FILM DAILY

Hollywood—Victor Morton, who has been appearing in Hal Roach comedies, last week was placed under contract as writer and actor.

ADDING VAUDEVILLE

Tom T. Scott, RKO houses will adopt split-week vaudeville beginning Oct. 22. They are the Lincoln, Trenton, N. J., and Proctor’s, Schenectady.

COMING & GOING

AL Jolson, who came east last week to sign for a series of broadcasts for Chevrolet, is here yesterday for the coast to complete work on his United Artists picture, “Happy Go Lucky.”

JON VAN DREN, British playwright, arrived in New York yesterday on the Breman.

HARRY A. SEED, Warner Bros. general manager in the Buffalo Territory is in New York this week for conferences with A. W. Smith.

GEORGE JESSEL has returned to New York following a personal appearance tour.

HAL ROACH has returned to the Coast after conferences in New York with Fred Quimby and other M-G-M executives.

MAUREEN TOLAND, who has been playing roles in Paramount’s “Evelyns For Sale” and “I’d A Million,” will arrive in New York from Hollywood tomorrow for a short vacation.

CLAUDE MAGGOWAN left for Boston last night to take care of the problem of male stars in Mayfair’s “Her Mad Night.”

C. F. LEHMAN & SONS will return from Chicago on Thantday.

THE INTELLIGENT PICTURES, Detroit, distributor of Mayfair Pictures in Michigan, is in New York on his honeymoon. He is stopping at the Astor.
Government Insists on Dissolution of Electrics

FOX WEST COAST, PUBLIX POOLING ARIZ. HOUSES

O’Donnell-Jenkins PUBLIX Deal Takes in 23 Houses

Operation to be Effective in 60 Days—Dallas as Headquarters

Dallas—Twenty-three PUBLIX theaters, valued at an aggregate of $8,000,000, are involved in the deal under which R. J. O’Donnell, PUBLIX division manager, and William K. Jenkins of Dallas, also identified with PUBLIX, take over the house within 60 days. New company to

NEW NAT’L UNION MOVE SEEN GAINING SUPPORT

Support is rapidly gaining for the new national operators’ union to compete with locals affiliated with the I. A. T. S. A., according to J. D. Gabbott, business manager of the Motion Picture Operators Union of Utah. In a letter to THE FILM

(Continued on Page 4)

Atlanta Houses Fight Exclusive Run Policy

Atlanta—A barrage of propaganda is being hurled against the exclusive run policy here. Among leaders in the fight is the Rialto, using handbills, newspaper advertising, screen announcements, blotters distributed in the business sections, etc., condemning the new practice. The Fox house also is understood to be fighting it. The Rialto is playing up the fact that it is showing Columbia product “not exclusively.”

John D. Clark May Leave Paramount

“There is a possibility that John D. Clark may sever his connections with Paramount,” George Schaefer, general sales manager, told THE FILM DAILY last night. He made the statement when asked concerning reports that the Western division sales manager was leaving Paramount to join Fox. Schaefer stated that he knows nothing about the story except that whether or not Clark leaves will be decided within a few days. In connection with reports that he himself is joining Fox, Schaefer declared: “Nothing to it.” Clark could not be reached for a statement.

Film Buyers Acting for Others Held Liable on Copyright Abuses

Re-election of Picquet Expected at Carolina Meet

Charlotte—Re-election of Charles Picquet as president of the M. P. T. O. of North and South Carolina is expected at the coming annual convention to be held here in December. Picquet, active in the M. P. T. O. as a director, has been president of the unit for a number of years.

MPTOA Calls Off Fall Convention

Owing to current business conditions the M. P. T. O. A. will not hold a convention this Fall, but instead will conduct its next annual session in the Fall of 1933. Members of the organization, however, are expected to attend the two mass meetings planned jointly by Allied and the M. P. T. O. A. to develop support for their four-point programs.

Plan Appeal to Governor Against Penna. Censorship

Philadelphia—Charges that the Pennsylvania censor board makes 100 per cent more eliminations than any other board in the country will be made at the next meeting of the M. P. T. O. here next week. A delegation will be sent to Gov. Pinchot to protest.

Full Dissolution of Electrics Insisted upon by Government

Second 16mm. Exposition Is Set for Oct. 25 to 29

Second annual 16mm. Motion Picture Exposition will be held Oct. 25-29 at the Hotel Victoria, New York, it is announced by

Washington Bureau of THE FILM DAILY

Washington — Complete divorce of General Electric and Westinghouse Electric from RCA is demanded by the Government before it will consider an out-of-court settlement of the anti-trust suit now

(Continued on Page 4)

20 Theaters Are Involved in Western State Theater Deal

Publix is negotiating to pool its remaining houses in Arizona with Fox West Coast. More than 25 theaters are included in the list, which does not take in the circuit’s A and B theaters, as they go to R.

(Continued on Page 4)

BARR, MCCOY REPORTED AFTER SAENGER HOUSES

New Orleans—Maurice Barr and Howard McCoy, both connected with Publix, are reported negotiating to take over the Saenger houses of the Publix circuit. Negotiations were previously under way between E. V. Richards, Saenger executive, and Publix, for him to take over the group.

Manos Interests Acquire Two Monessen Theaters

Monessen, Pa.—William A. McShaffrey, founder and owner of the local theater enterprises, is retiring from active business, and the Star and Olympic theaters are being taken over by interests which have been associated with the Monos circuit of Greensburg. Andrew Askounes, a brother-in-law of the Manos

(Continued on Page 4)

Nicking Exclusives

Stratford, Conn.—Harry Arthur’s exclusive policy has caused Albert Pickus, operator of the Stratford here, which is only three miles from Arthur’s key houses in Bridgeport, to launch a big ad campaign letting the folks know that “Grand Hotel,” “Strange Interlude” and other exclusive runs in the Arthur houses will be shown here shortly after at lower prices.
Self-Analysis by the Exhibitor

Look over the campaigns and see what you have been doing—get some enthusiasm and sell yourself the idea of doing a better merchandising job and a better selling job—try different mediums—when you come in every morning your change, look at the lobby and ask yourself, "does this lobby look interesting?"—look at your stills—are they samples of your picture? because that is the only way we can get patrons in the theater?—does your lobby radiate the sort of thing you are trying to put over?

Make yourself answer your own questions. Be a little bit critical about your work—walk into your house and see if it is clean and inspect the house—inspect it personally and do not leave it up to your assistant—check your electric lamps and see that your house is in shape to open up—look the staff over and check up on their personal appearance—see that your staff has snap and if it hasn’t, make changes.

Let’s get back into show business!

—MYRON SHELLMAN, Publix district manager, in "Publix Opinion."

Muth Here to See Talley
On Movietone Expansion

Russell A. Muth, editor of Fox Tonenden Wochenschau, the Fox Movietone unit in Germany, is in New York to confer with Truman H. Talley, general manager, on the German situation and regarding plans for further expansion of Movietone facilities in the Balkans and other sections. Muth will be in New York about two weeks.

M. L. MALEVINSKY DIES

Moses L. Malevinsky, 59, prominent theatrical lawyer and member of the firm of O’Brien, Malevinsky & DeSaulcy, died of pneumonia just before midnight on Monday. He was considered an expert on copyright infringement matters.

LEW GORDON DIES

Lew Gordon, pioneer exhibitor and operator of the Venice theater at Park Row, New York City, died yesterday. He was past 60 years old. The body is resting in the Funeral Parlors at Amsterdam Ave. and 76th St., where services will be held probably today.

KEENY GETS BROX O. H.

Frank Keeny, who is making a comeback in the exhibition field, has taken over the Bronx Opera House.

WORLD WIDE PRODUCT DEAL

World Wide’s entire Opportunity Group and eight Ken Maynard westerns have been sold to the Feiber and Shea circuit, covering 15 key point situations.

J. P. QUITTNER ACTION ON CALENDAR FOR NOV. 17

Trial of J. P. Quittner’s anti-trust case against Paramount and other major companies is slated for Nov. 17 in Middle-town, N. Y. Quittner, in New York yesterday, said he plans to call 200 witnesses to testify.

FLAME OF MEXICO’ FOR GLOBE

"Flame of Mexico," Juliet Barrett Rublee production, has been booked to open at the Globe on Broadway. The tentative opening date is Nov. 11. Plans for a charity benefit preview, backed by society leaders, are now under way and will be announced Saturday.

BLANCHE SWEET FOR STAGE

Blanche Sweet, who has signed a Fanchon & Marco contract for stage appearances, says she will not appear in films again until she is certain of a part that suits her. Film players can’t be chosen about roles unless they are independent, declares Miss Sweet.

LILLIAN GISH FOR BROADWAY

Lillian gish in the new stage version of "Camille," now playing out of town, will open Oct. 31 at the Morosco.
"I have just seen it in our projection room. I want to go on record to state it is one of the biggest box-office sensations of my entire career!"

They were BORN to CO-STAR!

GABLE-HARLOW

The Hollywood Reporter covered the California preview and rushed into print:

"Red Dust swell picture. Gable and Harlow at best! A BIG money-maker for you!"
Second 16 mm. Exposition
Is Set for Oct. 25 to 29

(Continued from Page 1)

A. D. V. Storey, executive secretary of the 16mm. Board of Trade and manager of the exposition. It will be open to trade and public, with no admission charged. More than 400,000 16mm. projectors have been sold to date, according to Storey.

ROBERTI IN NEXT CANTOR PIX
West Coast Bureau of THE FILM DAILY

Lydia Roberti has been signed by Samuel Goldwyn for the comedienne role in Eddie Cantor's next picture following the recently finished "Kid from Spain." The new production is to start about the first of April. Meanwhile Miss Roberti is due in New York next month to co-star on the stage with Jack Buchanan.

NEW GERMAN FILMS

"Kameradschaft" ("Comradeship"), directed by G. W. Pabst, opens in a few weeks at the Europa, following "Louise, Queen of Prussia." "Barberina, die Taenzerin von Sanssouci" ("Barberina, the King's Dancer") opens Oct. 25 at the Hindenburg.

CANTOR SUPERVISES F-M UNIT

Fanchon & Marco's tabloid version of "Whoopie" one of several condensed musical comedy hits being put out by these producers, is announced as "personally supervised by Eddie Cantor."

SERVICE FEES CUT IN BRITAIN

London—Reductions of from 17 to 33 1/3 per cent in service charges have been made by RCA Photophone. The cuts were announced by the company voluntarily.

FOX WEST COAST, PUBLIX POOLING ARIZONA HOUSES

(Continued from Page 1)

THE DAILY

New these thea...
NEW NAT'L UNION MOVE SEEN GAINING SUPPORT

(Daily, which reprinted an exclusive story of this movement on Oct. 3, Gabbott says:"

"The formation of a national union has been the objective of a large number of independent projectionists' unions all over the country. These unions are in most of the key cities of the United States, and are given an added impetus from the rapidity with which theaters throughout the country are recognizing this new movement."

"For the first time in the history of the industry, theaters will have an opportunity to hire projectionists from competitive unions, thereby being assured of the best in projection at wages commensurate with their ability to pay. Theaters also will have the privilege of deciding whether to employ one or two projectionists on any particular job."

"It is only fair and just that theaters should be given the same rights and opportunities to purchase 'projection' as they have in the purchase of pictures, reproducing equipment, etc. With two separate unions in the field, a new era should begin for both the theater managers and projectionists."

BENEFIT AT PIERRETTE

Stars of the stage and screen will act as luminaries in "The Parade of the Stars," a fashion show which will be the feature of the benefit to be given Saturday evening at the Pierrette Damsant at the Waldorf-Astoria. The dance will be a gala affair for the benefit of the Actors' Dinner Fund. Those participating in the fashion show will be Mary Duncan, Marilyn Miller, Louise Groody, Vera Marreke, Helen Menken, Grace Brinkley, Lee Patrick, Sylvia Fields, Ona Munson, Evelyn Herbert, Marguerite Churchill, June Knight and Helen Morgan. Miss Resnick left for New York for the coast yesterday. The ceremony will take place at Kandel's residence in Beverly Hills.

MAYFAIR ADDS STUDIO SPACE

West Coast Bureau of THE FILM DAILY

Hollywood — Another stage has been added to the Ralph M. Lyman's Film Daily studio for use by Mayfair Pictures, which is now leasing space regularly there.

A FILM FACT OF THE DAY

$5 per cent of the motion pictures shown in Brazil theaters come from the U. S.

SHORT SHOTS FROM EASTERN STUDIOS

By "C. A."

RUTH ETTING, popular blues crooner of the stage and radio, has started work on her tenth two-reel Vitaphone short, "Along Came Rith, " written by Burnet Hershey and A. Dorian Otvos, the studio's "pluggers," who took chapters from Miss Etting's private life in framing the story. The roster of supporting players in this short includes Sam Wren, who appeared with Dorothy Gish in "The Bride."

The third of the Morton Downey series of shorts being produced by the William Rowland-Movie Brite productions was completed Monday at the Eastern Service Studio.

The third in the Columbia series of two reel "Lambs Gambols," will go into production this week at the Eastern Service Studios under the direction of Joseph Santley, with Jimmy Savo, popular comedian of Earl Carroll's "Vanities" for years, heading the cast. Percy Wenrich has been assigned to write the musical arrangements while Frank Tours will handle the musical direction. Harry Clarke and Clyde North collaborated on the story of this short, which is temporarily untitled.

Wills Stites, who did a harem dance in Vitaphone's "The Red Shadow," the two-reel version of "The Desert Song," will be seen in a legitimate show to open on Broadway soon.

Synchronizing of an eight reel Polish picture titled "Kinoton Stinks" and the French version of "High Fliers' Visit to a Pet Shop" was completed yesterday at the Atlas Sound Studio.

Edward G. Robinson, Paul Muni, Joe E. Brown, Arthur Lake, Jack Dempsey, Marilyn Miller, Rosemary Arbuckle, D. W. Griffith, Clark Gable, Max McVittie, Mildred Bailey, Arthur Tracy, the Bowtell Sisters, and Mae Clarke have signed their intention of attending the opening of the Park Central Coconut Grove on Friday night. The Coconut Grove will be a replica of the institution of similar name, at the Ambassador Hotel, Los Angeles. Will H. Hoyt has been invited to dedicate the opening.

BOB CHURCHILL, son of the famous Arthur). Churchill, has been elected the new president of the Michigan Motion Picture Council.

GOVERNMENT INSISTS UPON DIVORCE OF ELECTRICS

Pending against the electrics, it was made known yesterday. The Government wants RCA and the affiliated electric companies to dissolve their present relations and become wholly independent. Present indications are that the companies involved are not inclined to such an agreement, but the Government has consistently refused to yield in its demands, and it is prepared to go on with the trial, which is scheduled to start Nov. 15 in Wilmington, Del. Talking pictures are included in the various patents involved.

BOWMAN AT MASTBAUM

Philadelphia — Patricia Bowman, former ballerina of the Roxy, and Burns and Allen will be on the stage bill at Warner's Mastbaum starting Friday.
The story of the Film Daily needs no labored selling theme, for its motive in life is clear, concise and to the point. For fifteen years it has served its industry faithfully and honestly as its outstanding, widely quoted, independent daily newspaper. Its advertising value rests squarely upon these foundations—Coverage of the buying power of the industry—Prestige and Reader Interest because it is believed in—A policy of live and let live and of minding its own business.

**“TANGLED DESTINIES”**
Mayfair 64 mins.

Weak murder mystery fails to build suspense in poorly motivated plot and slow action.

Evidently a variation on the "Grand Hotel" theme, by employing the device of bringing a group of assorted people together overnight, and working them all into a drama. But the picture is half over before any real interest develops, and while it does the action is such that it fails to arouse any particular interest. Opens with a transcontinental airplane alighting at night in a lonely spot to avoid a storm, and the passengers take refuge in a house temporarily deserted by its owner. They make themselves at home, while the various couples and individuals are shown to have more or less mysterious missions, in order to build up the suspicions for the murder mystery that develops. As the lights go out in a storm, one of their number is murdered. Later another is struck down. A detective uncovers the fact that the murdered man was supposed to be carrying a bag of diamonds. A Japanese finally runs the criminal down. The fact that the killer is disguised as a clergyman is bad dope that will get adverse reaction.

Cast: Lloyd Whitlock, Doris Hill, Glenn Tryon, Vera Reynolds, Sidney Bracey, Gene Morgan, Ethel Wales, Sid Saylor, Mona Lingley, James Leong, William Burt, Henry Hall, William Humphrey.

Director, Frank Strayer; Author, Edward T. Lowe; Adapter, same; Editor, Byron Robinson; Cameraman, Jules Cronjager

Direction, handcapped by material. Photography, good.

**THE INDUSTRY’S DATE BOOK**

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**NASSAU • MIAMI • HAVANA • CRUISES**

$115...12½ DAYS. Sight-seeing trips at each port. 3 days in Nassau, 2 days in Miami, 2½ days in Havana. Or take round-trip to Nassau only and stay 7 days at the Royal Victoria hotel. For $125. Forthnightly sailings by S.S. Mesmerize on Saturdays.

**BERMUDA**

$45 Round Trip

Twice weekly sailings. 2,100-ton S.S. Pan America and sister-ships, all air-conditioned, outside rooms mostly with beds and private baths. 5 days, including day at hotel in Bermuda $61; 7 days $73. S.S. Pan America goes direct to dock at Hamilton.

For information on the Free Trip Slogan Contest, see any Tourist Agent or write the Munson Lines.

All sailings from Pier 64, N.R. New York. For further information see local travel agent or anytime.

**MUNSON LINES**

67 Wall Street, N.Y. Bowing Green 9-3300

**TV FILM CHILDREN SMART**

West Coast Bureau of THE FILM DAILY

Hollywood—Juvenile film players are 5 per cent brighter than kids who do not work in films, says J. H. Thomas, supervisor of working children’s interests of the Los Angeles Board of Education. Thomas says he has even found some film kids 20 per cent smarter.
SHORT SUBJECT REVIEWS

Edgar Kennedy in "Parlor, Bedroom and Wrath"
RKO 19 mins.
Laugh Number
Edgar Kennedy gets plenty of opportunities to rage with wrath and tear his fringe of hair in this domestic comedy. The story concerns the Kennedys moving into new quarters that prove to be rather small for the couple and Edgar's mother-in-law and brother-in-law. Everything goes wrong and Kennedy raves as usual. Things become worse when the talkative land-lady insists upon butting in at every opportunity. Throughout the short, Florence Lake, as Mrs. Kennedy, keeps up a running fire of chatter that helps in the laughs. It's a typical Kennedy release.

"Shampoo the Magician"
RKO 18 mins.
Good Comedy
This release of the Headliner Series features Roseo Ates and Hugh Herbert, who breeze through a wealth of gags that are sure fire laugh-getters. Ates' stuttering and Herbert's mugging are continually in evidence. The boys get mixed up in an Oriental cafe and finally cause trouble by defying Sampoo, a great magician. There is plenty of slapstick and a wow of a finish.

"Hokum Hotel"
RKO 8 mins.
Fair Cartoon
Not much to laugh at in this Aesop Fable. The animation is good and the synchronization well done, but good gags are lacking. The story concerns many goings on in and about the Hokum Hotel with a tough cat trying to capture a valuable string of pearls from one of the guests. There is quite a bit of singing by a quartette of felines and more or less consternation when the chase begins.

"A Spanish Twist"
RKO 8 mins.
This Tom and Jerry cartoon takes the boys to Spain where they watch some snake-like dancers shake themselves and where they get mixed up in the bull ring and give a herd of toros a bad licking. The tussle tides the lads so they decide to return to the U.S.A., especially because they are notified that the Volstead Law has been repealed. The cartoon is unfunny and lacks the necessary snap and spontaneous gags.

IN THE HEART OF HOLLYWOOD

HOLLYWOOD'S most convenient hotel. Next to famous studios, theaters, cafes and shops ... ten minutes from golf courses, bridle paths, etc.
The Plaza Hotel is quiet, luxuriously furnished, with restful beds, glinting tile baths and showers, excellent service and cuisine, convenient parking...every modern convenience for your comfort.
European plan - $2.50 and up, single.$3.50 up, double.$4.50 up, twin beds.
Special weekly and monthly rates.
Look for the "Doorway of Hospitality".

NEWS of the DAY

Detroit - Claude A. Dock has opened the Dax, a new house and the third one built in the northwestern part of the city this year. It seats 400.

Mullens, W. Va. - After undergoing improvements, the Wyoming Theater has resumed operation. The reopening was made a holiday affair by order of the Mayor.

Denton, Md. - C. Schwarz and Son of Philadelphia have taken over the Palace and are sprucing it up for early reopening.

Detroit - The Holbrook has been reopened by Richard D. Maurice, following reconstruction after a fire.

• On the desk of every important
• Executive in the industry
• you'll find The Film Daily
• Year Book
Because it covers
• Everything

(15th Edition Out in January)
FILM BUYERS HELD LIABLE ON COPYRIGHT VIOLATIONS

(Continued from Page 1)

U. S. District Court of Minnesota. 

... as the first decision of its kind and is expected to give a definite notice to independent film buyers and backers that their responsibilities—such as proper exhibition of the pictures in accordance with their contracts does not end with the formality of signing of contracts and the booking of pictures for their clients, but that they must see that their clients do not bicycle, hold over or otherwise misuse the pictures. 

The case was brought by distributors as a result of investigations by the Copyright Protection Bureau in the northwest, disclosing a considerable number of theaters in that territory which were holding over, bicycling and sub-renting pictures.

MAYFAIR'S BOSTON PREVIEW


WARNER DECEMBER RELEASES

Three pictures classed as special productions will be released by Warners in December. All are First National productions, including "The Match King," starring Warren William with Lila Damita, Dec. 3; "20,000 Years In Sing Sing," featuring Spencer Tracy and Bette Davis, Dec. 24, and "Employees Ent- traine," with Loretta Young and Warren William, Dec. 31.

COMING & GOING

HARRY D'ARRAST, RKO director, is in town at the Warwick.

HARVEY MORRIS, M-G-M featured player, arrives in New York today from the coast for a vacation.

FOX'S unit which is to film "Max Estes" in the Malay jungle talks today on the Beren- ger-Johnson screenplay. The players will be Claude E. Elliott director; James O. Dobuzinskas, chief writer; Kane Richmond, Marion Burns and Harry Woods, members of the cast.

LOUILLA O. PARSONS arrived on the Ile de France yesterday from a sojourn abroad.

RAY FRANCIS has arrived in New York on a brief vacation. She expects to return to Hollywood in about a fortnight to begin her next Warner picture.

HOLLYWOOD

JOHN ROBERTSON, brother of the excellent work in directing "Lit- tle Orphan Annie," with Mitzi Green, has won the important as- signment to direct the Little Women, from the immortal book by Louisa M. Alcott, for RKO Radio Pictures. Kenneth Maegowan, newly appointed associate producer of RKO pictures, will be in charge of the production.

M-G-M has re-signed Myrna Loy to a one year contract with six options of one year each. Contracts were also closed with Sydney Green, Una Merkel and C. Henry Gordon.

Frank Sheridan and Allan Roscoe are the latest additions to Columbia's "Okey the Law."

Frank LaRue and Ward Bond complete the cast for Columbia's new production "The Sundown Rider."

Joseph Bernard, recently recruited from the stage, goes into the cast of the RKO Radio picture, "Just a Woman," starring Irene Dunne and Charles Bickford.

Hale Hamilton has replaced Walter Walker in an important role in First National's "Employees' Entrance," with Loretta Young and Warren William co-starred in the leading roles. Other members of the cast are Alice White, Wallace Ford, Helen Mack, Berton Churchill, Ruth Donnelly and Marjorie Gat- son. Roy Del Ruth is directing.

Bidding for the services of Lee Tracy is understood, he has resided in one studio offering him twice his regular salary. After making nine pictures in 10 months, Tracy has been planning a sojourn abroad, but demands from RKO, M-G-M and other studios may keep him here. He also is under contract to Jed Harris for a Broadway stage play.

Del Andrew, well known as both director and writer, has been chosen to co-direct the RKO Radio produc- tion, "Collusion," with Harlan Thompson noted author and stage- director.

Paramount assignments: Bola Lu- gosi for "Island of Lost Souls"; Ali- son Friend for "The Devil's Hand"; and Roland Young to be co-featurerd in "Good Company," for which Walter De Leon is doing the adaption; Sylvia Sidney and George Raft to be teamed in "Pick Up"; Joyce Compton for "If I Had a Million"; Frances Dee for "King of the Jungle," and Noel Francis for "Under-Cover Man."

Victor Schertzinger has placed "Oogey, Daddy, Where?" in production at the Tiffany Studios. Jack Oakie and Shirley Grey play the leads, with George Cooper, Leon Waycoff, and Raymond Hatton appearing in the supporting cast. Schertzinger is di- recting from the screen adaptation by Warren MILL.

Paramount has bought William Faulkner's novel, "Sanctuary," in which Miriam Hopkins will be fea- tured after her appearance with Clark Gable in "No Man of Her Own."

Mae Clarke, on completion of her role in the RKO Radio production, "The Pugilist of Po and Murder," is leaving by plane for New York to consider a number of stage offers.

Kent Taylor, former extra who has earned training for a screen fu- ture since signing a Paramount con- tract a year ago was declared ready for his first leading role when Para- mond finally cast him as the principal character in its Zane Grey story, "The Mysterious Rider," soon to go into production.

Radio Pictures has exercised a second option on the acting services of Bruce Cabot.


"Handle With Care," the Fox pic- ture prepared for the screen by Frank Craven and Sam Mintz, goes into production at Moviectone City with James Dunn and Boots Mallory in the leading roles. Pat Hargitan has been added to the cast, which features El Brendel and two child players, Buster Phelps and George Ernest. David Butler directs.

"Pig Boats" will go into produc- tion next week at the M-G-M stu- dies under direction of Jack Con- way. The cast of the new film, adapted from the novel by Com- pany Manager Edward Ellberg, includes Robert Montgomery, Walter Huston and Jimmy Durante.

Luanna Walters, young stage and screen actress, has been signed by Columbia for the feminine lead in Tim McCoy's Indian production, "Red Man."

NEW YORK CHARIT.

Mayer Pictures Corp. Inc. A. S. Friend, 521 5th Ave. $270,000.


DELAWARE CHARTER.


LITHUANIAN STUDIO

Kovno, Lithuania—A film studio has been established here under the name of Liet-art-film, headed by M. Dobuzinskis, for the chief purpose of making domestic newsreels, the studio which has been made ob- lligatory in theaters.

New Incorporations
Most Distribrs Oppose Exclusive Policy on Shorts

ALLIED-MPTOA WILLING TO MEET DISTRIBUTORS

70 Features Signed for Canada by Empire Films

New Exchange Headed by Oscar Hanson Opens Six Branches

Toronto — Exclusive Canadian rights to 70 American and British features have been signed by Empire Films, Ltd., the recently organized company headed by Oscar R. Hanson as president, B. F. Lyon as general manager, and James L. Foy as To...

(Continued on Page 3)

Futter Is Distributing 6 Wm. Bakewell Shorts


Exclusive Policy on Shorts Is Opposed by Most Distribrs

Lightman Sticking

I am not quitting in the middle of my job," declared President M. A. Lightman of the M.P.T.O.A. in New York yesterday, referring to exhibitors efforts to correct so-called industry evils. He pointed out that, owing to the fact so conventions will be held this Fall, he will automatically hold over in office until the next annual meeting.

Exhibit Chiefs Amenable to Any Constructive Efforts, They Say

A plan for producing stage plays on Broadway, with picture players imported from Hollywood, is being developed by David Hochreich, former General Talking Pictures executive.

(Continued on Page 6)

Hochreich Plans Plays With Film Folk in Cast


I. Blumenthal, for years a Paramount executive in Europe, has been appointed manager of the Continental Division of the company's foreign department, with headquarters in Paris. It was announced yesterday by J. H. Seidelman, operating head of the foreign department. Blumenthal, who sails for New York next week for the other side, will have supervision over all distribution activities in Europe, with the exception of the United Kingdom.
MPTOA Reminds Exhibs
On Local Cooperation

Again urging exhibitors to cooperate with local previewing organizations in an effort to develop local community cooperation, the M. P. T. O. A. has sent a second letter to its members stressing the possibilities of building a new audience from persons who at present do not attend picture shows. A copy of "Views and Problems" published by the Hays office and embracing highlights of the cooperative plan, is attached to the letter.

Griffith Circuit to Play Complete Warner Lineup

Griffith Amusement Co. has announced to play the entire Warner First National-Vitaphone program of features, shorts and trailers in 77 southwest houses.

COZINE OFF WITH HELLINGER

Ray Cozine, former Paramount shorts director, sailed with Mark Hellinger, Broadway columnist, aboard the Rex yesterday on the first lap of a "round-the-world" tour during which Hellinger will make a series of shorts for William Rand-land-Monte Brice Production. Cozine will direct and handle technical details on the subjects, which will be called "Broadways of the World."

MRS. JAMES ALLAN DIES

Mrs. James V. Allan, wife of Jim Allan, assistant to Grad Sears, Warner executive in charge of Southern and Western sales and distribution, died yesterday morning at the Medical Arts Sanitarium, after a long illness. Funeral services will be held tomorrow in Duluth.

"GENCHO REPORT" WEEKLY

Tokio—"The Gencho Report," film trade daily which publishes a periodical edition in English for overseas distribution, has changed to a weekly until daily publication is again warranted.

"SMILIN' THROUGH" HOLDS

M-G-M's "Smilin' Through," starring Norma Shearer, is being held over for a second week at the Capitol.

Harold Flavin Enters
Theater Accessory Line

Harold J. Flavin, in the industry the past 15 years, has entered the accessory and equipment brokerage line with offices at 1600 Broadway. He will incorporate the concern shortly. Flavin was at one time assistant to Charles McCarthy, Paramount director of public relations, and also was formerly in trade paper work. He has just signed a contract to handle all accessories for Mayfair Pictures.

Royalty Basis Payment
On Lasky Films for Fox

Jesse L. Lasky, who has just signed to produce eight features independently for Fox, will get his revenue on a royalty basis, it is understood. He leaves New York to morrow for the Coast.

GLOBE THEATRE SOLD

Globe Theater on Broadway, formerly Dillingham playhouse but lately devoted to films, was sold at auction yesterday to Spear Securities Corp. for $1,125,000.

THE INDUSTRY'S DATE BOOK

Oct. 21: Get-together party for local film trade, King Edward Hotel, Toronto.
Oct. 24: Dinner to Mike Landow, retiring president of the Philadelphia Film Board of Trade at the Ritz-Carlton, Philadelphia.
Oct. 27-Nov. 1: Film trade exhibition, Parc des Expositions, Paris, France.
Nov. 29: Mass meeting of the Allied and M.P.T.O.A. organizations, Chicago.

GENERAL REGISTER MOVES

General Register Corp., has moved its New York office to the factory at 81 Prospect St., Brooklyn. Jack Emilen, who has been in charge of New York branch, is now in charge of the company's Chicago office.

ROLTAIRE EGGLESTON DEAD

Indianapolis—Roltaire Eggleston, 66, veteran theater manager, died recently at his home here.
EMPIRE FILMS TO HANDLE 70 FEATURES IN CANADA

(Continued from Page 1)

DEPARTMENT CHIEF MANAGER.

The producing branch consists of 20 Majestic pictures, 24 Mayfair, 20 British International Pictures, and six pictures from Associated Radio Pictures London.

Six branch offices have been opened by Empire Films, in Montreal, St. John, Winnipeg, Calgary, Vancouver and here.

Ideal Pictures, which previously held the Canadian franchise for Mayfair, was absorbed by Empire Films.

Strictly Juvenile Bills
Not Advisable—Lightman

(Continued from Page 1)

Island, Tuesday night, introduced by Gov. Carl E. Milliken of the Hays organization.

Pointing out that juveniles of today must develop into adult audiences of tomorrow, Lightman urged that they be gradually familiarized with wholesome pictures more adult in character. Occasional all-juvenile picture bills are helpful, he declared, but not regularly. He reminded his audience that most exhibitors have children and therefore are more interested in supervising their screen entertainment as parents outside the industry.

LEVINE SIGNS LUGOSI

West Coast Bureau OF THE FILM DAILY

Hollywood—Nat Levine has signed Bela Lugosi for the leading role in the fourth Mascot serial, “The Whispering Shadow,” which is being specially written for Lugosi by George Morgan, Barney Sarecky, Ewart Adamson and Wyndham Gittens of the Mascot staff.

MORRIS GOODMAN IN LONDON

London—Morris Goodman sales manager of Mascot Pictures, is here from New York to consummate deals for Mascot serials and features in England and the Continent. He is stopping at the Park Lane Hotel.

“ONE WAY PASSAGE” HOLDS

Warners’ “One Way Passage,” with William Powell and Kay Francis, is holding over at the New York Strand.

ALLIED-MPTOA WILLING TO MEET WITH DISTRIBUTORS

(Continued from Page 1)

to tell you or anyone that we would refuse to discuss anything constructive offered by the other side, if it would afford immediate relief, restore and stabilize the industry and satisfactory working conditions. By the same token, however, we cannot allow anything to retard our program in its development as planned at the Chicago meetings until we get actual results.”

Musicians May Return
In Two Dallas Theaters

Dallas—Deals pending with the Dallas Musicians’ Union may bring a large orchestra back to the Palace, according to report. Another contract with projectionists is pending for the Old Mill, dark since September. If this is successful, the theater will be remodeled and reopened.

AKRON PALACE DROPS VAUDEVILLE

A Akron, O. — Following the “Pass” effort to put over vaudeville, the RKO Palace reverted to straight pictures on Saturday. This leaves only one local house with flesh shows, the Civic having just opened a policy of musical tabs and films.

URICHVILLE REOPENING

Urichville, O. — Following renovations and installation of new equipment, the State has reopened as a first-run at 35 cents top. Owners have contracted for M.G.M., Fox, Warner and Paramount product.

JOINS SCRANTON OFFICE

Scranton, Pa.—Lester Schwartz has joined Publix here. He has been assigned to Publicity Director Jack Jackson’s office.

RIALTO, YOUNGSTOWN, SOLD

Youngstown, O.—The Rialto has been sold to O. Joseph by the owners, Elmer and John Ferruzzi.

COMING & GOING

JOAN BLONDell is in New York for the premiere of First National’s “Three on a Match,” Oct. 27, at the Strand.

BARRY SAFFRON is back from a trip to Detroit.

ROBERT SMELTZER, general manager for Warners in Washington, is in New York for conferences with A. W. Smith.

JEFF E. OWEN, in charge of Warners’ office in New York on Saturday for the coast to begin work in “Elmer the Great,” First National.

STANLEY S. NEIL, managing director of Gainsborough Advertising Service, London, is at the Waldorf Astoria. He will return to England Nov. 2.
TONITE THE WINTER GARDEN BRINGS YOU 1932'S GREATEST ALL-STAR SCREEN SHOW!

Fourteen stage, screen and radio favorites in a gala program that for sheer enjoyment tops anything on Broadway. It's the super entertainment "buy" of the year!

FLIPPEN BAY ROSE MARIE AUNT JEMIMA

Intimate interludes with these and other radio favorites, including William Hall, Johnny Marin, Guy Lombardo, to the fascinating rhythms of Howard Lanin and his orchestra.

HAL LEROY MITZI MAYFAIR
New York's brightest team of dance stars in a delightful miniature musical comedy.

And in the feature... The star of "Life Begins" returns! True confessions of 1932's Flaming Generation! A First National New-Season Hit!

THEY CALL IT SIN

with

LORETTA YOUNG GEORGE BRENT
DAVID MANNERS UNA MERKEL
LOUIS CALHERN

All for only 35c until 1 p.m.

WINTER GARDEN
Starting 8:45 Tonite
Continuous Performances, Complete Midnight Shows Nightly

Tomorrow night the Winter Garden offers you the most sensational entertainment value on Broadway!

See Them All!

HAL LEROY
MITZI MAYFAIR
JAY C. FLIPPEN
BABY ROSE MARIE
HOWARD LANIN AND HIS ORCHESTRA
GUY LOMBARDO
AUNT JEMIMA
WILLIAM HALL
JOHNNY MARVIN

in a perfect Vitaphone show plus "Out of The Past", featuring flashbacks of CHARLIE CHAPLIN, JACK DEMPSEY and DOUGLAS FAIRBANKS

They Call It Sin

The feature you've been waiting for! First National's true life story of a girl who took the "easiest way!"
Sell the Whole Show

—and you’ll sell the whole town!

There’s something for everybody in a Vitaphone Short—Warner Bros. Picture program. Don’t keep it a secret!

Let Vitaphone Shorts help carry the selling load...They’re big enough!

Bring out the radio fans with Vitaphone’s big broadcast names...Use Vitaphone’s sensational Technicolor Musicals for a Big Show flash in your ads and lobby.

Try it next week with this unit show exactly as booked and advertised by Warner Bros. Theatres. Mats of complete campaign at cost on request...Or make your own program and make the most of the most profitable shorts on the markets today!

BROS. PICTURES

PHONE SHORTS

The LONG and the SHORT of Picture Business!
Hochreich Plans Plays
With Film Folk in Cast
(Continued from Page 1)
tive and head of Vital Exchanges
several years ago. It is intended to eventu-
ally picturize the plays, bringing their casts back to the
Coast to work in the film production substi-
tuting regular stage players to continue the show.

Butterfield Circuit Signs
Entire Columbia Program
Butterfield circuit in Michigan has closed for the entire Columbia
1932-33 output, including both fea-
tures and shorts. Under deal, closed by Jerry Safron, who return-
ed to New York yesterday from
Detroit, product will play 35 But-
terfield situations.

Activity Is at Peak
On New Freuler Lineup
West Coast Bureau of THE FILM DAILY
Hollywood — Production activity
on the new Freuler lineup is in full
swing, with four features in vari-
ous stages of work, and President
John R. Freuler leaves this week for trip which will wind up at the
home office in New York, arriving
at about the same time as Charles
L. Gleit, vice-president, who is now
on a tour of exchanges. Edward
Manson, newly appointed assistant
to Freuler, will be in charge of pro-
duction during the chief's absence.
Burton King is supervising.

RODEO HITS B'WAY BIZ
Fact that business is somewhat off along "the street" at present, as
compared with the previous seven-
day period, is partly attributed by
Broadway house managers to the
rodeo at Madison Square Garden.
Feature product playing currently is
generally considered strong.

VANDERBILT FILM PREVIEW
"Jaws of Danger," George K.
Vanderbilt's fishing feature, will be
given a private showing to an in-
vited group of society leaders, at
the Plaza on East 59th St., the night
of Oct. 27. Synchronization has
been completed by Joe Fiston.

663 DALLAS INSTALLATIONS
Dallas — Equipment installations
for sound in the Dallas trade terri-
tory have mounted to 663 with the
opening of new theaters. These in-
stallations represent 488 individual
possibilities as follows: 400 first
runs, 60 subsequent runs, 38 subur-
ban runs.
<table>
<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>Age of Consent-RKO...5-22-32</td>
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<tr>
<td>Almost Married—F...7-29-32</td>
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<td>Alone—AM...6-5-32</td>
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<td>Almost Heaven—MGM...5-15-32</td>
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<td>American Madness-COL...7-1-32</td>
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<td>Amore E Morire-AUR...10-6-32</td>
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<td>A Nous La Liberte-AU...6-22-32</td>
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<td>Among the Young-Men...6-30-32</td>
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<td>Arm of the Law-MOP...5-29-32</td>
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<td>As You Desire Me-M.G.M...6-5-32</td>
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<td>Avalanche—FD...3-27-32</td>
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<td>Attorney for the Defense-COL...4-8-32</td>
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<td>Bachelor’s Affairs-F...6-23-32</td>
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<td>Bachelor’s Folly-WW...6-24-32</td>
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<tr>
<td>Baby Face...5-8-32</td>
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<td>Beauty and the Beast—RA...4-3-32</td>
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<td>Beauty Harbor—MGM...3-27-32</td>
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<tr>
<td>Behind the Mask—COL...5-1-32</td>
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<td>Behind the Rocking Chair—RKO...4-17-32</td>
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<td>Big Broadcast—PAR...10-15-32</td>
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<td>Big City—Blues-W...9-10-32</td>
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<td>Bill of Divorcement—RKO...9-17-32</td>
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<td>Bird of Paradise—RKO...4-3-32</td>
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<td>Black Ring—SP...7-15-32</td>
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<td>Blessed Event-WA...8-23-32</td>
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<td>Black Friday—RKO...9-29-32</td>
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<td>Blond Venus—PAR...9-24-32</td>
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<td>Blondie of the Follies—M.G.M...9-6-32</td>
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<td>Border Devils—RA...6-30-32</td>
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<td>Brand in Der Opet—CAP...7-14-32</td>
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<td>Bring 'Em Back Alive—RKO...5-22-32</td>
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<td>Broken Wing—PAR...3-27-32</td>
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<td>Broken Arrow—MG-M...4-17-32</td>
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<td>Beyond the Blue—RKO...10-1-32</td>
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<td>Cabin in the Cotton—FN...1-10-32</td>
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<td>Carefree—RKO...6-24-32</td>
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<td>Casino—SS...2-27-32</td>
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<td>Chained—MGM...9-16-32</td>
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<td>City of Good Women—FH...10-2-32</td>
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<td>City Streets—MGM...10-4-32</td>
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<td>Tomorrow—MGM...10-32</td>
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<tr>
<td>Divorce of Lady—RKO...9-17-32</td>
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On the desks of Executives and men of affairs in this industry you will invariably find a copy of the Film Daily for where there is buying power there is the desire to be well informed. Film Daily has never had the desire to be the “biggest” of anything. -- Friends, books, work, in general things that count most in life are measured by quality, not quantity.
Warners Sue E. R. P. I. to Curb Sound Licensing

CHICAGO ATTENDANCE UNHURT BY EXIT OF DUALS

Hector Turnbull in Partnership With Lasky on Fox Deal

Former Para. Producer Will Be Associated in New Company

Hector Turnbull, former Paramount producer, is in partnership with Jesse L. Lasky in the new production company which is to make eight features for release by Fox. Both Lasky and Turnbull (Continued on Page 8)

MASS. ALLIED THEATERS IS JOINING M. P. T. O. A.

Another independent exhibitor union, Allied Theaters of Massachusetts, has decided to join the M. P. T. O. A. Decision was made by board of directors. Organization is actively headed by James J. McGinness, with headquarters in Boston.

Giveaways Being Probed For Lottery Violations

St. Louis—A probe of giveaways, as practiced by some theaters and stores, is under way here at the instigation of the Better Business Bureau, with the likelihood of federal authorities also being behind the investigation. City Counselor Munche, as well as the chief of police, are in favor of such procedures as to procedure against alleged lotteries, said that "if the element of chance and hope of dis- (Continued on Page 8)

Eastman Business on Definite Uptrend

Business of Eastman Kodak is definite on the uptrend, with sales and earnings showing consecutive improvements during the last three months, largely due to a pickup in sales of motion picture film, according to a statement by Lewis B. Jones, vice-president, now on his way to Europe. Earnings of the company for the full year are expected to at least equal 1931.

Herman Wobber is Reported Leaving Paramount for Fox

H. B. Franklin Leaving On Periodical Survey

Harold B. Franklin leaves tomorrow for a tour of the Orpheum theaters. His trip will end on the coast, where he will make a periodical survey of conditions. Franklin's first stop will be Chicago, with Omaha, St. Louis and Salt Lake to follow.

54 Paramount Releases in First 9 Months

San Francisco—Herman Wobber, Paramount Coast district manager, who is now on route to this city from New York, is reported likely to join Fox. He formerly held the Paramount franchise for the Coast territory.

In New York yesterday denial was made at the Paramount home office that Wobber is leaving the company.

5 Lucas-Jenkins Houses Cut Admission Prices

Atlanta—Five houses in the Lucas and Jenkins circuits, Community Theaters, have cut prices to 15 cents for matinees and 20 cents at night, with 10 cents for kids at all times. The houses include the Tenth St., Palace, West End, DeKalb in Decatur, and Fairfax in West Point.

Biz Holds Despite Single Bills and Slightly Higher Prices

Chicago—Fear that an attendance slump would follow the dropping of double features have proved to be unfounded, a checkup of the more than 200 houses in this territory disclosed that, despite the returns to single bills and some slight advances in admission prices, business has neither increased nor decreased except in a very few scattered instances. In explanation of this unexpected result, one prominent operator ventured the opinion that perhaps a large proportion of his patrons had never been really sold on the double feature proposi- (Continued on Page 8)

JOHN BALABAN TO HANDLE F. P. HOUSES OUT OF CH.

Supervision of Famous Players Canadian circuit will be continued by John Balaban when he resumes charge of the Balaban & Katz houses in the Chicago territory. Saul Bragin, booker for the Canadian group, will make his headquarters with Balaban in Chicago. Al Burns of the Balaban force also goes to Chicago. Transfer will be made on Oct. 28.

Beute Handling Production At Exhibs Screen Service

Chris Beute is now in charge of production for Exhibitors' Screen Service, succeeding Eddie White, who has taken over the management of the technical and art depart- (Continued on Page 8)

Singles Help Trailers

Chicago—The business has increased considerably since the return to single features in this territory, according to Irving Mesh of Filmmak Trailer Service.

Roadshowing "Fugitive" At Popular Price Scale

Roadshowing of "I Am a Fugitive from a Chain Gang," starring Paul Muni, at popular prices, with simultaneous opening in about 200 key cities first-runs on Nov. 12, is planned by Warners. Andy Smith and Grad Sears are now conducting the playdate drive. Under a national campaign drawn up by S. Charles Eim-
Victor Shapiro quits publicity post at Fox

Victor M. Shapiro, publicity director at the Fox studios on the coast for about four years, resigned yesterday. He had been at the home office for the last few months. Shapiro’s future plans are indefinite. Meanwhile he will make his headquarters at the Barboza Plaza Hotel.

"CYNARA" IN DECEMBER

Samuel Goldwyn’s new Ronald Colman vehicle, the title of which has reverted to the original "Cynara," instead of "I Have Been Faithful ..." will be given its world premiere in New York about the latter part of December, according to present United Artists plans.

BUY STORY FOR GAYNOR

Fox has bought "Paddy-the-Next-Best Thing" as a vehicle for Janet Gaynor. It will be directed by William K. Howard, who sailed for New York in about a week to spend some time in Ireland studying the story locale.

JOE E. BROWN AT MASTBAUM

Instead of leaving for Hollywood tomorrow, as originally planned, he will start in "Elmer, The Great." Joe E. Brown leaves today for Philadelphia to make personal appearances at the Mastbaum for the coming week. He will leave Philadelphia on Hollywood next Friday.

QUESTION EXCLUSIVE CLAIMS

Bridgeport—In an attempt to counteract the draw of exclusive runs, local independent exhibitors used an ad in local evening paper stating that "Smiling Through" and "American Madness" will play their houses. All of their theaters are subsequent runs.

VERSCHER JOINS FAIRBANKS

Chicago—Lew Verscher, formerly with National Screen Service, is now assistant to Irving Mack of Filmack Trailer Service.

WACO HOUSE REOPENS

Waco, Tex.—Strand, one of the Paschall-Texas houses, has reopened under the management of L. B. Crow.

G. M. PURCELL SHIFTED

San Antonio—G. M. Purcell, formerly with Publix here, is now managing the Capitol, in Butler, Pa.

L. GOLDEN TO NEW ORLEANS

St. Louis—Lou Golden, former manager of the St. Louis, has gone to New Orleans on another RKO assignment. Charles Perry is now handling both the Missouri and the St. Louis.

WILBY GETS ATLANTA CAPITOL

Atlanta—R. C. Wilby, manager of the Paramount, has taken over management of the Capitol, leading downtown house.

Propose Reorganization

Of St. Louis Properties

St. Louis—Complete reorganization of St. Louis Properties Corp., which operated the Grand Central, Missouri and Ambassodor buildings, is contemplated by those interested in the company. Filing of a foreclosure suit against the concern in the U. S. District Court here under the general mortgage trust deed and chattel mortgage for $850,000 is expected to hasten the plans.

HANNAH WILLIAMS FOR VITA

Hannah Williams, musical comedy star, has been signed by Sam Sax production head of the Brooklyn Vi- taphone studio, to do a specialty number in one of the "Melody Masters" shorts which goes into production today. Also featured in this short, which Roy Mack is directing, are Phil Emerson and his orchestra.

PRESTON WITH SKORUAS

Lew Preston has been named northwest division manager of Skorous houses. His headquarters will be in Green Bay, Wis., and his territory will include Mariette, Antigo, Wausau, Merrill, Stevens Point, Fond du Lac and Appleton.

DROP 10-CENT SCALE

Norfolk, Va.—The 10-cent admission price situation in Portsmouth has been adjusted with the three local houses adopting higher scales. Under the new schedule only children are admitted for a dime.

GRIFFITH M-G-M DEAL

Griffith Amusement Co. is closing a deal for M-G-M product, both features and shorts. They recently closed the Warner-First National product deal.

TRENTON HOUSE FIRED

Trenton—Fire caused by a bottle of sulphur at Hunt’s Orpheum on Wednesday night, forced the audience to file out to evacuate the house Labor troubles were blamed.

ROSENTHAL WITH AD AGENCY

Ed Rosenthal, formerly with Paramount, has joined Hanf-Metzger and will handle the Fox Brook- lyn account.

A Column of Successful Showmen!

ROBERT E. BRYANT

Capitol Theatre

Rock Hill, S. C.

"Columbia pictures are all one could desire. Never have we been disappointed. Stories, casts, photography and recording are all excellent. Columbia has also the best short subjects on the market and the Westerns are second to none. It is a genuine pleasure to do business with Columbia."

CHRIS ZOTUS

Roosevelt and Melvin

Theatres, St. Louis

"Columbia had a great line-up last year, I’m sure that it will have the same this coming year. "American Movies," "Washington Merry Go Round" and others show that the 1932-1933 product is even better!"

PAUL HOFNER

Liberty Theatre

Horton, Kansas

Good times or bad, people need entertainment and will pay to be entertained. Good pictures prove it. Mr. Hofner builds his business by booking Columbia pictures 100 per cent and there’s no depression at his box office.

"Promises to be a great success."—Baltimore News
IT'S UP TO YOU, Mr. EXHIBITOR -

GUilty OR
NOT GUILTY

IS A SMASHING DYNAMIC DRAMA BUILT FOR YOUR BOX-OFFICE! DON'T BE GUILTY OF PASSING UP THIS MONOGRAM HIT! BOOK IT NOW! IT'S A HEART-TWISTER THAT WILL PACK 'EM IN!

THE CAST INCLUDES
BETTY COMPSON
CLAUDIA DELL
TOM DOUGLAS
WHEELER OAKMAN
GEORGE IRVING
WILLIAM DAVIDSON

FROM THE PEN OF FRANCES HYLAND AN M.H. HOFFMAN PRODUCTION DIRECTED BY ALBERT RAY

Note (THIS SAME COMBINATION MADE THAT MONOGRAM WINNER: "THE 13TH GUEST")

AVAILABLE AT 36 MONOGRAM EXCHANGES
ADD THESE TO THE LIST OF MONEY

Tiffany Thayer's
THIRTEEN WOMEN

The book that fascinated a million women sensational on the screen!

NOW PLAYING AT THE N.Y.
ROXY THEATRE TO THE LARGEST
ATTENDANCE IN MONTHS!

With IRENE DUNNE, RICARDO CORTEZ,
JILL ESMOND, MYRNA LOY

Directed by George Archainbaud

THE PICTURE THAT WAS PRS
THE PHANTO

Thrillingly played by an all star cast including

RICARDO CORTEZ,
KAREN MORLEY

Anita Louisa, Pauline Frederick, Syman Simpson, Aileen Prine
H. B. Warner, Sam Hardy, Mary Duncan, "Skeets" Gallaud
George E. Stone, Robert McBride, Hilda Vaughn, Gavin Gut

Directed by J. Walter Ruben. Screen Play by Robert Connick
David O. Selznick, Executive Producer. Marcus C. Cooper, Associate Producer

DAVID O. SELZNICK
Executive Producer
MAKING RKO-RADIO PICTURES!

John BARRYMORE

in one of the most stirring documents the stage has ever given to the screen. Clemence Dane's great play...

"A BILL OF DIVORCEMENT"

With KATHARINE HEPBURN
Billie Burke, David Manners
Directed by George Cukor

"A role of power, brilliancy and passion that will stand in timeless memory as a record of his genius."

Acclaimed by all the press as the artistic success of the year.
...proven at the box-office one of the big money pictures of the year!

NOW PLAYING DAY-AND-DATE IN NEARLY 200 OF THE LEADING HOUSES THROUGHOUT AMERICA!
NEW BOOKS
On the Art and Business of Motion Pictures

CINEMATOGRAPHY AND TALKIES, by James R. Cameron

Every angle of photography, sound recording and projection is treated in this latest Cameron publication. Though comprehensive in a technical sense, the book has been written in a style simple enough to be understood by the layman, who should find it quite as fascinating as the technician will find it helpful. A wide field is covered by the author, but it is done in compact form and with a profusion of illustrative half-tones, comparisons of photography, charts, tables and technical drawings.

Taking photography from its origin, the book goes into such subjects as motion picture pioneering, light and reflection, image formation, virtual and real images, lenses, exposure, lighting indoor movies, color filters, reflectors, motion picture film, titles and sub-titles, cutting and editing, trick photography, animated cartoons, making up for motion pictures, principles of projection, putting on a show, talking pictures, how sound is recorded and reproduced, studio technique, tubes and light cells, sound-on-disc and sound-on-film equipment, portable 35mm sound equipment, etc., etc.

These are merely the issues of various chapters, wherein each subject is elucidated in its various angles and aspects.

Everybody concerned with the technical side of motion picture making or projection should have a copy of this book handy. In fact, it is worth perusal by anyone who likes to be conversant with all aspects of filming and projecting pictures.

COMING & GOING

SAM KATZ returned to New York yesterday from the Coast. He spent most of the afternoon in conference with John Mertz.

HAROLD B. FRANKLIN leaves for the Coast tomorrow.

WILLIAM K. HOWARD, Fox director, is due in New York on Tuesday by route to Ireland. Jimmy Howie, Fox cameraman, is on his way to New York via Panama. He plans a three months' trip abroad.

FRED ZIMMERMAN, young German photographer and motion picture camera expert who was consultant on Samuel Goldwyn's Eddie Cantor picture, "The Kid from Spin," has arrived in New York. He will spend the winter making a series of photographic studies of Manhattan to be published in book form.

MINNA GOMBELL, feature player, arrives in New York at the end of the month on vacation.

JOSEPH BERNHARD, MOE SILVER, EVERETT GRISWOLD and CHET BLUMHART, of all of Warner Theaters, are back from a trip to Cleveland, Chicago and Milwaukee, A. W. SMITH, Warner sales executive, returns to New York in 10 days after a Southern tour.

A Little from "Lots"

HOLLYWOOD

DAVID O. SELZNICK was guest of honor at the recent Masqueurs' Revel when his mortgage against the club was burned. Frank Fay, Clarence Nordstrom, Karyl Norman, Eddie Borden, Henry Olive, Sid Sayfar, Hank Mann, William Collier, Sr., and Walter Weems were among the performers. The sketches were written by Weems, Vincent Lawrence, Morgan Wallace, Luis Alberni, Dell Henderson and Edward Ellis. Sam Hardy was master of ceremonies.

Jimmy Howe, diminutive Chinese cameraman, is on the first leg of a three months' trip, which will take him to Germany, France, Italy and England. He is now en route to New York via the Panama Canal. He will photograph the high spots of his trip for Fox.

Janet Chandler, who plays the feminine lead in "Born to Fight," has been featured in one and a half pictures, but has never seen herself on the screen. No sooner had she completed her role in George O'Brien's vehicle, "The Golden West," than she departed for Mammoth Lake with the "Born to Fight" unit.

Roy Rowland defeated Archie Marshek, 6-2, 6-4, thereby winning the RKO tennis tournament, sponsored by David O. Selznick. Prizes were awarded by Selznick and Marian C. Cooper, John Cromwell, Selznick, Pandro Berman, Cooper, Eddie Pyle, Willis Goldbeck, Wilber Morse, Bartlett Cormack, Philip Stil, Georgeie (George) Cava, Eddie Sutherland, Sam Jaffe, Thomas Keene, Henry Berman, Nestl' Glennon were among the players.

Alan James is directing Ken Maynard in "Drum Taps," for K. B. S. Irving Starr is supervising. Jack Young is doing the camera work.

-sharing-

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the motion picture industry, who are celebrating their birthdays:

Oct. 21
Lloyd Hughes
Don Hancock

---

ALONG THE RIALTO with PHIL M. DALY

• • • GOING BACK to the early days before the trade papers hit their stride - Keely Allen, the celebrated raconteur - tells about his experiences on the "New York Manager" - Biography and those other early producers were trying to get breaks in the rag for the infant art of pix - so Albert J. Borie, the publisher - made this shrewd deal with 'em - "Boys, if you'll sign up for advertising for a year, I'll run your publicity and news." - they all agreed.

• • • •

• • • SOON AFTER a committee of the Broadway theatre managers, one of whom he depended for a lot of his advertising revenue called on Mister Borie - and protested against his playing ball with this young upstart film biz - their competitor - "Why, gentlemen," protested Borie - "It's a joke - I've signed these fellers for a year's advertising just to make 'em feel good. But you and I know they won't last a year," - the Broadway managers went away satisfied, thoroughly agreeing with him - and Mister Borie turned to young Keely and said - "Hell, that's just what's bothering me. I know damn well this picture business won't last a year!" - and that was 30 years ago.

• • • •

• • • IT SEEMS that this Borie Borie was new to the publishing game - and had a lot to learn - one of the "Clippers" correspondent in a western city suggested to him - "Why not run short items every week to keep us boys informed on what's going on in the big town?" - so Mister Borie starts right there as the very first Columnist calling it "Things You May Have Missed" - his very first item was - "Woodrow Wilson was elected president of the United States last Tuesday." - and most Columnists have been just as Dumb ever since - the word Columnist is derived from "columella" - meaning a sterile tissue something that was once alive - thank you, we heard you.

• • • •

• • • BUT EVEN if Borie was a little green as a publisher - he was good to his hired help - it seems that whenever the yokels in the sticks had an argument on any question of fact - they'd leave it to the "Clippers" to decide for that was their Bible in those early days - so the correspondents did a neat business framing bets with suckers - and, curiously enough, the "Clippers" could always dig up proof to prove the correspondent was right which naturally enhanced the rep of the correspondents for being smart guys and increased their incomes considerably.

• • • •

• • • THOSE AMPAS have set November 15 as the date for a star beefsteak - but so clean that even the censors will be disappointed to call it the Half-Naked Truth Dinner - will be draped - even the beefsteaks.

• • • •

• • • A TIMELY novel in the spirit of the times with the economy motive in mind - being written by Joe Fliesser - the title is "The $287,485 Gem Theft" - (Marked Down During the Depression.) - oh, hell, make your complaints to Joe - we're only a faithful reporter...

---
Paul Muni in

"I AM A FUGITIVE FROM A CHAIN GANG"

Warner Bros. 76 mins.

OUTSTANDING PERFORMANCE BY MUNI IN POWERFULLY SYMPATHETIC DRAMA THAT PACKS A HEARTWALLOP.

It's Paul Muni all the way in this moving drama that grips your throat and wets at your heart. Muni dominates it from opener to close in one of the finest examples of restrained acting the screen has given us. He makes you feel the utter helplessness and tragedy of a man caught in the web of circumstance, with the thought of freedom urging him on desperately against insurmountable odds. It is a moving drama of futility. Based on the life story of Richard E. Burns, fugitive from a chain gang. He escapes, and builds himself an honorable career. All that life and love offer are his. Suddenly he is torn from it all and brought back to the chain gang. Then another escape, but now he is in a feline animal, condemned to skulk and prowl like a wild beast for the remainder of his life—afraid to even visit the woman who waits for him in vain. It's strong meat that doesn't pull the punches. But it's life—and carries a sympathetic appeal that should have em weeping at the end. A drama of the Underdog with universal appeal.


Director, Mervyn LeRoy; Author, Robert E. Burns; Adapts, Sheridan Gibney; Brown Holmes; Dialogue, same; Editor, William Holmes; Cameraman, Sol Polito.

Direction, Expert. Photography, Good.

"DAVID GOLDER"

(In French)

Leo Brecher 76 mins.

DEPRESSING AND WEARISOME DRAMA OF JEWISH FINANCIAL-WIZARD MISSES IN ALL DEPARTMENTS.

Here lies little entertainment for American audiences, even with the English superimposed titles. With its Jewish atmosphere and characters, it might have mopped up all an English talkie for Jewish neighbors, purely on the racial sympathy angle. Not on the story or treatment, for both are minus in entertainment appeal. Harry Baur as David Golder is the one bright spot. His acting of the agin, and sickly Polish Jew who has become a financial power is impressive. But the material lacked him. It is a one-string plot, showing how his mercenary, selfish wife breaks him down—a man who only asked for love and understanding. His daughter is his idol, and he squandered everything on this selfish little brat. Then into retirement and loneliness, ending in a long drawn out deathbed scene. Direction is amateurish, with jumpy scenes, and slow, draygy acting that resembles slow-motion.


Director, Julian Duvivier; Author, Irene Nemirovsky; Adaptor, Julian Duvivier; Dialogue, Julian Duvivier, Irene Nemirovsky; Cameramen, Geo Perisini, Armand Thrac; Recording Engineer, Hermann Storr.

Direction, Poor. Photography, Okay.

“STRANGE JUSTICE”

with Marian Marsh, Reginald Denny, Richard Bennett, Norman Foster, Irving Pickel

RKO

FAIR ENTERTAINMENT. GOOD CAST AND GENERAL HANDLING UNABLE TO OVERCOME WEAK STORY.

Both director and cast appear to have done their best to make something out of this trite crook yarn, but it was almost too much for them. Marian Marsh and Norman Foster are lovers, planning to be married. She's a hitchhiker and he's a chauffeur with a boss who also has a fancy for Marian. So the boy's employer, Reginald Denny, with the aid of Irving Pickel as the heavy frame a murder on the lad and he is convicted on circumstantial evidence, even though no murder has been committed. Then comes the frantic efforts to save the innocent victim, who finally is rescued just as he is in the chair with the juice about to be turned on. This death house sequence seems to have been intended as the sock, but it lacks genuine effectiveness. Among the good performances is that of Richard Bennett as a lawyer.

Cast: Marian Marsh, Reginald Denny, Richard Bennett, Norman Foster, Irving Pickel, Thomas Jackson, Nydia Westman, Director, Victor Schertzinger; Author, William A. Drake; Adaptor, same; Cameramen, Merritt Sheridan, Recording Engineer, L. E. Day.

Direction, Handicapped. Photography, Okay.

“The Silent Enemy”

This synchronized production, released in some spots by Paramount in 1930, has been cut down to a running time of about 65 minutes and is now being released by Screenart Pictures. The new version contains the dramatic highlights, and with judicious cutting the action moves in a better tempo. The story depicts the hardships of a band of Canadian Indians in their fight against hunger. A fragmentary romance between the Indians and a woman in the story is cut. The synchronized accompaniment consists of Ojibway Indian music. All players are of the Ojibway tribe.

Roadshowing “Fugitive” At Popular Price Scale

(Continued from Page 1)

field, the amount of advertising space devoted to this picture will be more than three times the space on any Warner campaign in years, says J. Albert Warner. In addition, each showing will be individually supported by a Warner representative in that territory. The New York premiere will take place Nov. 10 at a house to be designated.

NEW SHREVEPORT HOUSE

Shreveport, La.—F. D. Welch of this city has been given the general contract for the 600-seat house to be erected by D. W. George at Line and Gladstone Sts.
ATTENDANCE IN CHICAGO
UNHURT BY DUALS' EXIT

(Continued from Page 1)

tion, but had merely accepted it when it was offered them.

"In my opinion," said this operator, "the exhibitors who became panicicky and rushed into this double feature thing when a few of their competitors first introduced it have only themselves to blame. At that time they all protested that they didn't want double features but by this month rushed into it all to protect themselves. If they had had the courage to stick to singles the thing would have died a natural death. Instead they encouraged it and so wished on themselves added worry in a year when there was already plenty to worry about. Now that they have come to their senses they are finding that most of their patrons were not so keen about the double feature after all."

It has been definitely ascertained that many patrons were positively opposed to double features. These people, say one exhibitor, probably have not yet awakened to the fact that the theaters have given up to simple features, as no direct announcement of the change was made either on the screens or in the lobby. It is pointed out that most of these people will resume regular attendance as they learn of the change and thus bring about a gradual increase.

Cost of shrouds under the new policy is somewhat less than it was with double features, exhibitors state. Admission prices at all but the larger neighborhood houses are now 15 cents for matinees and 20 or 25 cents at nights.

Turnbull in Partnership
With Lasky on Fox Deal
(Continued from Page 1)

leave New York today for the Coast. Turnbull will function as associate producer. Several stories have been acquired toward the firm's program. It is understood that application has been made for admittance to the Hays organization.

54 Paramount Releases
In First Nine Months
(Continued from Page 1)

offer "Evenings for Sale," "He Learned About Women" and "Wild Horse Mesa," "Farewell to Arms" and "The Sign of the Cross" may both "open a few important engagements."

Giveaways Being Probed
For Lottery Violations
(Continued from Page 1)

proportionate gain is employed to induce a person to spend money for any purpose, which they otherwise would not spend, the undertaking is a lottery.

New Incorporations

NEW YORK CHARTER
Good Luck Amusement Corp., theatrical, P. Adler, 8 West 40th Street, New York. 100 shares of common stock.

DELWARE CHARTER
Aurora Enterprises, Inc., New York N. Y. theaters, Registration and Transfer Co. 100 shares of common stock.

COLORADO SPRINGS, Colo.—Publix has reopened the Kialto.

BURLINGTON, Colo.—The partnership of V. S. Henan and Orrin Milburn, owners of the Midway, has been dissolved. Milburn bought Henan's share.

Lusk, Wyo.—The Garden theater has been closed.

NORTH PLATTE, Neb.—Fox West Coast secured the Luna in a trade.

Bridgeport, Neb.—Fox is installing DeForest sound in the Trail theater and will reopen it with Carl Smith, from the Imperial at Alliance, as manager.

Fairfield, Ala.—The Fairfield has reopened.

GREENVILLE, Miss.—In court here William R. Pattie, manager of the Temple at Leland, pleaded guilty to operating on Sunday and was fined $50 and costs.

ATHENS, Ala.—The Ritz has inaugurated a new policy and is operating six nights a week.

OSECOLA, Wis.—W. J. Gilfillan has taken over the New Garden from J. A. Hall.

De Pere, Wis.—J. A. Speaker, 48, well known exhibitor and operator of the Majestic, died recently of a heart attack.

MOSINEE, Wis.—L. Keefe is the new operator of the Mosinee, formerly operated by O. H. Folsman.

Ancaster, S. D.—The Barrymore has been sold by M. J. Nathan to Mr. Lind.

Clear Lake, Wis.—V. E. Cutchin has acquired the Community from Roy Thomas.

Youngstown, O.—Two local movies, the Park and Hippodrome, are using home talent vaudeville one night a week.

AMHERST, O.—The Colonial, owned by Miriam B. Deviney, has been sold to Jerry Steel.

PHILADELPHIA—C. Schwarz and Son has taken over the Del-Mar-Va Peninsula theater.

SUNbury, Pa.—The Chestnut Street theater has reopened with a revival of last year's dramatic stock policy.

WILMINGTON, Del.—The Savoy was opened recently.

LAMOUR, N. D.—R. C. Harris has bought the Rex from P. M. Nielsen.

WARNERS SUE R.P.I.
ON CUB SOUND LICENSING

(Continued from Page 1)

formal action with respect to the gross revenues derived by the licensees shall be made readily accessible to Warner, and that no such license shall be granted at a rate of royalty less than 8 per cent of the licensee's gross without consent of Warners unless provision is made whereby the latter shall receive quarterly on account of the royalties paid by such licensees an amount equal to 3 per cent of the gross.

The court is also asked to enjoin the defendant from terminating or modifying any license granted by it and now existing of the same nature as that of the complainant and from waiving any indebtedness due from any licensees and from alleging that the new license agreement of the complainant has been broken or forfeited by reason of the failure of the complainant to pay royalties at the rate of 8 per cent on its annual gross. It is further asked that Erpi be enjoined from directly or indirectly engaging in the business of producing and marketing products defined in the new license agreement without the written consent of the complainant as to all its revenues and paying Warners 3 per cent of its gross.

An injunction against granting licenses similar to Warners' to any corporation except one mutually satisfactory to complainant and defendants, and wherein complainant may obtain a substantial stock interest, also is asked.
Paramount is Splitting Up Western Sales Duties

LOCAL AUTONOMY PLANNED FOR PUBLIX DIVISIONS

Lasky-Fox Agreement Extends for Term of Years

First Production Being Released About March 1

Jesse L. Lasky's contract to produce for Fox extends for "a term of years," with eight features to be made annually, according to the official announcement issued yesterday by President Sidney R. Kent of Fox prior to the departure of Lasky for the coast to complete his producing organization. First product under the deal will be released about March 1. Fox will finance the picture.

Cowan Gives Up Agency in Joining Lasky Staff

James R. Cowan, former head of Paramount's Long Island studio and at present in partnership with Leland Hayward, handling writers, goes with the new Jesse L. Lasky production company as executive manager. He leaves for the coast immediately with Lasky and Hector Turnbull. Hayward will take over Cowan's interests in the agency.

Grainger Closes Deal With 68 Coast Houses

James R. Grainger has closed a deal for the showing of all Fox features, shorts and newsreels in the 68 houses of the United Theaters of California, operating name for the T. D. J. and Golden State circuits. M. J. Naify and R. A. McNeil acted for the latter.

O'Donnell as President of New Theater Company

R. J. O'Donnell will head the new theater operating company in which he will be associated with William K. Jenkins in acquiring 26 Publix houses in the southwest. He will end his connection with Publix as division manager in two weeks. Next week Sam Dembow, on his return from the middle west, will go to the southwest with O'Donnell to survey properties embraced in the agreement.

Oppose Regulation by Political Bureau

Opposition to industry regulation by a "political bureau or commission" is expressed by Allied Theaters of Massachusetts in announcing its affiliations with the M. P. T. O. A. A statement from President George A. Giles pledges the unit's "support and cooperation in the present campaign to restore self-regulation within the industry, a fair standard form of contract, a voluntary modification of block booking, a return of arbitration, united opposition to unfair and discriminatory taxation, etc., as consistently advocated by the M. P. T. O. A., but they do not feel that regulation is necessary.

Agnew and Bailey May Divide Paramount Western Sales Post

Paramount is understood to be splitting duties of Western division sales manager between Tom Bailey, New England district manager, and Neil Agnew, Chicago branch manager. Change will become effective as soon as contract with present Western division sales manager, John D. Clark, is settled, perhaps immediately. The Western executive sales setup will then compare with the firm's Eastern system, in which sales are handled jointly by Joe Unger and Stanley Waite. Bill Erbb, Boston exchange manager, is expected to succeed Bailey in Boston. Charles Reagan, Indianapolis exchange manager, will probably be transferred to handle the Chicago job, vacated by Agnew.
"A Pilgrimage Through Palestine" 9 mins
Principal
Good Christmas Reel
This is another interesting travel subject produced by Central Films. Excellent photography, intimate studies of natives and historical places and a well delivered narrative make it a strong short. Places visited in the Holy Land are Bethlehm, Jerusalem, Galilee, Judea, the Dead Sea, Nazareth, Mount of Olives, River Jordan and Cana. Should be fine for the Christmas trade.

Hal LeRoy in "Tip, Tap, Toe" with Mitzi Mayfair
Vitaphone 7104 15 mins
Good
As a background for their dance specialties, Hal LeRoy and Mitzi Mayfair have been provided with a little romantic plot in which the duo are sweethearts from the era up, plus parental opposition to a theatrical career. The best part of the two-reeler, however, is when the youngsters are dancing. LeRoy's fast and fancy footwork is effective-ly shown from various angles, including underneath by photographing through a glass floor. Miss Mayfair doesn't do quite as much, but her stuff likewise is enjoyable. There is some comedy over the lovers spoiling and dancing in the window of a department store, where the lad works as window trimmer, and an elaborate dancing wedding applies a flash finish. Roy Mack directed.

"Rambling Round Radio Row" 15 mins
Vitaphone 1941
Entertaining Novelty
In this edition of the Jerry Wald newsreel of radio celebrities, Jay C. Flippen serves as master of ceremonies. Locale is practically all on the beach, with bathers as back ground. Personalities who are presented include Howard Lanin, Aunt Jemima, Johnny Marvin, Four Lombardo Brothers, William Hall and Baby Rogers. Practice of them do some singing or playing, and it's quite enjoyable.

"Out of the Past" 15 mins
Vitaphone 6909
Very Interesting
Highlight of this excursion in the newsreel files of 1900 to 1914 is a piece of horseplay involving Charlie Chaplin, Douglas Fairbanks and Jack Dempsey, with James J. Corbett also shown briefly. Chaplin as some fun conducting a U. S. Marine Band, while Doug cuts up in his familiar lively fashion, and for a climax Charlie knocks out Dempsey. The reel also includes shots of early New York, Dublin, Vienna, London, Germany, France, Belgium, etc.

Rep. La Guardia to Speak At Next M. P. Club Forum
Hon. Fiorello H. La Guardia, member of the House of Representatives, will be the principal guest speaker at the Tuesday luncheon forum of the Motion Picture Club. On Nov. 1 the club will hold another bridge tourney and dinner, while a big party is scheduled for election night.

6 ITALIAN SHORTS FINISHED
Six Italian one-reelers, out of a series of 13 to be produced at the Standard Sound Recording studios, have been finished under the direction of Emilio Strollo.

Object to Regulation By Political Bureau
(Continued from Page 1)
by a political bureau or commission is at all desirable.
About 350 New England theaters are members of Allied Theseters of Massachusetts. A representative will be immediately designated to serve on the M. P. T. O. A. of directors.

ROBERT PALMER JOINS RKO
West Coast Bureau of THE FILM DAILY
Hollywood — Robert Palmer, for five years with the United Artists booking department, has become assistant to Fred Schuessler, casting director at RKO.

ST. CHARLES
ATLANTA, GEORGIA
A Small Hotel in America's Smallest Resort
Ideal Conference Facilities

NOW we serve you in America
CAMERAS PRINTERS DEVELOPING
MACHINES LABORATORY EQUIPMENT
PORTABLE SOUND PROJECTORS • • •
EDITING MACHINES

ANDRE DEBRIE INC.
115 WEST 45 STREET • NEW YORK
**NEWS of the DAY**

Guthrie Center, Ia.—The Garden has been resold by George Schwenke to Allen & Son.

- Albuquerque, N. M.—The Kimo has booked a stage show to run with its picture, making this the only first-run on the state showing "flush" attractions.

- Lake City, Ia.—The Iowa has been sold by L. G. Ballard to L. A. Miller.

- Detroit—Arthur Elliott has been made city sales manager for Educational, replacing George A. Ranshaw.

- Detroit—Art F. Rowland, owner of the White Star in Hamtramck, recently was beaten by a bandit who robbed him of $150.

- Clyde, N. Y.—The Playhouse has been taken over by Caroline Perrello.

**Plan Local Autonomy**

For Policy Divisions

(Continued from Page 1)

Local autonomy will have active charge of the League's work. Annual awards for the best foreign achievements are planned, and a library of information on all foreign cinematic matters will be built up.

**COMING & GOING**

MAURICE CHEVALIER has cabled Paramount that he will arrive in New York on Nov. 2 aboard the SS de France.

H. N. SWANSON, after a two months' story shooting visit in New York, has returned to the RKO studios in Hollywood.

J. H. SKURRA, president of the independent sales manager, has left for Cincinnati and Louisville, returning Wednesday.

GUS BARTH is on his way from the coast to New York on a business trip.

CLEMENTE DANE, author of RKO's "A Bill of Divorcement," arrived in New York this week from England to begin a lecture tour and then join the RKO scenario staff.

EDITH WALTER, president of Famous Music Co., has been given four red cars, and is taking a trip to the coast on the S. S. President Pierce for a world tour.

JACK CONNOLLY, general manager of Pathé News, has arrived in New York from Canada. He has seven of the Pathé newsreels in Canada and is about to set up business in New York.

HARRY GROSSMAN, theater operator in Hudson, New York, is in town visiting A. W. Smith, Warner executive.

**THE LONG-RADIOSHOP-MARKET**

This four-star system of rating pictures on the basis of public prints was originated by the "National Picture Quotient" and based along with Mae Tinee to use her in her new reviews system was later picked up by the "Daily News" in New York and "Rex" Thirer has used it so effectively that he has received several Broadway theater front publicity in blow-ups of his columns than all the other metropolitan reviewers combined.

- OF COURSE the theaters only give Irene's bluffs a ride when she rates their current attraction with three or four stars... a one-star or two-star rating is just poison to any producer or distributor... not to mention the Broadway spot... and it justly spoils the reputation of this star rating system... on the readers of the "News"... who run into the hundreds of thousands... one Broadway drama of personal questionnaires check of patrons... has figured that a three or four-star rating on Irene's reviews... means an average additional weekly gross of 10 grand at the ole B. O. is that something?... or one thing for Irene... she calls 'em as she sees 'em... from the Audience Reaction... which is the only sane and honest way to review a picture... to come with these Arty Reviewers' personal opinions... that doesn't mean a thing... we are not giving this as a personal plug for Miss Thirer... although she justly deserves it... we mention it because it is the system on which P.I.M. DAILY & Middletown papers are... Audience Reaction... which is the only fair method for Producer, Distributor, Exhibitor and the Public.

**THEY CALL IT SIN**

with Loretta Young, George Brent, David Manners

First National 75 mins.

NICE ROMANCE OF SMALL-TOWN GIRL IN BIG CITY HANDLED MOSTLY WITH ENTERTAINING SIMPLICITY.

Except for a few sequences where unnecessary melodrama and sentiment, such as the heroine trying to take the blame for a murder she did not commit, and a hospital deathbed operation in order to extract a confession from the heavy—this little yarn is enjoyable chiefly because of its unassuming simplicity. It's about a musically talented orphan girl, Loretta Young, who lives in Kansas and is mistreated by her foster parents. She falls in love with a visitor from New York, David Manners, and later goes to the big city and calls on him. David is engaged to a girl of his own station, so the broken-hearted girl goes into show business and is given a big role by a notable producer, ably played by Louis Calhern. David's friend, George Brent, who also has taken a keen fancy to the girl, eventually wins her. Loretta Young has a fine part and is given fine support, including some good comedy by Una Merkel.

Casta: Loretta Young, George Brent, David Manners, Louis Calhern, Una Merkel, Joseph Cawthorn, Helen Vinson, Nella Walker, Claude Allister, John Carradine, Edgar Dearing, Charles Peterson.

Director: Thornton Freeland, producer; Edgar Dearing, executive producer; Jackson Iverson, assistant. Screenplay, Dore Schary; adaptation, David Manners, Max Marlowe; dialogue, Elbert Miller, Eliza de Wolfe, Ellen Harden; music, Carl Davis; photography, Harold M. Bye; art direction, Lyle Lloyd; costume, Howard Richmond; acoustics, Louis Lyson, John Percival; music editor, John P. Temple, Jr.; sound, Reginald W. Conner.

**A Little from "Lots"**

By RALPH WILKINS

**THEMEN Picture, which has just finished its "Manhattan Tower," has released to the trade this week a new release of "Test of Time," the original Chicago release, which included the film's first week of release. The new release has been re-timed and re-mounted for exhibition in European houses.

**Lasky-Fox Agreement in Terms of Yearly**

(Continued from Page 1)

For five years the contract will provide for $850,000 in films and production expenses, with a minimum of two pictures released in that period. The contract also includes a provision for a license to use the Lasky name and the M-G-M name in connection with the future films.

**A Little from "Lots"**

By RALPH WILKINS

**HOLLYWOOD**

REMINDEMENT, pictures, which has just finished "Manhattan Tower," has released to the trade this week a new release of "Test of Time," the original Chicago release, which included the film's first week of release. The new release has been re-timed and re-mounted for exhibition in European houses.

**Lasky-Fox Agreement Is for Term of Years**

(Continued from Page 1)

The new agreement provides for the exclusive production of two pictures annually for a period of five years, with the option of renewal for another five years. The agreement also includes a provision for the production of a third picture annually, at least one of which will be released in the United States.

**Many Happy Returns**


**Best wishes are extended to THE FILM DAILY staff by the following prominent members of the industry, who are celebrating their birthdays:**

Oct. 22-23

James Hall, Bela Lugosi, M. J. Weisfeld, Constance Bennett, Melville Green.

Sam E. Morris, Harry Cohn, Lilyan Tashman, Andy O'Neill, Harry Scott, Fred Datig.
Trans-Lux Changes Policy to 400 Seats or More

Pressing Industry Matters Discussed at New York Conference

DUAL BILLS DIMINISHING ON THE PACIFIC COAST

Second Denver Theater Under Louis Hellborn

Broadway Twins Being Merged Under New Trans-Lux Policy

25 Features Completed
By Warner-First Nat'l

W. W.-Educational Sign
100 Metropolitan Houses
Progress Is Reported
At New York Confabs
(Continued from Page 1)
York last Friday and Saturday between Sidney R. Kent and representatives of the M. P. T. O. A. and Allied.
At the conclusion of the meetings, the following statement was issued, T. O. A., consisting of M. A. Lightman and Edward G. Levy, and a sub-committee of Allied States, representing exhibitors, met with Mr. Kent on Friday and Saturday to discuss some pressing industry problems.
Some pressing industry problems is understood to refer to exclusive runs, a standard exhibition contract and protection, among other things. Presumably, Kent will take up matters discussed with the sales heads of the various major companies for their consideration and approval. Both exhibitor factions are understood to have worked harmoniously at the confabs.

Dr. C. E. Herman Heads Western Penna. M.P.T.O.
(Continued from Page 1)
and Bennett Amudson were named members of the grievance committee.
At the recent convention, Herrington urged exhibitors who have not yet signed contracts with the American Society of Composers, Authors and Auteurists to do so. Failure to do so means a violation of music copyrights is liable to bring an assessment of $250.

4 Second-Runs for B'way
After Radio City Opens
For the first time in its history, Broadway proper will have four second-run houses in late December. Robert Marfair adopts this policy, following opening of the Radio City House. Other second-runs on the street are: Palace, Loew's State and Loew's New York.

Committee on Fronts
Martin Beck will serve on a theater committee with Senator Wallis in adjusting complaints of the Broadway association. The committee is made up of Representative Front and marquee ballyhoo restrictions.

The Daily Inch

** Action in Advertising **

Markey Agency — 167 Broadway — CO 5-3590

Eastman Films
E. Brulatour, Inc.

Chicago
Hollywood
1372 Indiana Ave. 6700 Santa Monica
600 La Cienega Blvd. 1010-1020 S. Western

THE INDUSTRY'S DATE BOOK


RKO THEATER CHANGES
Fred Burrill has been appointed manager of the RKO Madison, succeeding Herman Whitman, who is ill. Theodore Freytag has been transferred from the RKO 81st St. to the RKO 132nd St. L. H. Larry Grieb, formerly manager of the Mayfair and recently manager of the RKO Colonial, succeeds Freytag at the 81st St. Harvey L. Watson is now managing the Colonial.

GUS INGLIS AS COUNSEL
West Coast Bureau of THE FILM DAILY Hollywood—Gus Inglis, who was a partner in the Willig and Inglis Agency, which was one of the largest on the coast, is now specializing in handling organizations of business people. He is associated with Silas Master and has offices at 6031 Hollywood Blvd.

LOUIS E. RAMP TO BUFFALO
Louis E. Ramp, formerly with United Artists, now with Filmcraft Exchange, Inc., Buffalo, where he will handle exploitation on Majestic Pictures for Buffalo, Albany and Detroit.

COMMITTEE ON FRONTS
Martin Beck will serve on a theater committee with Senator Wallis in adjusting complaints of the Broadway association. The committee is made up of Representative Front and marquee ballyhoo restrictions.

ROXY GOING BACK ON AIR
S. L. Rothafel (Roxy) will resume broadcasting late this month to plug the Radio City and other RKO theaters.
**NEWS of the DAY**

Detroit — Liberty Pictures’ local office is now under the management of Harry Carlton Grant, formerly connected with film production in England and Hollywood. He replaces Salvatore Murgi, who has gone to Hollywood. Percy Knighton and George F. McIntosh are no longer with Liberty. The company plans to resume film production next season.

Buffalo—With the resignation of Walter Trass, J. Meyer, Schine of the Schine circuit has been appointed a member of the M. P. T. O. board.

Mt. Union, Pa.—J. S. Shapiro’s theater is scheduled to open Nov. 1.

Smithton, Pa.—William Sheppard has opened the Opera House.

Carnegie, Pa.—Dr. C. E. Herman has leased the Liberty and is expected to open the house some time this month. Herman also operates the New Carnegie.

Pittsburgh—Standard Film Service, Inc., has been transferred to Nat and Lew Leffon, incorporators of the Monarch Pictures Corp. here.

Milwaukee—Harry Billings is handling publicity for the Harry Minburn Players, stock company appearing at L. K. Brin’s Majestic.

Springfield, Ill.—A. R. Zimmer has assumed his new position as city manager of the Fox-Lincoln and Tivoli theaters here. He formerly managed the Dodge and Crown in Dodge City, Kan.

Arkansas City, Kan.—The Strand is being operated on a three day a week schedule by Roy Burford.

Springfield, Mass.—Samuel Torg-...gan, manager of the Poli, is also in charge of the Fox, which opened recently. Both are first-run houses.

**A Little from “Lots”**

By RALPH WILK

HOLLYWOOD

GOUVERNEUR MORRIS has joined the ranks of M-G-M’s screen writers. He is at the studios collaborating with Tod Browning on a new mystery story.

Karl Dane has been added to the cast of “Let’s Go,” motorboat racing story now under way at the M-G-M studios. Harry Pollard is directing this new production, adapted from a novel by E. J. Rath, with William Haines, Madge Evans, and Cliff Edwards in featured roles.

Lillian Bond has been signed as one of the beauties for “Hell to Pay,” new “Quirt and Flagge” picture which Fox is preparing to make with Edmund Lowe and Virginia Leith in leading roles. Lury Velez completes the trio of principals in this production, which has El Brendel in a featured part. John Blystone will direct from an original story by Dudley Nichols and Henry Johnson.

Stuart N. Lake, whose western short stories and serials have appeared frequently in “The Saturday Evening Post,” has prepared wild west material for the Paramount studios on an adaptation for the screen of Will James’ best-selling autobiography.


Final roles for Columbia’s “Speed Demon,” which carried the working title of “Obey the Law,” were filled with the signing of Ethan Laidlaw and Henry Tenbrook.

**COMING & GOING**

EDDIE CANTOR and LYDA ROBERTI are en route to New York from the coast for the opening of Samuel Goldwyn’s “The Kid from Spain” as two-a-day at the Palace the middle of November. Center arrives tomorrow and Miss Roberti is due about Saturday. Stew. Torrey, who has been with United Artists on the Coast, has returned to New York. He arranges C. P. MCGEE’s departure for Detroit.

ERNEST LIGHTMAN has arrived in New York from the Coast. He returns Nov. 13.

DAN MICHALOFF of Warner Bros. is en route to New York on his return from the Coast.

Harold Fingler, sound engineer, has arrived in New York from the Coast. He returns Nov. 13.

**ALONG THE RIALTO with PHIL M. DAILY**

- - - HERE IS a swell chance for the Hollywood femme stars to build up their reps in Europe in the management of the Viennese Hairdressing, Cosmetics and Fashion Show opening in Vienna in November is anxious to secure their photographs. The object is to popularize their various modes of hairdressing just to prove to us that they understand our language they have written as follows.

- - - "THERE WILL be made a special department of characteristic hairdressing of lady artists of the pictures. Will you notify the Hollywood luminaries of the feminine gender through your most powerful journal which is new even in Vienna. Do have the kindness to hand us their photographs in order that we may expose them such an arrangement will be a very good pugging for them."

So use your own judgment, ladies of the screen some of you have been “exposed” before but it didn’t turn out such a “very good pugging.”

- - - AND NOW Al Friedlander explains the title “Gonna work on this week.” “Why, the picture is so good, we just had to name it TWICE.”

Al also gives us this one for the book: A bunch of East Side shooting gallery managers were arguing the possibility of organizing an association with the Broadway theater managers in order to pick up some new ideas, but the plan went floopy with one guy’s objections. “Why the hell should we mingle with Inferior Intelligences?”

- - - BY WAY of showing what can be done with the ingenious use of advertising space in this publication the Harvey Agency has started their newspaper within a newspaper. "The Daily Inch..." and in that approximate space they are getting over their daily sales message to the industry - "Action in Advertising..." it’s the steady use of advertising space that counts pounding an organization’s services and facilities... you will note the Harvey Harvey rate themselves Four Stars that’s the Spirit of Confidence which counts.

- - - OVER AT the Film Center Building... two partners were having a hot argument. "Sol, you talk an you talk. And me I do all the work. You should make out of yourself a feature picture like these major producers sell the poor exhibs—all Dialogue and no Action.

- - - IN ONE of his recent articles in the “Times” our friend Mordaunt Hall was very much concerned about trailers. He thought they were going overhead on superlatives... quoting examples from several recent trailers so we suggest a little game to Mordaunt when he has time to get around to it... the game can be played solo... it is called... "Matching Superlatives in Trailers Against Superlatives in N. Y. Times Ads"... and we’re betting the Times ads will win... jesh, Mister Hall... was anything ever sold Big without enthusiasm and superlatives?... the Trailer has to get over its sales appeal in one tiny minute... so the Trailer Boys smash it over with everything they’ve got... the fact that their system has Kept Selling pic for years and years... is the best possible proof that it is Fundamentally Sound.

**MANY HAPPY RETURNS**

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Oct. 24

Byron Morgan, Gilda Gray, Arthur W. Stebbins, Julia Swayne Gordon
Raft Zooms to Stardom in Knockout Picture!

with
GEORGE RAFT
ONSTANCE CUMMINGS
WYNNE GIBSON
MAE WEST
ALISON SKIPWORTH

Directed by Archie Mayo
from a story by Louis Bromfield

Says “Hollywood Reporter”:
“Order Big Letters Spell Out His Name ‘GEORGE RAFT’ ‘Night After Night’. He is THE Picture...With Great Entertainment To Back Him Up...And The One and Only Mae West In Her First Screen Appearance...She A Riot...Constant Cummings, At Her Best... A SWELL PICTURE

NIGHT after NIGHT

A Paramount Picture
Independent Production Favored by Columbia Vice-President

"Producers need more courage" to discard namby-pamby stories and to film "alive and different" material, declared Walter Wanger, Columbia vice-president, in New York yesterday, following his return from (Continued on Page 4)

RALPH BRANTON TO HEAD PUBLIX MIDWEST DIVISION

Latest switch in the Publix operating personnel under the decentralization program now being worked out transfers Ralph Brant, New England division manager at Boston, to the Middle West, where he takes over operations of Publix theaters in Des Moines, Omaha, Iowa and Nebraska. This was told The Film Daily by Sam Dembrow (Continued on Page 7)

M. P. Academy Officers Will Be Chosen Nov. 1

West Coast Bureau of THE FILM DAILY Hollywood — Officers and branch chairmen of the Academy of Motion Picture Arts and Sciences will be chosen Nov. 1, following completion of the organization's annual election of board members and executive (Continued on Page 7)

George Tyson to Handle Skouras Milwaukee Zone

Pittsburgh—George Tyson, former advertising director for Warner Theaters in the Pittsburgh zone, has left for Milwaukee to take up his new duties as manager of 45 Skouras theaters in the Milwaukee district.

More Personnel Changes In Pittsburgh Territory

Pittsburgh—James Balmer, until now supervisor of Pittsburgh neighborhood theaters for Warners, has been made manager of the West Virginia district of the circuit's Pittsburgh zone now under Harry Kalmine. Charles Hague, director of art with Warners here, has gone to Omaha, where he will be associated with theater work; Christy Wil- (Continued on Page 8)

DeForest Loses to Epri In Argentine Sound Suits

Sixteen patent infringement actions brought two and a half years ago by the Corporation Argentina Americana de Film, holders of DeForest patents in that country, against Western Electric and other dealers, has been dismissed by the Federal Circuit Court of Appeals of Argentina, according to advice received by Electrical Research Products. The cases were defended by Western Electric Co. of Argentina.
Mass Meeting Committee
To Confer Here Thursday.

Plans for the coming exhibitor mass meeting scheduled for New York on December 1 will be advanced at a meeting of the committee in charge in New York on Thursday. Comprising the committee are: Edward G. Levy, New Haven; George P. Aarons of Philadelphia; Julius Charnow of Woodcliffe, N. J., and Sidney E. Samuelson of New

Futter Names Ballentine
Personal Representative
E. L. Ballentine, formerly with RKO Pathe, has been appointed personal representative in the east for Walter Futter. Ballentine has opened offices at 729 Seventh Ave. Before leaving for the coast yesterday Futter told FILM DAILY that he will move his entire library of 15,000-000 feet of negative to the coast where his office will be established. Four additional vaults will be opened at the Futter coast studios to accommodate the library.

Bruno Valletty Appointed
Gen. Mgr. of Aurora Film

Bruno Valletty, producer and director of Italian pictures, has been appointed general manager of Aurora Studios, newly opened at 630 Ninth Ave. He is now distributing "Amore e Morte" ("Love and Death"), which had its premiere recently at the Selwyn.

Michigan Allied to Resist
Exclusive Run Bookings

Detroit—So far no exclusive runs have made the appearance of this territory. Allied Theaters of Michigan stands ready to combat any attempt to effect this policy, said Mr. H. Richer yesterday.

FOX SEATTLE WINNER

Seattle—Terry McDaniel, Homer Gill and Ted Gabbe, district managers, share in the division first prize awarded in the Fox West Coast increased business contest. Tom Olsen of the Fox in Spokane was awarded the theater business prize, and Al Baker of the Coliseum here was second.

Rox Box Skouras, Jack Sullivan, Andy Krampman and Robert Frentzel of the Fox Los Angeles offices came here last week to award prizes.

DAY, NIGHT 16MM. SESSIONS

Both afternoon and evening sessions will be held by the Second Annual 16mm. Motion Picture Conference-Exhibit at the Hotel Victoria, starting today and running through Saturday.

A Column of Successful Showmen!

BEN ASHE
Palace Theatre
Brainerd, Minn.

"Nothing has given me more pleasure this year than the playing of your product. It is my sincere wish that Columbia continues to turn out pictures along the lines indicated by 'American Madness,' 'Night Club Lady,' 'Night Mayor' and others."

C. ZACK
Rex Theatre
Mount Gilead, O.

Bought Columbia pictures 1932-1933 early to insure good pictures and good business for his house. Now a neverbefore good pictures make the difference between profit and loss.

JACK P. SHEA
Montgomery Theatre
St. Louis, Mo.

"I ran the first 'Screwup' on the new contract last night and you can put it down in red letters that it's the best cartoon I have ever run in my theatre. If you new features are all to be as good as the 'Showmanship' group, I'll be flattering myself again towards the end of next year for having bought your product for 1932-1933."

THE DAILY INCH

A CO-OPERATIVE SHOP
COMING TO FOCUS THE EYES OF THE INDUSTRY ON WARNER BROS. - NOV. 12TH - IN 200 ROAD SHOW RUNS AT POPULAR PRICES - DAY AND DATE WITH BROADWAY!

"I AM A FUGITIVE FROM A CHAIN GANG"

WITH PAUL MUNI

HIS FIRST PICTURE SINCE "SCARFACE"
Along the Rialto
with Phil M. Daly

MORE THAN any other man in the industry—the prestige of the short subject has been built up through the years by Earle W. Hammons, president of Educational Film Bureau. He is a man who stands unique in the film biz ... he is still pursuing unswervingly the same ideals and purposes with which he started several decades ago ... he has adapted his policies and methods to the advancing pace of the industry ... but the One Idea he started with is basically unchanged ... "The American public wants Diversity in its picture program, and that can only be secured through the Short Subject."

ON AN average of once a year ... this dizzy business gets under our skin ... we start to get the jitters running around in circles ... trying to keep track of all the revolutionary changes ... managements are aware of policy denials, hedgings and run-arounds ... then we trudge into Mister Hammons' office ... weary, downhearted inside a half hour we breathe out an optimistic and cheerfully militant again ... for E. W. Hammons is still in his Short Subject Heaven and all's right with the Film World ... his loyalty to an ideal throughout the years is inspirational.

BACK IN the pioneer days he started with his faith in the Short Subject and a Diversified Program ... in those days when the short was merely used as a "chaser" ... to clear the house for another showing of the feature ... and since then he has weathered all the multitudes of changing cycles ... serenely confident that the Diversified Program is economically sound ... psychologically right ... Dawn Public and his family want diversity in their film fare the same as they do in their table fare ... this American habit ... and for Diversity is fundamental ... it has insured the continuous success of great industries such as Hein's 57 Varieties, the California Fruit eating association, and that housewives' gawdawse ... the Delicatessen Store.

IN LIKE manner Mister Hammons maintains the film industry cannot go wrong by spreading a nice diversity of Short edibles ... when the public sits down to enjoy its film fodder ... the stomach of the average American Citizen demands Diversity and so does his Mind ... his Heart ... his Emotions ... hence the perennial appeal of the Newsreel ... the Cartoon ... the Comic Strip ... the Novelty ... the Scenic ... the Musical sounds same, doesn't it?

AND SO throughout this era of the Double Feature ... the Hammons organization has not altered its policy one iota ... its president has not relaxed his efforts to maintain the Short Subject Standard ... either in quality or extent of the program ... he is absolutely confident the pendulum is swinging back to More and Better Shorts ... on every theater program ... so he is planning not for tomorrow or next spring ... but for the years to come ... that's Loyalty to a conviction for you ... the quality of Faith this film boss needs to bring it out victorious on top of the world once more.

RKO Radio Releasing
6 Features Next Month

Six features will be released by RKO Radio Pictures during November. Features and dates are “Little Orphan Annie,” Nov. 4; “The Sport Of Kings,” Nov. 6; “Volcanoes,” Nov. 8; “The Conquerors,” Nov. 18; “Renegades of the West,” Nov. 25; “Blockade,” Nov. 25. Features are in the cutting rooms and are scheduled for release early in December, they are “Secrets of the French Police,” “The Monkey’s Paw,” “The Penguin Pool Murder,” and “Goldie Gets Along.” In production are “The Animal Kingdom,” Just A Woman,” and “King Kong.”

Kent Acting For Fox Only
In Allied-MPTOA Confabs

(Continued from Page 1) not made any move to confer with other distributors on the issues discussed at the meetings. The approval of the exclusive run policy which his company has not tried and has no intention of trying.

NEW RADIO STAR TRAILER

An innovation in radio star exploitation has occurred in the production of a special motion picture trailer to help plug the personal appearances of George Frame Brown and El Greco on NBC. His Emerson Yorke, former Paramount Long Island studio casting director and recently engaged in radio and picture production activities, made the trailer for NBC.

SHAGRIN-SOLINGER AGENCY
West Coast Bureau of THE FILM DAILY

Hollywood—Max Shagrin, formerly in charge of Warner Bros. Coast theaters, and Sol Solinger, formerly with the J. G. Mayer agency, have formed the Shagrin-Solinger Agency, with offices in the Guernsey Bldg. Shagrin was an exhibitor in Ohio before coming to the coast.

MARION DAVIES IN CLEVE.

Cleveland — Marion Davies has been here for the past two weeks, busy with dressmakers.

THE INDUSTRY’S DATE BOOK


UNUSUAL TYPE STORIES ARE URGED BY WANGER

(Continued from Page 1)

the Coast. He deplored "too much sameness" in stories and asserted that only unusual subjects are needed for production.

"The public is tired of worshiping false heroes," said Wanger. "It wants real stories—not the kind in which you can guess the conventional plot."

Wanger expressed himself as favoring independently made pictures for national release and said his company is in the market for suitable product. The only way to avoid "cliches" in pictures is through "more originality and creative ability," declared the executive.

Wanger returns to the Coast late this week. It is understood he may make his headquarters there permanently, occasionally coming to New York. Wanger declined most of yesterday at the taking of Adolph Zukor's testimony in connection with his Paramount contract action. Zukor will resume giving testimony today.

NEW NORFOLK THEATER FIRM
Norfolk, Va. — Taxewell Theater Corp. has been chartered with authorized capital of $50,000. Officers are: S. C. Craver, Charlotte, N. C., president; H. V. Wynne, Greenville, S. C., vice-president; T. A. Little, Raleigh, N. C., secretary-treasurer. Craver also is head of the new Cavalier Theater Co.

BOBBY JONES DELAYED

Nasty facet of THE FILM DAILY Hollywood—Bobby Jones, who is to make another golf series for Warners, has wired the studios that, due to business demands, he will not be able to report here until January.

GODFREY TEARLE MARRIED

London — Godfrey Tearle, actor and brother of Conway Tearle, was married last week to Stella Freeman, actress.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Oct. 25

Paul A. Bray Belle Bennett Edward Laemmle Fred McConnell Sel M. Wurtzel Herbert S. Berg Polly Ann Young

S. Charles Einfeld
New Holmes Portable
Distributed by Ruby

A new sound-on-film portable projector known as the Educator model, manufactured by Holmes Projectors, Co. of Chicago, is being distributed by the Ruby Camera Exchange of New York, sole distributors in the East. The apparatus is packed in two pieces, with a total weight of 72 pounds, suitable for home use, yet capable of perfect reproduction in an auditorium seating 850.

Recent installations made by the Ruby Camera Exchange include the State Prison, Howard, R. I., and a complete unit installed in the apartment of Morton Downey for personal home use.

HALLOWE’EN SPECIAL

As its revival night feature next Monday, Hallowe’en, the Little Picture House will show Warners’ “Doctor X,” Technicolor thriller. The house also will again celebrate by having its personnel costumed as devils, skeletons, ghosts and witches.

“SCARLET DAWN” PREMIERE

Warners will hold the premiere of “Scarlet Dawn,” with Douglas Fairbanks, Jr., Nancy Carroll and Lilian Tashman Thursday night at the Winter Garden.

MORRIS SAFFLE HURT

Salt Lake City — Morris Saffle, M-G-M branch manager here, was injured recently in a traffic accident out of town.

“MAEDCHEN” FOR BALTIMORE

Baltimore — “Maedchen in Uniform,” now at the Criterion, New York, is booked to open Oct. 31 at the Auditorium here.

THE old fashioned idea that producers of motion pictures could produce, distribute, exhibit and PRINT their motion pictures has lost millions of dollars to the industry. We have PROVED that the industry needs specialization. We have saved millions of dollars for those producers who have placed their film printing with us.

Specialization has made it possible for Consolidated to develop plants and equipment with a yearly capacity of over a billion feet of “Certified Prints.” We use only the finest raw stock and chemicals . employ only the most skilled operators . measure every process. Quality is CONTROLLED. And we maintain a costly research laboratory to seek further advancements in the art and science of film printing.

Accustomed to the instant demands characteristic of the industry, our highly specialized organization can operate twenty-four hours a day when overnight delivery is required.

Specialization has established Consolidated Park as the safest place in the world to send your negatives. Our engineers have originated many exclusive devices for guarding them against every danger. And so well is our organization trained in secrecy and responsibility that the originality of your ideas can never be revealed to trade or public until release date.

Send your negatives to Consolidated—release printing specialists. Relieve yourself of a troublesome and hazardous burden. Only Consolidated with its working capital ample to carry out the largest printing contract, to make loans to its customers and to finance independent productions on a large scale, can give you the high quality and speedy service so essential to the profitable operation of every producer.

CONSOLIDATED FILM INDUSTRIES, INC.
NEW YORK  HOLLYWOOD
HOLLYWOOD

DOROTHY MACKAIlL, back from a personal appearance tour, has signed with Paramount for "No Man of Her Own," in which Wesley Ruggles directs Clark Gable and Miriam Hopkins as co-stars.

Jesse L. Lasky, who is due from New York about the middle of the week to start his series for Fox, is being awaited with keen interest. His first production probably will be "Too in Budapest," by Jack Kirkland.

E. Mason Hopper will direct "The Penal Code," second of the Freuler Film Associates' productions with continuity and dialogue by Hugh Herbert. Tom Tyler's next Freuler western will be "When a Man Rides Alone." Harry Myers and Adolph Milar have been added to the cast of "Roar of the Jungle," another Monogram picture, in which Rochelle Hudson also will appear.

Edward Arnold is one of the busiest actors on the Coast. He had no sooner finished his work in "Merry-Go-Round," than he was assigned an important role in "Rasputin." His first talking picture was "Okay, Amerika."

Alan Mowbray is playing the part of "Estaban" in "The Marquis," opposite Billie Burke, at the El Capitan, Hollywood. Following its local engagement, "The Marquis" will be presented in San Francisco.

"The Woman Nobody Knows," latest Chesterfield production, is now in work under the supervision of George R. Batcheler and under the direction of Richard Thorpe. The complete cast includes: Sarah Baden, Otis Harlan, Gloria Shear, Mae Busch, Edmund Breese, William Mong, Robert Ellis, Walter Long, Tom Ricketts, Larry Kent, Isabel Withers, Dewey Robinson, Johnny Hyams, Donald Kirke, Sidney Bracey, June Bennett and Charles Mailes. The story is an original by Lela E. Rogers.

Freuler Film Associates have four productions now under way, "Gambling Sex," with Ruth Hall, Grant Withers, Maston Williams and John St. Polis, is in the cutting room with release scheduled for early in November; "Roar of the Jungle" is in the midst of camera work, with a cast including Rochelle Hudson, Walter Byron, Harry Myers and Adolph Milar; "The Penal Code" is now casting, and Tom Tyler's second of a series of six Epics of the West, "When a Man Rides Alone," is being written and readied for the camera.

Charles H. Miales and Edmond Stanley have roles in Columbia's Buck Jones western, "Reckless Man."*

Grant Mitchell has been added to the support of Clark Gable and Miriam Hopkins in "No Man of Her Own."*

Nunnally Johnson, fiction writer, and Francis Martin, scenarist, have been assigned to prepare the screen play for "International House," drama of the Chinese international settlement which Paramount recently purchased from Lou Heftitz and Neil Brant.**

"The Devil Horse," Mascot's third 12-chapter serial of the season, is now being completed under the direction of Otto Brower. Harry Carey, Noah Beery, Frankie Darro, Greta Granstedt, and Apache, the well known horse, head the cast. George Morgan, Johnery Sarecky, George Plympton and Colbert Clark wrote the story and dialogue.

Mabel Marden, former Cleveland girl, is playing the eldest daughter of the "Czarina," in "Rasputin," at M-G-M. The "Czarina" is played by Ethel Barrymore and Miss Marden was signed for her part, because of her striking resemblance to Ethel Barrymore as a girl.

Joseph L. Mankiewicz and Claude Binyon, Paramount staff writers, have been assigned to collaborate on an original story to fit the title, "College Humor," the use of which recently was granted Paramount by the magazine of that name.

Sandro Kallay, one of Hungary's leading actors and recently aligned with the Pasadena Community Playhouse, has been chosen by Paramount to make his screen debut in "Madame Butterfly" which B. P. Schulberg will produce. He will support Sylvia Sidney and Cary Grant under Marion Gering's direction.

New Incorporations

NEW YORK CHARTERS
Benjeene Productions, theatricals, Ales & Green, 550 Fifth Ave. 200 shares of common stock.
Robert Stephem, theatricals, S. W. Tannenbaum, 342 Madison Ave. 100 shares of common stock.
Marvin Productions, theatricals, A. Goldstone, 154 Nassau St. $50,000.

NEW JERSEY CHARTER

DELAWARE CHARTER
RALPH BRANTON TO HEAD
PUBLIC MIDWEST DIVISION

(Continued from Page 1)
yesterday, following his return from the Middle West. In New England
Branton has been succeeded by Marty Mullin. Other changes will be
effected within a few days.

M. P. Academy Officers
Will Be Chosen Nov. 1

(Continued from Page 1)
committees. New officers, elected
annually by the board of directors,
customarily are installed at the an-
nual meeting, which will be held for Nov. 18.

New board members for the coming year are: Sam Hardy, John Crowell, B. P.
Schulberg (re-elected), J. Theodore Reed,
Oliver H. P. Garrett.

Members with unexpired terms are:
Law-
rence Grant, Donald Crisp, Irving O.
Thal-
berg, Karl Strauss, Al Cohen, Con-,
Frank Capra, M. C. Leve, Max Re, Ben-
jamin Glazer.

Chairmen chosen for the coming year will be:

Actors' Branch: Reginald Barlow,
Warner Baxter, Hedda Hopper, Chester Morris and
Edward G. Robinson.

Directors' Branch: Cecil B. De Mille,
Al-
fred Green, Robert Z. Leonard, Robin-
son, Madison and Fred Niblo; Assistant Direc-
tors' Section: Scott Bea, Fred Fleck,
Gor-
don Hollinghead, Jack Mintz and Wil-
tam Turner.

Producers' Branch: L. B. Mayer, B. P.
Schulberg, David O. Selznick, Winfield Shee-
han and Jack L. Warner.

Technical' Branch: John Arnold, Hans
Drier, J. H. Nicholas, Nagen H. Shafter
and T. James Wilkinson.

Writers' Branch: Ralph Block, Bartlett
Cormack, Howard Green, William Steene,
McNutt and Ernest Vails.

Academy officers, whose terms expire this month are: president, M. C. Leve; vice-

president, Conrad Nagel; secretary, Fred
Niblo; treasurer, Frank Lloyd.

COMING & GOING

WALTER FUTTER left for the coast last
night by airplane.

W. RAY JOHNSTON and TREM CARR have
left Los Angeles for a two weeks vacation
in Yosemite National Park, Northern California and the Red Wood Highway.

IRVING MANDEL of Security Pictures, Chi-

cago, holder of the Monogram franchise, is in New York for sales conferences with Eddie
Goldin.

CONSTANCE BENNETT will arrive from the
cost today.

HERMAN RIFKIN of Hollywood Films, Bos-
ton, is on his way to Hollywood.

RASIL DEAN, representative for SKO in Lon-
don, arrives tomorrow on the Europa to pro-
duce "Autume Crocus" on Broadway in asso-
ociation with the Skow.

ERNST LUBITSCH is in town. He sills Fri-
day on the Europa.

WALTER WANGRE returns to the coast at
the end of the week.

JOE BRANDT returns to New York from
Bernuda in 10 days.

SAM DEMBOW, CHADWICK and
RALPH BRANTON arrived in New York yest-

day from the Middle West.

IRVING THALBERG, NORMA SHEARER and

BEN THAU arrived at the coast today from
New York.

SHORT SHOTS from EASTERN STUDIOS

By "C. A."

FIRST of a series of eight fea-
tures, being produced by Trojan
Picture Corp., titled "Big Town," and
starring Lester Vail and Francis
Dade supported by a cast of stage
players, has been completed at the
Standard Sound studio. Casting for
the second of the series, tentatively
ntitled "Five $1,000 Bills," is now un-
der way.

Ross Columbo has been signed by
Sam Sax to star in a two-reel Vita-

ified, which will go into produc-
tion this week. The short will
feature many story artists in ad-
dition to radio's "Romeo of
New York." Foremost of these are Buc-
nie and Emily, last season in George White's "Scandals." Joseph
Hemans and Bruce will direct.

Latest addition to the staff of the
Vitaphone studio in Brooklyn is
Helen Sheehan, who last week was
appointed chief script girl.

An industrial short titled "Front
Page News," featuring Jack Powell,
and produced by the Wilding Produc-
tion Co. of Detroit, was completed Thur-

sday at the Eastern Service Studio.

Joe Santley director.

Monroe Shaff, who, as assistant to
Sam Sax, has charge of the "Vita-
phone Sport Thrills" series featur-
ing Ted Husing, has assigned a cam-
era crew to go to Cody, Wyo., with
Ted Husing, who will describe the
filming of a hunt for mountain lions
which roam this vicinity. The se-
quence will be incorporated into a
forthcoming "Spurt Thrills" issue.

Additional shots for "The Hor-
or," an F. P. production, have been
completed at the Atlas Sound Studio
under the direction of Bud Pollard.

With the musical short featuring
Hannah Williams in production at
the Vitaphone studio, Sam Sax
gets credit for bringing before the
camera another Broadway celebrity.
Within the past year his such favor-
itees have made their movie debut at
the Brooklyn plant. Roy Mack is
directing the Hannah Williams film,
which also features Phil Emerson and
his orchestra. It will be in-
cluded in the "Melody Masters" se-
ries.

Standard Sound Recording Corp. has
just completed shooting a pro-
logue at the home of George Veu-
arte for use in his picture, "De-
ilt's Playground." They also have
synchronized this picture with music
and dialogue.

The tenth Vitaphone short subject to
star Ruth Etting has been com-
pleted at that company's Brooklyn
studio. It is called "Along Came
Ruth," based on Miss Etting's own
sensational rise in the entertainment
world. Important supporting play-
ers in the picture are Sam Wren,
Charles Althoff and Chester Clute.

Joseph Hemans has directed the short
from the script by Burnet Hershey
and A. Dorian Otvos.

With Mark Hellinger now mak-
ing a series of travelogues on a
tour throughout the world, Wil-


dowland-Monte Brice Produc-
tions have become the largest inde-
pendent producers of short subjects
in the east, controlling the picture
rights of New York's columnists mar-
ket. Other newspapers have un-
der contract to Bowland-Brice in-
clude Walter Winckell, Louis Sebok
and Nick Kenny. With the excep-
tion of the Hellinger travelogues, all
productions are being made in the
cast, under the direction of Monte
Brice and personal supervision of
William Bowland.

"Parades of Yesterday," showing many familiar parades of the early
part of the current century, is the latest Vitaphone short compiled from
clips of old silent newsreels by Bert Frank, film editor at the Vita-
phone studio. David Mendoza has arranged a musical score for this
reel, while the off screen dialogue is by Burnet Hershey.

FOX WEST COAST GROSSES
UP 10%, SAYS SKOURAS

(Continued from Page 1)
Hollywood, Mass.—Ben M. Cohen,
formerly manager of the Capitol,
Hazelton, Pa., has been named manager of the Broadway, Public
house here. He is the son of Har-
ris M. Cohen, New York theater builder.

NORDINE TO SOUTH BEND

Cleveland—Julius Nordine, Pare-
mount-Publix division booker, has
been transferred to South Bend.
D. Kelly of the Public Chicago office is
succeeds him.

NAT LEVINE

PRODUCER

OF THE LAST OF THE MOCRicans
"THE DEVIL HORSE"
AND OTHER
SERIALS OF DISTINCTION
Announces
"THE THREE MUSKETEERS"

HIS FIRST TWELVE-PART SERIAL
FOR THE
1933-1934 SEASON
IS NOW IN PREPARATION

MASCOT PICTURES CORPORATION
1650 Broadway
New York, N. Y.

CABLE: LEVICO, N. Y.
CONTINUANCE OF DUAL BAN VOTED BY DETROIT EXHIBS

(Continued from Page 1)

ban agreed upon recently. Authority was given to a committee to devise ways and means to penalize violators.

More Personnel Changes In Pittsburgh Territory

(Continued from Page 1)

hert of the same office has gone to New York, where he will be identified with the Roxy, Ken Hoel and Arthur Flanders, of the advertising department, has left the local office, but may be connected with Warners elsewhere, later. Donn Wernouth remains here as assistant to Milton Silver, new advertising director.

FOX WEST COAST WINNERS


ERNST LUBITSCH HERE

Ernst Lubitsch, who arrived in New York Sunday from the Coast, sailed Friday on the Europa for a vacation in Europe. Upon his return the first of February he goes to the Coast to make another Maurice Chevalier picture for Paramount.

3 F. N. DECEMBER RELEASES

First National releases for December include three designated as "specials." They are: Warren William in "Match King," Dec. 7; Edward G. Robinson in "Silver Dollar," Dec. 10; "20,000 Years in Sing Sing," Dec. 21.

250 "FUGITIVE" PRINTS

To meet demands for simultaneous first-run openings, Warner Bros. has ordered 250 prints on "I Am A Fugitive from a Chain Gang." This is record number of prints for a Warner picture.

Cheerful Note

A refreshing scene on Broadway yesterday evening at 12:30 o'clock was one in which two doxie house doorsome informed ticket-buyers that there would be a "lobby wait" of one hour and 10 minutes.

N-E-W-S O-F T-H-E D-A-Y

Lima, O.—It is reported that Warners will reopen the State about Nov. 1.

Ellensburg, Wash.—J. T. Shields has purchased the Ellensburg from H. E. Ush.

Cleveland — Maurice Kaplan has reopened the Arion with RCA Photophone.

Holyoke, Mass.—Wilfred Cadorette has purchased the Royal from J. Hamlin.

Tiltonsville, O.—Alex Toth, owner, is operating the Palace, previously leased by Harry Mackey.

Dallas—J. E. Luccett has joined L. B. Remy, who has the franchise on products of the American Display Corp.

Detroit—S. K. Decker, manager for Excellent Pictures, and Gertrud Sandelman were recently married.

Detroit—Charles Lester of Atlanta succeeds Charles H. Powell as manager of the local National Screen Service. Powell left for Chicago to do special work for the company.

St. Louis—Thomas James Realty & Investment Co. is remodeling its theater building at Market and 20th Sts., because of the widening of Market St.

New Bedford, Mass.—Orpheum Amusement Co. has sold the Casino and Orpheum theaters to L. Roy, and the Allen to Simon Beserofsky.

Toledo, O. — S. Silverman heads Richards Theater Corp., which recently purchased the Savoy from the Smith and Beidler interests.

So. Weymouth, Mass.—Mrs. Cuff has sold the Opera House to Robert Gale.

Coshucton, O.—Ted Chaco, former owner of the Pastime, is now operating a news emporium.

Tacoma, Wash.—Walter Phiney, former manager of RKO Orpheum, Spokane, is managing the Roxy.

Martins Ferry, O.—C. F. Neugart reports that the Eizane Thea-
ter Co., of which he is president, has turned the house over to the owner, Fenray Photoplay Co. It is closed now, but may reopen in the near future under the management of L. P. Eck, president of Fenray.

Cleveland—Ezra Skirboll has been appointed Ohio and Kentucky representative for Exhibitors' Screen Service.

East Liverpool, O.—Sam Reichblum has changed the policy of the Columbia theater to first-run and has contracted for Columbia, World Wide, United Artists and Majestic product on this basis.

Cleveland—Sandor Klinger, local circuit holder, was held up again the other morning. The thieves got $850 but missed another bundle containing more.

Chicago—The Sunnyside, formerly the Triangle, at 7219 Wentworth Ave., has reopened.

FILM EDITORS ORGANIZING OWN SECTION IN ACADEMY

West Coast Bureau of THE FILM DAILY

Hollywood — Motion picture film editors, who are members of the technicians' branch of the Academy of Motion Picture Arts and Sciences, plan to organize a film editors' section within the Academy to deal with the specialized activities of their craft. In this connection, I. James Wilkinson, film editor representative on the technicians' branch executive committee, will preside at a section organization meeting of leading film editors at the Academy offices this evening.

HERMAN RIFKIN TO COAST

Boston—Herman Rifkin, president of Hollywood Films Corp., has left for the coast to confer with M. H. Hoffman of Allied, Nat Levine of Mascot and W. Ray Johnston of Monogram, regarding expansion plans for next year.

MONOGRAM MAGAZINE

Mike Simmons is preparing an eight-page merchandising magazine for Monogram to be released to exhibitors through the Monogram franchise holders. The book will be ready next week.
2nd Allied-MPTOA-Kent Confab Likely in Nov.

JOHNSON ADDING 40% TO MONOGRAM NEGATIVES

 Ala. Legislature Overrides Governor on Sunday Shows

Senate Joins with House To Permit Sunday Shows in Towns Over 60,000

Birmingham—Sweeping aside opposition of Governor B. M. Miller, the Alabama Legislature legalized Sunday shows in towns of 60,000 population and more late Tuesday afternoon. Gov. Miller had returned the Goodwin bill to the Legislature for an amendment calling for a referendum in Birmingham before signing the bill. The House refused to concur with the Governor's wish, however, by a vote of 63 to 22, and then passed the original bill over (Continued on Page 4)

NO DECENTRALIZATION FOR WARNER THEATERS

With no thoughts of a decentralization plan, Warner Bros. will continue to operate on its present policy, Moe Silvers said yesterday in New York. He reported business registered by the circuit nationally is between 10 and 20 per cent better than a year ago at this period.

Since Sept. 1, Warners have reopened 15 per cent of the 60 of its houses which have been closed. Some of the theaters have been dark merely as a seasonal policy.

Eddie Eschmann Joins Majestic Pictures Corp.

Edward Eschmann, formerly with Pathe, Van Beuren, General Talking Pictures, Erpi and other companies, has joined Majestic Pictures Corp. in an executive capacity. He starts his new duties immediately.

Gabe Hess a Daddy

A son, Adam, was born to Mr. and Mrs. Gabe Hess yesterday at Lenox Hospital. Daddy is the head of the Hess' office and mother is Linda Watkins, screen and stage actress.

Re-arrangement is Effected In Warner Ohio Theater Zone

N. J. Allied to Hold Special Meet Nov. 1

Beginning at 1:15 p.m. on Nov. 1, a luncheon meeting of Allied Theater Owners of New Jersey will be held at the Palace Hotel, Newark. This takes the place of the weekly gathering held at the organization's headquarters here.

John D. Clark's Resignation Now Confirmed

Clark had been with Paramount for 19 years, starting as a sales

Expect Exhib Units to Endorse Allied-MPTOA-Kent Confabs

Jimmy Savo to Star In Columbia Shorts

Next exhibitor step as a result of the recent conferences between Sidney R. Kent and the M.P.T.O.A. and Allied on various industry problems will be submission of a report to their respective unit leaders for endorsement. Indica

Paramount Strong on Name Authors

Hollywood—Paramount's 1932-33 program will embrace one of the biggest lineups of "name" authors on any single season's schedule. Among the authors already listed are H. G. Wells, Fannie Hurst, Louis Bromfield, James M. Barrie, Vina Delmar, Zane Grey, Ernest Hemingway, Sophie Kerr, Nina Wilcos Puthman, I. A. R. Wylie, Dashiel Hammett, Francis Yeats-Brown, Herman Sudermann and others.

Foreign Exhibs Adopting U. S. Ballyhoo-Koerpel

European exhibitors are gradually learning to exploit pictures by American methods, declared Jack Koerpel, former Paramount theater executive, who recently returned from a four months European trip. In Germany in particular he found theater men adopting American

Chief of Independent Unit Says More Money Being Put in Productions

West Coast Bureau of THE FILM DAILY

Hollywood — Having tentatively formulated Monogram's production program for the 1932-33 schedule W. Ray Johnston, president, announced before departing for a week's vacation that he and his associates had decided on a budget which would increase the average negative cost per picture at least 46 per cent.

"That doesn't mean that we're going to lose over with our expanse

LEY REPORTS BENEFITS FROM LOCAL OPERATION

Decentralization of theater operation, booking and buying is "wholesale move" and has already proven its constructive possibilities according to Jules Levy, RKO general sales manager, who returned yesterday from a three weeks' tour of all RKO southern exchanges at Minneapolis, Milwaukee and Chicago.

Branch and division managers have been given a greater measure

Warner-First Natl Set Vehicles for Five Star

West Coast Bureau of THE FILM DAILY

Hollywood—New vehicles for five stars have just been set by Warner First National. George Arliss, who was to have appeared next in "T. A. D. Adopted Father," will instead make "The "s Vacation," based on

Horsemens

Our early-bird Central Park spy reports that Joe Bornhard and Moe Silver (former theater executive) may be observed horseback riding any fair morning in the vicinity of 9 a.m. in Manhattan's greatest outdoor spot.
Mata Hari’s Brothers Lose Suit to Stop Film

Rotterdam—Concurring with the argument of defense counsel that the M-G-M picture, “Mata Hari,” concerns a vivid historical character and therefore does no injury to the family of Margaretha Zella, the real name of Mata Hari, a court here has denied the application of the famous spy’s brothers who sought to have the film withdrawn from exhibition.

Goldhammer Managing RKO Minneapolis Office

Minneapolis—L. E. “Nickie” Goldhammer has been appointed manager of the RKO exchange, succeeding Mike Frisch.

BUCK LEAVING IN JANUARY

Frank Buck, producer of “Bring ‘em Back Alive,” now plans to leave New York early in January for the Land where he will make another animal feature. Picture to be produced for ViVa Beurla will be a story. Buck has a radio contract, involving broadcasts over WNC, which run until the last of December.

BARR LEAVING DALLAS

Dallas—Maurice Barr, Public division manager, will leave Dallas when R. J. O’Donnell and William K. Jenkins take over the Publich houses in this territory within two months. Barr and Howard McCoy, another Publici division manager, are reported still dickerings for the Publici-Saenger houses in Louisiana.

THEY CALL IT SIN HOLDS

Warners will order “They Call It Sin” for a second week at the Winter Garden. This puts off the opening of “Scarlet Dawn,” which had been announced for tomorrow night.

NEW FILM AT TOBI

“Gloria,” German talker, will have its American premiere tomorrow at the Tobis Kino, First Ave. and 78th St.

SMILIN’ THRU” THIRD WEEK

The Capitol is holding “Smilin’ Thru,” M-G-M picture, for a third week starting Friday.

Publici Colorado Circuit Signs Warner-F.N. Lineup

Latest circuit to sign for the entire Warner-First National lineup plus the 1932-33 Publix Theaters of Colorado. The deal, which was closed for Warners by Grad Sears and for the circuit by Lou Notarius, involves all the Publich houses in the Colorado territory, including Denver, Grand Junction, Greeley, Colorado Springs, Pueblo and Albu- querque.

ENDORSE "THAT’S MY BOY"

Two of the leading social groups interested in motion picture entertain- ment, The New York City Federation of Women’s Clubs and the Daughters of the American Revolution, have given their unsolicited endorsement to Columbia’s “That’s My Boy,” a story of mother love and football heroics.

2 NEW HOUSES FOR JERSEY

Two new houses in New Jersey are opening soon. One is the Mayfair, 1,500-seat theater to be operating 1933-46 by Publix Theaters, Inc., head ed by Sam Bratler. The other is the Nemo at Closter, 300-seater which Rejolla & Schmitt will run.

400 ATTEND TORONTO BALL

Toronto—Four hundred persons attended the first annual ball of the Ontario Motion Pictures Industries, held at the King Edward Hotel. The committee of arrangements consisted of Harry Law, Clair Hague, N. A. Taylor, H. V. O’Connor, A. F. Myers, Harry Ginaler, A. C. Case, Harry Fritz, A. J. Laurie.

COMERFORD BANQUETED

Scranton—A banquet was recently tendered to E. E. Comerford by the Irish Day committee, with various city and state officials attending.

SANTLEY STAGING GAMBO

Joseph Santley, as costler, is staging the Lamb’s” installation Gambo slated for Nov. 20.

FINANCIAL

NEW YORK STOCK MARKET

Com. Con. Ind. pf. East KBR 7 29 7 8 + 14
East KBR 30
Fon. Am. 2 10 2 23 8 + 14
Fox New. 2 9 2 26 8 + 14
Gen. Am. 3 10 3 11 8 + 14
Gen. Elec. spec. 1 10 1 11 8 + 14
Lend. Eq. 9 10 9 11 8 + 14
Med. Sg. Garden. 2 2 2 26 8 + 14
Saham. 1 10 1 11 8 + 14
RCA 7 1 6 6 8 + 14
RCA phd. “B” 19 1 11 8 + 14
Warner Bros. 20 1 11 8 + 14

NEW YORK CUP MARKET

De Forest Radio. 1 10 1 1 8 + 14
Technicolor 1 10 1 1 8 + 14
Trans-lux 1 10 1 1 8 + 14

NEW YORK BOND MARKET

Gen. Eq. 6 10 6 11 8 + 14
Gen. Equ. 6 10 6 11 8 + 14
Gen. Tel. $600 cf. 1 10 1 1 8 + 14
Loew 8s 41 4Ww 8 16 8 11 8 + 14
Pan. 6s 51 1 2 4 13 8 + 14
Pan. 5ls 50 20 10 20 10 + 14
Warner’s 638 1 25 13 8 + 14

BELGIAN NEWSREEL HOUSE

Brussels—A newswel theater under the name of Cineca is now operating at 152 Boulevard Adolphe Max. This is the first house of its type in Belgium.

16MM. LUNCHEON TOMORROW

Chicago—A luncheon will be held tomorrow at the Hotel Victoria, where the National 16mm. Conference-Exhibit is now in progress.

THE DAILY INCH

** Action in Advertising **

HARVEY AGENCY-6th Broadway-550-3500

SQUADS EAST, HO!

ILLUSTRATION, copy, printing and engraving are steps in advertising which should keep time to the music of results. The ALL-IN-ONE AD SERVICE directs these factors from one headquarters, assuring coordination, harmony and economy.

THE INDUSTRY’S DATE BOOK


Oct. 27: Meeting of committee in charge of Allied Film Theaters of America, meeting, New York, 11:30 a.m.

Nov. 1: Allied Theater Owners of New Jersey open Lincoln Centennial Film schl, 11:30 a.m.

Nov. 3: Supreme Court of the State of New York, 1 p.m.

Nov. 12: Union of Allied and M.P.T.O.A. organizations, New York, 10 a.m.

ROXY BRIEFS TODAY

Briefs will be submitted today on the injunction proceedings instigated by the Roxy Theatre Corp. to pre- vent RKO from using the name Roxy on its Radio City theater and prevent the present Roxy theater to retain the title. A decision may be handed down tomorrow.

McCONNELL BACK IN EAST

Following his completion of “The Last Frontier,” serial, for Van Beuren Corp., Fred Mcconnell arrived in New York yesterday from the Coast. He visited exchanges at Denver, Salt Lake City, Omaha, Detroit, Cleveland and other key spots on route East.

NASSAU • MIAMI

Havana-Cruises

$115...22 DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2 days in Havana. Or take round-trip to Nassau only and stay 7 days at the Royal Victoria hotel for $75. Portolayphty sailings by S. S. Munson.

BERMUDA

$45 Round Trip

Twice weekly sailings, 21,000-ton S.S. Pan America and sister-ships, all air, outside rooms mostly with beds and private baths, 5 days, including stay at hotel in Bermuda $46. 7 days $72. S. S. Pan America, good direct to dock of Hamilton. For reservations, call House of Travel.

For information on the Free Trip Slogan Contest, see any Travel Agent or write the Munson Lines, 67 Wall Street, New York, N. Y.
GREAT NEWS!

Clark Gable—Jean Harlow in "RED DUST" opens simultaneous engagements in Los Angeles and Hollywood to lines-around-the-corner business. We told you to "Watch our Red Dust"! It's sensational!

GREAT NEWS!

Imagine! It has happened to a talkie only twice before in the history of New York's big Capitol Theatre. Held Over THIRD WEEK! Norma Shearer in "SMILIN' THROUGH," the year's beloved romance, the box-office joy of the hour everywhere!

GREAT NEWS!

"GRAND HOTEL" the miracle picture of all time. It is the tonic that picture business dreamed of! It is reviving the theatre-going habit. Ask the man who plays "Grand Hotel!"

GREAT NEWS!

"PACK UP YOUR TROUBLES"—Laurel-Hardy's 6-reel screamie continues to pack theatres from Coast to Coast! Beating "Pardon Us!"

GREAT NEWS!

Norma Shearer—Clark Gable in "STRANGE INTERLUDE" confirms belief of M-G-M that the public wants something New! In its first $1.50 Road-Show engagements it's a clean-up! 3rd big week in Boston! Swell in Washington! 3rd triumphant week in Cleveland! Buffalo's first week big! Detroit, Cincinnati, Providence off to brilliant start.

GREAT NEWS!

Eyes of the industry are on M-G-M's California Studio! Dressler-Moran in "PROSPERITY" will positively dwarf their past successes. Johnny Weissmuller at work in "TARZAN AND HIS MATE." Wallace Beery as a wrestler in "FLESH" looks like another "Champ." Just started "REUNION IN VIENNA"—something to bank on! Dressler and Beery soon to start "TUGBOAT ANNIE"—another "Emma"! Helen Hayes—Ramon Novarro in "SON-DAUGHTER"! Bob Montgomery, Huston, Durante in "PIG BOATS", submarine romance that tops "Shipmates" for thrills! It's a pleasure!

"Here's to M-G-M a live-wire outfit!"

"They've got the Stars that draw!"

"Always on their toes with New Ideas!"

"Dependable year after year!"

"You ain't seen nothin' yet of the year 1932-33!"
JOHNSTON ADDS 40% TO MONOGRAM NEGATIVES

(Continued from Page 1)
ditures," said Johnston. "Our decision and ability to increase the negative costs of our forthcoming product so measurably derives from the economies we have been able to effect in other angles of operation. We have managed to cut many corners and corners."

"The picture is in the hands of Parke, " said Johnston. "Our plan is to sell it to the most suitable market."”

Clark's Resignation

Officially Confirmed

(Continued from Page 1)

Clark said he was given an ultimatum by the board of directors to resign. He refused to say what the ultimatum was, but it was said to be related to the company's financial difficulties.

FOREIGN EXHIBITS ADOPTING U. S. BALLYHOO—KOERPEL

(Continued from Page 1)

"Ballyhoo tactics to help sell their programs. Koerpel urged that American distributors adopt similar methods into their own exhibition, as to openly recommend them would cause continental resentment. He pointed out that the necessity of developing exploitation abroad is especially important owing to the fact that many American pictures are playing on percentage.

"INTERLUDE" AT APOLLO

Chicago—M-G-M's "Strange Intertlude" opens Oct. 30 at the Apollo for a roadshow run.

W. S. DAVIS REOPENS HOUSE

Danville, Va.—W. L. Davis, who formerly operated the Ritz, Chatam, has reopened the Capitol.

ALONG THE RIALTO WITH PHILM DAILY

• • • THE BOYS who stayed away from the Empey luncheon... figuring they were in for a political ballyhoo... missed a masterly analysis of the economic situation... which has particular bearing on the film biz... in the address of the guest speaker... Congressman Fiorello H. Taft...

• • • IN HIS easy conversational style... the Congressman cited facts and figures... tore the entire industrial, financial and political structures apart... and showed the fallacies in all of them... the picture he painted was not so pretty... but he made every thoughtful man present do some thinking on the way out...

• • • TO MAKE sure he wasn't boring us... the Honorable Fiorello said he had been bored partly by some of our pictures shown... and if there was any way about him... signify by giving the Bronx cheer... but the select gathering applauded... so he went ahead...

• • • HE SAID among other things... that for 75 years this nation had built up a marvellous educational system... in magnificent elementary and high schools... and for what... to educate 10,000,000 unemployed to pounding the pavements looking for jobs?... and he might have added this thought to it... what's the sense in educating the pimple to understand this drawing room dialogue in the pix... if they haven't got the jobs to get the dough to walk up to the ole B.O.?

• • • TO LISTEN to Mister LaGuardia was to be convinced that there was no leadership to be found anywhere... among our industrialists... our statesmen... and certainly not among our bankers... on whom he pinned a big share of the blame... for getting the nation into the mess it is in today... the import of his remarks was that every industry... and certainly not every business organization... had to get down to the bedrock of hard, cold, economic facts and quit believing in fairy stories... to the gawd-given genius of business leaders... and the overoptimistic doctrine that somehow "everything is going to be all right"... a lot of bunk, ballyhoo and ballyhoo has to be squeezed out of Gov't operation... and the set-up of big industries... including the film biz, we hope... for the Nation to ride the economic breakers still ahead... and from a politician!... of all things!

• • • BIG DOINS at the AMPA luncheon on Thursday... with Gus Edwards and his protégés... including Hilde Garde, Ruth Gilbert, Marie Vero, Dave Bigelow, Jack Liss, the Lane Sisters... also a gang of some of his past students who are now deeply involved in the business organization... Also present will be Armand Dennis, co-director of "Goona-Goona"... who has worked out a special goona-goona powder... for the pressgang's to slip into their boss's soup... so that he will be convinced that any blurs they write are the next... which they probably are... and then in addition... surprise, surprise!... one of the screen's most charming female stars... but they've pulled that gag on us before... we're gonna fall for the goona-goona racket... if we slip one to the Boss... he might think this kolyum is Good... ain't we the Optimist!

ALABAMA LEGISLATURE LEGALIZES SUNDAY SHOWS

(Continued from Page 1)

Miller's head by a vote of 70 to 16. The Senate took similar action, overriding Gov. Moore, to open theatres on Sunday afternoons and passing the original bill 26 to 7. Birmingham theaters will open this coming Sunday. Theaters in Montgomery and Mobile have been open on Sunday, although in defiance of law.

MORE STARS FOR BENEFIT

Paul Muni, Vilma and Buddy Eb- sen, Patty Arbuckle, Jack Dempsey, Ruth Etting, Jean Sargent, Hal Le- Roy, Clarence Whitehill, George Kirk, Monette Moore, Larry Adler, Honey Burns, Fred Morriit, John Hammond and the "Flying Colors" ensemble are new additions to the lineup who are volunteering their services for the Milk and Egg League's new benefit show at the Hollywood Theatre on the night of Sunday, Nov. 6. The Tuberculosis Fair and the Actors’ Fund will receive the entire proceeds.

Tickets for the benefit show range from $2.50 to $10 and are on sale now at the box-offices of the Strand and Winter Garden.

COMPEL CULTURAL FILMS

Copenhagen—Under a new film law now in preparation, Danish movies must be in future show some films of cultural value on their program. A company called Dansk Kulturfilm is understood to have been formed expressly for making such films. It will make, buy and sell historical and topical films, as well as newsreels.

ISIS, LYNCHBURG, OPENS

Lynchburg, Va.—Willis Grist, Jr., and Dick Eaton, assistant, are operating the Isis, a 760-seater, at a Public-Kinney house.

A. E. LICHTMAN GETS HOUSE

Petersburg, Va.—A. E. Lichtman has taken over the Palace from W. F. Harris. After remodeling, the house is scheduled to open Nov. 1, loge, name: Cameramit, Archit. Stotl.

THE FILM DAILY

Wednesday, Oct. 26, 1932

COMING & GOING

Fred McConnell of Van Brunt Corp., returned to New York yesterday from the coast.

Julian Brylawski, Warner Bros. Washing ton theater executive, was in New York yesterday.

Charles Gerrard, actor, is in town.

Edgar Cantor, president of New York today from the coast following completion of "The Kid From Space" in California.

George Cukor and Jane Murfin are accompany ing Gablinger's O. Selznick from the coast to New York by way of Panama.

Constancie Bennett, who arrived yesterday from the coast, was accompanied by her husband, Marquis Henry de la Falaise.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry celebrating their birthdays:

Oct. 26

H. B. Warren, Jackie Coogan
Mark Sandrich
Leapin' lizards! She's on the screen!

The funny paper sweet-heart of millions that millions are waiting for in a human-heart story tugged with a tear and bursting at the seams with laughter. Young or old... if they're human, they'll love it!

Based on the most popular comic strip in the world by
Harold Gray

Little Orphan Annie

MITZI GREEN - MAY ROBSON
Buster Phelps... Edgar Kennedy
Matt Moore... Kate Lawson

Directed by
John S. Robertson

RKO Radio PICTURES

David O. Selznick, Executive Producer
ALLIED-MPTOA AND KENT MAY MEET AGAIN IN NOV.

(Continued from Page 1)

utions are that all associations comprising both national organizations will look favorably on the reported progress made toward industry harmony.

Another conference including Kent and representatives of both associations is expected to be held in New York early next month.

RKO Executive Reports Decentralization Benefits

(Continued from Page 1)

of responsibility,” said Levy, “circuits that have subsequent run houses are already reaping the benefit. In deference to New York executives, I believe that branch managers and division heads who are so well acquainted with their respective territories can buy better advantage under the present decentralization plan that under the old method.”

THREE CHICAGO HOLDUPS

Chicago—Three neighborhood theaters were held up Sunday night for a total of $220. They were the Hamlin, wherein bandits got $55; Lindy, $25, and Grand, $145.

TOTO FOR ROXY

Toto, the clown, will be in the new Roxy stage show starting this Friday.

IN THE HEART OF HOLLYWOOD

HOLLYWOOD'S most convenient hotel. Nearly to famous studios, theatres, cafes and shops—ten minutes from golf courses, bocce, etc.

The Plaza Hotel is quiet, luxuriously furnished, with restful beds, glittering tile baths and showers, efficient and courteous service and cuisine, convenient parking—every modern convenience for your comfort.

European plan, $2.50 and up. Single, $3.50 up; double, $4.50 up, (two beds). Special weekly and monthly rates.

Look for the “Doorman of Hollywood”

HOLLYWOOD PLAZA

VINE ST. AT HOLLYWOOD BLVD.

W. RAY JOHNSTON, Monogram president, and Trem Carr, production head, are on a two weeks' vacation trip through Northern California, their first vacation in five years. They plan to visit Yosemite National Park and the Redwood Highway. Four productions in preparation will be held up until the return of the executives.


“Pigmy,” starring William Rubins, charge already been written, is expected to be made by Radio Pictures, drawn from the assignment to adapt “The Fountain,” novel by Charles Morgan.

John Gilbert and his bride, Virginia Bruce, Mr. and Mrs. Charles Green and Mr. and Mrs. Earl Briggs comprise a party now touring Europe. They will return to Hollywood in November.

Alan James is preparing an original story, starring Maynard at K.B.S.-Tiffany studios. James recently directed two Westerms, starring Maynard.

“Pigmy,” will be made by RKO Radio Pictures. This story by Rex Beach was filmed as a silent motion picture years ago and was a big success with Jack Pickford and Louise Dresser as the leading players. Barthett Carmack will be the associate producer on the new picture. Samuel Ornitz will write the screenplay from Beach's story, while Del Andrews and Harlan Thompson will co-direct.

Zita Johann has been signed by Paramount for “Luxury Liner,” a B. P. Schulberg production.

Norton Bailey, Tom London and Henry Sedley were the final additions to the cast of Columbia’s Tom McCoy production, “Fighting for Justice.”

Stanley Raush and Eddie Dowling are doing the story, with music and lyrics by G. F. Rubins, for the “Colorbome” musical short in which Harry Jans and Harold Whalen, vaudeville headliners, will appear for M-G-M. Ray McCary is in direct.

Howard Estabrook, who was leased to Samuel Goldwyn to write the script of “The Masquerader,” is back at his RKO desk.

The title of “Common Ground,” first film of “Fighting for Justice” is a sequel to the films that have come out of Columbia’s Tom McCoy production, “Fighting for Justice.”

Production has been completed on the second Educational-Harry Langdon starring comedy. As yet uncompleted is the picture Gladys Blake, Edie Baker, Bill Irving and Les Goodwin. Arvid Gillstrom directed from an original story by Bobby Vernon and Frank Griffin.

Forrest Sheldon, who directed several of Maynard Westerns, is now adapting his own original story, “Phantom Cyclone,” for Ken Maynard.

A LITTLE FROM "LOTS"...

(AContinued from Page 1)

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"VIRTUE" with Carole Lombard, Pat O'Brien
Columbia 87 mins.
GOOD PERFORMANCES
O'BRIEN AND CAROLE LOMBARDB CONSTITUTE CHIEF MERIT OF RATHER SORDID STORY.

While this story is a trite melodramatic affair on the familiar theme of the woman who, a Daddy's girl, is discovered after the suicide of her beloved, who thought he knew all about women, the performances of the principals and the direction of R. G. Springsteen, who gave the production continuous interest. Pat O'Brien, as a taxi driver who is sure no woman can put anything over on him, and Carole Lombard, whom he meets as a waitress after she has gone straight, both give sincere and well sustained characterization. Lombard is a young, clear, cutting, just after they are married, Pat nevertheless sticks by his bargain, though he is haunted by suspicion. When his wife gets into a jam through helping her old friend, Pat suspects the worst, but after she is jailed for a murder committed by another he is convinced of her innocence.

Director, Edward Buzzell; Author, Ethel Hill; Adaptor, Robert Riskin; Cameraman, Joseph Walker; Recording Engineer, Edwin Brooks.
Direction, Better than subject. Photography, Good.

"WEEK-END IN PARADIES" ("Week End in Paradise")
(In German)
Capital Film Exchange 80 mins.
LIVELY AND FUNNY COMEDY WITH ATTRACTIVE FEMININE PRINCIPALS AND A GOOD LINE OF ENTERTAINING ACTION.

For those who have an understanding of German this will provide a good round of laughs. And even for the rest, who don't know German ought to get a fairly satisfactory share of amusement from it. Besides its broad comedy and action, the production is unusually strong in the feminine end of its cast. The yarn is something about a popular though probably not overly respectable resort where romantic carousings takes place, thereby drawing the attention of a feminine reformer and other crusading moralists, with the result that the place is put out of business and a conscientious offici

When the script of Ruth Ettig's new Vitaphone two-reeler, "Along Came Ruth," called for a player to portray a radio announcer, Stuart Stewart, casting director of the Brooklyn studio and always a stickler for realism, assigned the part to an authentic one, Miss Anna A. Frind, an actual radio announcer, now visiting New York.

Ray Foster, cameraman at the Brooklyn Vitaphone studio, made his movie debut at that plant last week. His change of position, from the camera to that in front of I, occurred when a sequence was shot during "Along Came Ruth," starring Ruth Ettig, which showed a movie company in action.

"THE LAST INSULT" (Soviet Silent) 63 mins.
INTERESTING PRODUCTION SHOWING RESULTS OF THE SOVIET EDUCATIONAL SYSTEM AS IT APPEALS TO CHILDREN.

Somewhat on the same order as Amkino's "The Road to Life," this new production sets forth the workings of the Soviet educational system. In the present case, however, it deals with young children, showing the old method of using whip and stern handling to make them obedient and contrasting this with the new regime's system of kindness and understanding. A supposedly typical family of Russian folk, not actors, is employed to depict the story. There is the burdened mother and two children, a boy and girl of rather unruly tendencies, and the events show how they are separated and finally brought together again.

The action is graphic, requiring very few English titles to make everything clear, and the affair as a whole possesses a strong vein of human interest, heightened by very realistic performances and effective camerawork. While the picture may be part of the Soviet Government propaganda, it nevertheless is a worthwhile accomplishment as either educational material or as entertainment, and it should meet the same favorable reception as was accorded "The Road to Life."

Cast: Natives; Director, Mikhail Doronin; Cameraman, Peter Mostal; Other credits, not listed.
Direction, Natural Photography, Fine.

Otto Gebühr, Lil Dagover in "BARBERINA, DIE TAENZERIN VON SANSOUCI"
(Barberina, The King's Dancer)
(In German)
Dist. Not Set 82 mins.
COLORFUL AND LAVISHLY PRODUCED COSTUME DRAMA IN GERMAN WITH WEEK STORY AND SLOW ACTION. Lil Dagover carries the burden of this German dialogue romantic drama insofar as love interest and suspense are concerned. The comedy situations are few and mildly humorous. The story, which fails to reach any heights, concerns Barberina, a ballet dancer from Italy who goes from court to court, adored and admired for her delightful dancing and beauty. Frederic, the King of Prussia engages her for his new opera and subsequently falls in love with the girl and spies in the Austrian service attempts to force Barberina to secure certain mobilization plans. The King learns of the plans. Things take a turn when the King leaves for war. Barberina falls madly in love with a Baron. They are preparing to leave the country when the King appears and much to their surprise gives them his blessing. Film lacks essentials to put it over.

Director, Friedrich Zelnick; Authors, Carlson and Belwed; Adaptors, same; Editor, not credited; Cameraman, not credited.
Direction, Good. Photography, Very good.

SHORT SHOTS FROM NEW YORK STUDIOS

"By C. A."
PEARL OSGOOD, dancing comedienne of "Flying High" and other Broadway musical hits, has been signed by Sam Sax, producer of the hit show, to a starring contract for a featured role in Vitaphone's two-reel version of the musical comedy "Spring Is Here," stage and screen hit which goes into production Friday. The picture, retitled "A Young Man's Fancy," will be given the same elaborate production accorded "The Red Shadow," Vitaphone's 15-minute version of "The Desert Song," co-starring Alexander Gray and Bernice Claire.

When the script of Ruth Ettig's new Vitaphone two-reeler, "Along Came Ruth," called for a player to portray a radio announcer, Stuart Stewart, casting director of the Brooklyn studio and always a stickler for realism, assigned the part to an authentic one, Miss Anna A. Frind, an actual radio announcer, now visiting New York.

Ray Foster, cameraman at the Brooklyn Vitaphone studio, made his movie debut at that plant last week. His change of position, from the camera to that in front of I, occurred when a sequence was shot during "Along Came Ruth," starring Ruth Ettig, which showed a movie company in action.

CHOICE OFFICE SPACE IN TIMES SQUARE DISTRICT AT "SUBLET" PRICES!

BOND BUILDING
1500 Broadway (at 46th St.)
PALACE THEATRE BUILDING
1584 Broadway
PATHE BUILDING
35 West 45th Street

Offices of Radio-Keith-Orpheum Corporation will move to the new RKO Building in Rockefeller Center about December 1st... We can therefore offer desirable office space in the above buildings to theatrical, motion picture and other organizations at genuine bargain rentals... Entire floors available... Also sub-divisions, large and small... Some offices handsomely decorated... Tenants may purchase floor coverings, drapes and special fixtures at a fraction of their cost... Any reliable firm whose lease expires up to May 1st, 1933, will be wise to look into this outstanding rental opportunity now...

Possession in all three buildings on or about December 1st.

Apply:

Radio-Keith-Orpheum Corporation, New York
Real Estate Department, 35 West 45th Street
Telephone BFyon 9-6700
THE BOX-OFFICE NEVER LIES!

IT DEALS WITH COLD FACTS - IT TELLS THE WHOLE TRUTH and this is what it says:

THAT'S MY BOY OPENED TO BIGGEST GROSS THIS SEASON STOP UNDOUBTEDLY THE BEST FOOTBALL PICTURE EVER SHOWN IN NEW BEDFORD STOP GREAT AUDIENCE REACTION ESPECIALLY THE ROMANTIC BACKGROUND RESULTING IN UNUSUAL WOMAN ATTENDANCE STOP A GREAT ROUND OF APPLAUSE AFTER EACH SHOWING CONGRATULATIONS TO COLUMBIA ON ANOTHER SMASH HIT

HARRY ZEITZ, EMPIRE THEATRE
NEW BEDFORD, MASS.

"THAT'S my BOY"

with
RICHARD CROMWELL – DOROTHY JORDAN
Mae Marsh
20 Great Football Stars and the University So. Calif. Football Team
Directed by Roy William Neill
From the Novel by Francis Wallace
Screen Play by Norman Krasna
Distributors Win Million Dollar Trust Action

NO MORE MAJOR CHANGES IN PUBLIX SETUP

Admission Cuts Don't Help Attendance, Says Metzger

Knockers

By Jack Alricote

This great industry of supplying amusement to the world's millions is still fighting for its life. Its leaders have put up a great game, sportsmanlike battle and the business is coming back. Right now, this needs the militant allegiance of its every unit, its every man and woman. Which will produce the necessary industry in the world of clothes and feeds so many knockers. In warfare, this breed is stood up against a wall and shot. At a time like this there is no room in this industry for the man who draws his salary from pictures and then stands up at every opportunity to destructively criticize its aims, its policies and its executives.

Yesterday we sat in the office of a chronic knocker. Everything he is and everything he has he owes to the motion picture industry. In the presence of others, where real harm might result, he proceeds to orate on what's wrong with the business and those who are wringing out their hearts blood to bring it back. We stood it as long as we could and then let loose. At times we like to cut, and this was one of them. When we suggested that we might arrange an interview with the head of his company so that he could tell his boss just what was wrong with his company, as he told it to us, he began, figuratively, to cry. They always do. We made for ourselves a solid and substantial enemy, but succeeded, temporarily at least, to shut up for the time being one industry murderer. And as he heads this he will know exactly what we mean.

This industry, and the men at the head of it, don't need sympathy. They do need and have a right to expect allegiance. It has, and is passing through, the worst depression in the history of the world, and withal can hold its head high for its record of successful accomplishment in keeping the ship on an even keel. Of course the industry has been hurt and is still battered and bruised, but it's fighting, asking help from no one, and keeping its collective rose clean. And when an industry, a fighting unit, or a household does that, it has the God given right to point its finger in scorn at its mental deserters and tell them to seek livelihood elsewhere.

Lower Prices Fail to Aid in 99% of Cases, Reports Show

Indianapolis—In ninety-nine per cent of the cases where admission prices were cut, it failed to increase volume of business, declares Charles E. Metzger, official of the Associated Theater Owners of Indiana. He bases his report on information acquired from theater men in Indiana and other states. Metzger recommends that competing theaters get together and try to find a solution for their problems.

LOWELL CALVERT JOINS EXHIBITS SCREEN SERVICE

Lowell V. Calvert, formerly general manager of Educational Pictures and recently general manager of recording operations for RCA Photophone, has joined Exhibitors' Screen Service as assistant to George Hirtzman, president, and in charge of distribution and sales. Calvert is now preparing a tour of the company's branch offices in Dallas, St. Louis, Chicago, Detroit and the coast.

Pacific Coast Allied Unit Meets Nov. 15 in Seattle

Seattle—Allied Amusements of the Northwest will hold its annual convention Nov. 15 at the Hotel New Washington here.

$1,000,000 Morrison Suit Dismissed in Hartford Court

Hartford, Conn.—On evidence submitted by defense counsel showing that a theater lease dated April 13, 1927, was signed on paper bearing a watermark not put out until 1930, Judge Carroll C. Hincks late Tuesday dismissed the million-dollar damage suit brought by A. C. Morrison.

When in doubt consult THE FILM DAILY YEAR BOOK. Advt.

FIVE NEW PRODUCTIONS BEING STARTED BY M-G-M

West Coast Bureau of THE FILM DAILY

Hollywood—Five new productions are being placed in work immediately at M-G-M, according to Irving G. Thalberg, who returned a few days ago from the east with his wife, Norma Shearer. The pictures are: Marion Davies in *Peg O'My Heart*, Buster Keaton and Jimmy Durante in *Buddies*, Jean Harlow (Continued on Page 3)

Detroit's 24-Hour House Opening as Roxy in Nov.

Detroit—Opening of the new 24-hour movie house sponsored here by the Sproat-Temple Corp. is set for Nov. 5, with the theater being named the Roxy in honor of S. L. Rothafel, Ben and Lou Cohen, well-known local operators, will be managing director and house manager, respectively. The house has 1,400 extra-size seats, all on one floor. Smoking will be permitted from 10 P.M. to 7 A.M., with cigars and cigarettes provided.

Recent Deals Involved No Financing on Part of New Operators

No more major changes in the Publix operating set-up are planned, an executive of the circuit said yesterday. It is expected, however, that in a number of instances, local companies will be formed to operate certain of the circuit's houses. In the various deals just completed under the decentralization plan it is understood that the executives taking over the division did not finance the moves.

GEO. SCHAFFER ANNOUNCES PARAMOUNT PROMOTIONS

Complete list of promotions in the Paramount sales staff, following the resignation of John D. Clark as western division manager, to join Fox, were announced yesterday by General Sales Manager George J. Schaffer. Neil Agnew, who succeeds Clark, will report in New York on Nov. 1. Charles Reagan, former branch manager of the Indianapolis exchange, will succeed (Continued on Page 3)

Indiana Theater Owners Meet Early Next Month

Indianapolis—Annual convention of Associated Theater Owners of Indiana will be held the first week in November, when election of directors for the coming year will take place. Offices and assembly rooms of association have been moved from the Chamber of Commerce building to 44 North Illinois St.

Stage Hit for M-G-M

M-G-M has acquired screen rights to *Clear All Wires*, current stage hit produced by Herman Shumlin, who also staged "Grad Hotel." "I Loved You Wednesday," another stage offering, is reported under consideration for Norma Shearer.
Film Industry Proves Its Stability

Where other businesses have suffered cruel, decisive defeat, the motion picture has demonstrated its essential stability...it has demonstrated that it is almost one of life's necessities and that it can buffer severe attack with success...for no sooner had the picture industry invested its tens of millions in the readjustment from silent to sound films than the business depression began to grow.

And as we read of the nation's standard industries operating at some small percentage of normal capacity, we may note with considerable satisfaction that the motion picture studios are maintaining their regular production schedules on a hundred per cent basis. In the theaters, attendance has maintained itself at a ratio of 60 to 75 per cent of normality.

Where other businesses have been subjected to many elements of discouragement, the picture business—production and theaters—has had one splendid beacon which made for courage and morale through all the organizations...the fact that our box-offices never failed to respond to good pictures, properly presented. Sluggish though they may have been at times, it has been continually cheering to see new records in the making and a month here showing up when the occasion warranted. With the theater side of this business our task has been to reduce operation costs and these curtailments are being carried out efficiently without a lowering of our operating standards.

It is the responsibility of management to continually surmount difficulties and if we continue as we are going—courageously and earnestly—we cannot fail to emerge greater than before.

Ten Columbia Shorts

On Nov. Release List


Dispossession Ruling

Dispossession proceedings are illegal, if an exhibitor, who has not signed a lease but has signed an agreement to make a lease, is occupying the premises at the time of action, according to a decision yesterday by Judge Bailey in the County Court, Carmel, N. Y., in an action brought by Sarah Ragovitch, owner of a theater building, against Neil & Marosco, who operate the Cameo. Attorney Louis Nizer represented the defendants.

Academy to Arbitrate Case

"Her Mad Night," first of the 24 features on the Mayfair Pictures' lineup, will have its premiere at the Globe on Broadway following the present attention in Irving Berlin's "Too Many Girls," Mary Carlisle and Kenneth Thompson head the cast.

Vitaphone is Releasing

11 Shorts Next Month


U. A. Production Plans Set

West Coast Bureau of THE FILM DAILY

Hollywood—After a long consultation with Joseph M. Schenck to outline production plans, Joseph H. Moskowitz, vice-president of United Artists, left last night for New York. On his arrival in the east Moskowitz is expected to announce the purchase of several new units for U. A., particularly those to be directed or supervised by Lewis Milestone.

First Gaumont U. S. Release

"The Frightened Lady," based on "Criminal at Large," the Edgar Wallace mystery play, will be the first of 40 talkers to be released in the U. S. this season by Gaumont-British Corp. T. Hayes Hunter directed.

The Daily Inch

** Action in Advertising **

Harvey Agency—1674 Broadway—CoS 5 3590

Perfect Plates

And delivered when specified by clients. A day and night shift, of course. A trial order will convince you of Engraving Company's ability to meet deadlines and economic prices.
FIVE NEW PRODUCTIONS BEING STARTED BY M-C-M

(CONTINUED FROM PAGE 1)

in "Nora," "Pig Boats" and "Tarzan and His Mate."

Features now in work include "Nash." "Miss Smiley," "Go West," "Son Daughter" and "The Mask of Fu Manchu." Latter is scheduled for Nov. 5 release. "Prosperity," completed, is tentatively set for release Nov. 12.

Wilbert To Milwaukee

In Midweso Publicity

Pittsburgh—Instead of going to the Roxy, New York, as he intended, Christian Christy, formerly of the advertising department of the Warner office here, has gone to Milwaukee with George Tyson, director of advertising for Warner Bros. here. Wilbert will be assistant publicity director for the Fox Midweso theaters.

ASSISTANT FOR NEILSON

Reginald Lawrence, author of "Men Must Fight," now playing at the Lyceum, has been appointed by Bob Sisk of RKO to assist Rutgers Neilson, director of publicity. Lawrence replaced O'Hara, who resigned last week.

COLUMBIA-WARNER DEAL

Negotiations are expected to be completed early next week whereby the Warner circuit will book Columbia's entire feature and short subject line-up after the closing of the deal, Charles Rosenzweig and Jerry Safron plan a tour of the company's branch offices.

"GOONA-GOONA" IN 7TH WEEK

Setting a new nine-year record for holdovers at the Cameo, "Goona-Goona," First Division, release, is being held a seventh week.

Date Book

Thursday, Oct. 27, 1932

THE INDUSTRY BOOK


ALONG THE RIALTO WITH PHIL M. DALY

• • • SINCE ITS organization nine years ago, the Motion Picture Market of Macon, Georgia, under the able leadership of Mrs. Piercy Chestey, its president and founder, has done more than any other local organization outside the industry to promote the welfare of the Motion Picture Picture . . . unselshly . . . without any ulterior motive . . . they have no ax to grind . . . no profits to make . . . no propaganda to put over . . . they are just a group of educated, representative women who believe in the Motion Picture . . . do not attempt any kind of censorship . . . merely select films that meet their standards . . . and then go out and interest the community in these pictures.

• • • BUT HOW they do it makes Some Story . . . they have Organization . . . System . . . that feminine penchant for painstaking care and detail . . . untiring effort . . . everlasting patience . . . Loyalty to a Cause . . . a combination of attributes that no mere male aggregation can ever hope to emulate.

• • • THEY HAVE held Saturday morning matinees for the children regularly since August, 1923 . . . Mrs. Chestney personally selects the pictures and plans the programs . . . suitable shorts and a feature . . . a prologue . . . community singing . . . prizes and special numbers for anniversary occasions . . . and how their co-operation work out . . . in actual practice? . . . you should see the dozens of letters received by the Committee . . . from theater managers and execs . . . lauding the work.

• • • THE COMMITTEE reviews all pictures shown in Macon . . . features and shorts . . . and report on special blanks . . . copies being sent to the house managers . . . the Hays office, and the producer . . . They get right in back of pix with special worth . . . contact at least 3,000 people . . . have the feature announced at all clubs and societies . . . and on juvenile pix, announced through the schools.

• • • ON AN outstanding feature . . . they arrange with the manager for an invitation showing . . . and handle the whole thing themselves . . . inviting special groups to whom the feature will appeal . . . once a week they broadcast over the local station . . . giving general picture news, mentioning the best of the pix booked for the coming week in Macon, and their program for the next matinee.

• • • HERE ARE but a few of the activities of this splendid group of civic-minded women . . . and some men, too . . . representing 85 religious, educational, civic, social and welfare organizations right in Macon! . . . and do they wield a powerful influence?

• • • THEY ARE constantly receiving requests from other cities for advice in starting Better Film movements and children's matinees . . . so they have prepared a detailed statement of their own practical system . . . which is gladly sent to any group . . . anywhere . . . that wants it . . . every film exec should get himself a copy . . . to learn a lesson in Planning and Organization . . . the result of nine years' patient, intensive, gruelling effort . . . it is a privilege to give this belated testimonial to the ladies of the Macon Better Films movement.

$1,000,000 TRUST SUIT WON BY DISTRIBUTORS

(CONTINUED FROM PAGE 1)

rison, former operator of the Majestic, against the distributors on charges that they conspired to put him out of business.

The watermarked incident brought the court proceedings to a dramatic climax in the U. S. District Court, when Judge Hines accepted the plea of the chief defense counsel, Hugh Alcorn, that Morrison's evidence be impounded. An official of the Parker Young Co., paper company of Lincoln, N. H., appeared to testify that the watermarking stamp bearing the imprint "par value 100 per cent" on the contract paper was not placed on the market until 1936. Morrison had contended that the lease was signed in 1927. Alcorn, besides being chief defense counsel, also is state's attorney for Hartford County, and is understood to be considering a possible criminal action. The Morrison litigation had been in the courts for several years.

Geo. Schaefer Announces

Paramount Promotions

Agnaw as district manager with headquarters in Chicago. J. H. Stevens, branch manager in Portland, Ore., was chosen as former duties in Indianapolis. John Howard, former Boston salesman, will be promoted to branch manager of the Maine exchange, succeeding Stevens.

CONN IN RECEIVERSHIP

Providence—Jacob Conn, owner of the new Metropolitan and the Olympia, has filed a voluntary petition in bankruptcy, listing liabilities at $942,041.30 and assets at $1,468,237.20. Principal creditors are banks, financiers and contractors on the new theater. The Metropolitan is closed, although the Olympia is open. Elmer S. Chase, receiver, has taken charge of the properties.

NEW GERMAN COMEDY

"Wenn Die Soldaten" ("When the Soldiers"), German military comedy, with Grete Theimer, Charlotte Anker, and Otto Wallburg among the cast, opens today at the 72nd St. Playhouse. American release is being handled by George Schneider.

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Oct. 27

Jack Cohn
George Middleton

MANY HAPPY RETURNS
To be roadshowed at popular prices.... In only 200 theatres.... November 12th.... Day and date with Broadway.... Burning timelessness prevents advanced-price roadshows of Robert Burns' world-waking best-seller now brought to shrieking, screaming life by W A R N E R B R O S.
MAKE ROOM AMONG THE SCREEN IMMORTALS FOR THE PICTURE THAT PUT A PRICE ON ITS AUTHOR'S HEAD... WARNER BROS.' DEFIANT MASTERPIECE THAT WILL HAVE CONSCIENCE-STRICKEN AMERICA TALKING IN ITS SLEEP!

A FUGITIVE FROM A CHAIN GANG

Cast of 40 including Glenda Farrell, Helen Vinson, Preston Foster. Directed by Mervyn LeRoy. Already awarded 4 Stars by Liberty!

Pictures on this page are specimens of the mass of special art you'll find in roadshow campaign pressbook!
IF IMITATION IS FLATTERY THEN THE FILM DAILY YEAR BOOK IS THE MOST FLATTERED PUBLICATION IN THE MOTION PICTURE INDUSTRY

St. Louis—The Gayety at 14th and Locust Sts. has reopened. Prices are 10-50 cents for adults and 10 cents for children.

St. Louis—Stench bombs were thrown recently in the Merry Widow theater, making the sixth such attack made on the house during the past 14 months. It is a non-union theater.

Birmingham—Two suspects in the recent bombing of the Alabama have been arrested by the police. They are Sam Wasserman, alias John H. Katz, and Harvey M. Watkins, alias Sidney Malholm. Wasserman said he was an operator in New Orleans before coming here. The Alabama went non-union several weeks ago.

Seattle—Admission at the Fox has been reduced to 15 cents to 1 P. M., 25 cents to 6 P. M., and 55 cents thereafter. Admission at the reopened Paramount is: 35 cents to 6 P. M. and 65 cents thereafter.

Edward J. Sullivan, Theater Executive, Dead
St. Louis—Edward J. Sullivan, widely known in the U. S. and Canada as a theater executive and manager of stars, died a few days ago from a stroke. He had been an Orpheum circuit manager in Winnipeg and St. Louis and also served as theater executive in New York, Chicago and other cities.

RICHARD BENNETT ILL
West Coast Bureau of THE FILM DAILY
Hollywood—Richard Bennett is laid up at his home due to a serious attack of pneumonia.

Miami, Fla.—The Allied Theatrical Agency is a new enterprise designed to serve the entertainment field in Florida. Everything from individual acts to complete floor shows can be supplied. Richard K. Vise is manager.

Danville, Conn.—Charles Oakley, former manager of Warners’ Capitol here, and who was arrested six weeks ago charged with embezzlement of receipts, has been held for trial in Superior Court. The cases of two Capitol employees arrested with Oakley, a cashier and a ticket-taker, have been continued.

Danielle, Va.—The Broadway, a Publix-Kinney house, now offers Danville each Friday and Saturday.

Seattle—Panchon & Marco stage productions return to the Paramount here after having been routed from Portland to Vancouver, B. C., due to local labor troubles.

Four Reopenings Set In Miami Territory
Miami—Four houses will shortly be added to the operating list in this territory. Wolfson-Meyer has taken over the 1,400-seat Coconut Grove, managed by Howard L. Morris, and is reopening it, following improvements, with Morris continuing as manager. Plans for immediate opening of the Paramount here and the Coral Gables theater in Coral Gables also are under way, while E. J. Sparks, who recently took over the Publix houses in Florida, is restoring movies in West Palm Beach, which had no shows for two months.

EDUCATIONAL FINISHES
West Coast Bureau of THE FILM DAILY
Hollywood—Educational this week completed four new comedies. They are: “The Kids’ Last Fight,” a new Baby Burlesk; “Tired Feet,” the second Mermaid comedy starring Harry Langdon; a new Andy Clyde comedy; tentatively titled “Young Ideas,” and “Torchy Rolls His Own,” a new “Torchy” comedy, with Ray Cooke playing the title role.

EDUCATIONAL IN 100% DEAL
Educational has closed a deal with the Butterfield Circuit of Michigan, whereby Educational’s product will play 100 per cent over the entire Butterfield circuit.

SPECIAL “YORCK” SHOWING
A special showing of “Yorck.” Ufa production booked for the Little Carnegie Playhouse later in the season, will be given by Leo Brecher at this house at 10 A. M. today for the benefit of delegates to the German-American Congress which opens today at the Hotel Astor.
IT NEVER
RAIN'S
BUT IT POURS!

MOTION PICTURE
DAILY
“Rain” Pours
Real $$$ Into
Rivoli’s Till

Dollars, like the rain that’s
Hit New York this week, are
pouring down on the Rivoli
where the opening attack
of “Rain” is expected to hit
between $12,000 and $18,000.
First five days shot the take
to $25,000.

VARIETY
‘Rain’ Big in
Baltimore

Baltimore, Oct. 17
There’s no question
that the big roll will come
from Joan Crawford in the
Stanley in ‘Rain’.

Stanley (Loew-UA)
currently snaps back into
the lavish figures with
“Rain” • • • On the
Crawford punch house is
screening to high $18,000.

JOAN
CRAWFORD
RAIN

Presented by
JOSEPH M.
SCHENCK

UNITED ARTISTS PICTURE

MOTION PICTURE
DAILY
“Rain” Heavy
Frisco Draw
With $19,500

SAN FRANCISCO, Oct. 24—The
recently engaged United Artists
brought in $19,500 in its first week with “Rain.” The
picture will go two or three weeks

VARIETY
‘Rain’ 17G, N. O.
New Orleans, Oct. 17
‘Rain’ is transcending all expec-
tations with Joan Crawford.
Starring: $2,000; 50-54-60
‘Rain’ best in the week, $12,000.
Walter Wanger Puts Industry’s Chiefs on the Pan

300 EXPECTED AT ALLIED-MPTOA NEW YORK MEET

92 Features in Four Months Turned Out by France

44 Films Now Under Way
in French Production Boom

Paris—Production in French studios is enjoying an unprecedented boom, with 92 features turned out in the last four months and 44 now under way, according to a survey compiled by La Cinematographie Francaise. In addition to the 22 pictures made in the June-September period, 27 foreign films were

EXCLUSIVE RUN POLICY

NOT YET TESTED-FEIST

“IT’s too early yet to determine whether or not the exclusive run policy brings satisfactory results,” Felix F. Feist, M-G-M distribution head, told THE DAILY yesterday. He pointed out only one picture, “Grand Hotel,” has been tested to any extent under this policy.

With the exception of the Harry

“Farewell to Arms” Set
As Two-a-Day at Rialto

Paramount’s “A Farewell to Arms” has been set for a two-a-day run at the Rialto, following the current attraction.

Wanger Scores Industry Heads
For Lack of Initiative, Courage

Preparing Exclusive Case

New Haven—Steps toward filling an exclusive run test case, deferred for several weeks due to preoccupations on the action, will be discussed within a few days by Edward G. Levy and Philip Pendl, attorneys in behalf of the M. P. T. O. of Connecticut. Action will be instituted in the Federal Court against Harry Arthur houses.

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A Decision ... and Mr. Wagner

(Continued from Page 1)

M. Daly as our second. In the meantime, if Mr. Wagner finds the going too tough out Hollywood way, we'll find a nice soft pillow and a good newspaper, and make a little nest where he will have to do is work 24 hours a day and sleep with one eye open on Sundays. And if that be not majesty, make the most of it.

1,000 to Honor Casey

At Boston Testimonial

Boston — Indications are that about 1,000 will attend the testimonial dinner to John M. Casey, city censor, on the occasion of his retirement, Nov. 1. The affair will be held at the Copley Plaza Hotel. James J. McGuiness is chairman of the committee on reservations. Other arrangements on the committee include Roy Conley, Thomas Smy, Maurice Wolfe, Judge William Day, G. Ralph Branton, R. A. Somerby, William H. Raynor, Victor Morris, Joe Brennan, C. S. Breed, John Lothian, Harry Brown, J. R. Taub, Rose Cropper, Joe DiPesa, M. J. Mullin, John J. Ford, James M. Gilley, William James, James Dermy, Max Melincoff, E. A. Cuddy, John H. Devlin, William H. Erb, Mayor Carley, Governor Edy and others.

Empire Has 5-Year Pac With Independent Circuits

Contracts signed in August with the Empire State M. P. Operators Union by A. H. Schwartz, Lee A. Ochs, Benjamin Sherman and Morris Silverman are for a period of five years, says Arthur Parkash, president of the union, in a statement clarifying the union's position on both circuits owned by these theaters. Circuits involved are the Century, Ochs, Manhattan, Play- house, Loew's, Shade, Guild, Blenheim Theatres and Park- way Theatres.

RKO SIGNS WRITERS

West Coast Bureau of THE FILM DAILY

Hollywood — Louis Weitzkorn has joined the RKO writing staff, his first assignment being "Killer At Large," a Merinn C. Cooper production. Edward Paramore also has been signed to do the screen play of Richard Dix's next, tentatively called "Up the Gulf.

ALISEA KEIR AT ROXY

Alisea Keir, who conducted the "Snap Shots" in the "Daily News" for some time, is joining the RKO publicity staff under Mark A. Luecker. Miss Keir succeeds Ar- line De Haas, resigned.

CHAPLIN BOYS STILL BARRED

Eastman Films J. E. Brulatour, Inc.

Chaplin Boys Still Barred

West Coast Bureau of THE FILM DAILY

Hollywood — "Youth of Today" by Charles Chaplin, starring the Lita Grey Chaplin to gain court permission to place Chaplin's sons on the screen was blocked this week when her petition was de- nied.

Radio Rates, Regulations

Not Within I. C. C. Rule

Washington Bureau of THE FILM DAILY

Washington — Regulators and the National Broadcasting Co., including rates, charges, rules, etc., are not subject to the jurisdiction of the Interstate Commerce Commission, it has been ruled by that organization. The ruling was made after hearing on a complaint of Frank Buck's next picture, "Wild Cargo," to be made by Van Beuren and released by RKO.

DENNIS ON BUCK F ILM

Armand Dennis, co-director of "Gunga-Din" which is now in its seventh week at the Cameo, has been engaged as production manager and special personal to Frank Buck for his next picture, "Wild Cargo," to be made by Van Beuren and released by RKO.

EINFELD PLANS FLYING TRIP

S. Charles Einfeld, Warner executive in charge of advertising and publicity, leaves in a few days for a flying business trip to Atlanta, Charlotte, Birmingham, New Orleans and Chicago. He may also stop off in St. Louis and Chicago.

SANDRICH FOR MASQUERS

West Coast Bureau of THE FILM DAILY

Hollywood — Mark Sandrich, instead of Clyde Bruckman, will direct the next Masquers' comedy at RKO, according to Louis Brock. It is titled "Thru Thin Ice and Thicket, or Who's Who in Africa," written by Ben Holmes and Walter Weems.

IRVING IN FILM CENTER

Irving Pictures Corp. has leased a floor at the Empie State Building for the sale, storage and inspection of motion pictures. The real estate office of T. B. Wolfin conjunc- tion with John A. Kennedy negotiated the lease.
COLUMBIA

....RIPS THE LID OFF WITH YEAR'S TIMELIEST BOX-OFFICE NATURAL!
"ITAL SHOPPING. BETTER PUT IT ON YOUR 'MUST SEE' LIST."

"It entertains. You'll like it!"
Washington Daily News

"3 stars... certainly a worthwhile picture!"
N.Y. Daily News

"One grand round of entertainment!"
Chicago Tribune

"Good exciting drama."
Albany Knickerbocker Press

"It's good."
Washington Post

"Oughtn't to be missed!"
Brooklyn Daily Eagle

"Admirably directed and splendidly acted!"
Washington Herald

"Exciting from start to finish. Undoubtedly will draw big crowds!"
Baltimore Post

"A load of dynamite and should be an out-and-out clean-up."
Variety (Coast Bulletin)

"It's an in-the-bag affair... a bang-up Columbia production to add to the sure bets."
Film Daily

"A-1. Loop smartly, lease it in 1932."

"Timely audience!"

"Wash. hereby re..."

"A picture."

"Exhibitors five-star all the way!"

"WASH MERRY."

LEE TRACY
CONSTANCE CUMMINGS

Walter Connolly - Alan Dinehart

Story by Maxwell Anderson
Screen Play by Jo Swerling

Directed by JAMES CRUZE

YOU NEED 'EM
WITH A PUNCH!" Liberty Magazine

"ONE OF THE FEW PICTURES YOU OUGHT TO SEE THAT YOU'LL ENJOY SEEING!" Kansas City Star

"You will find it fascinating." Chicago Daily News

"Exciting entertainment. Get aboard for the ride of your life!" Washington Post

"Vigorous and entertaining drama . . . effective entertainment." N. Y. Herald Tribune

"Picture which giddy flappers and serious-minded adults will enjoy." Chicago American

"A sure dough getter . . . this one ought to draw the crowds and satisfy them plenty." Film Daily

"HERE'S A HONEY! IT'S A WOW! IT'S WORTH A RAVE!" Toledo News Bee

"Exciting . . . tense and timely!" N. Y. Evening Post

"Outstanding movie of this type for all time . . . Sensational is the word . . . Tremendous power." Memphis Eve. Appeal

"Smashing drama." Washington Eve. Star

"Good spell-binding stuff! Enthralling drama!" Baltimore Eve. Sun

"Offers an excellent opportunity to cash in." Motion Picture Herald
Wanger Scores Industry Heads For Lack of Initiative, Courage

(Continued from Page 1)

Glett Finds More Spots Opening to Independents

Numerous situations in the midwest, including Chicago, St. Louis and other centers, are opening up wider to independent product, reports Charles L. Glett, vice-president of Consolidated AUDEVILLE productions. Glett's points that are opening up for independents are Denver, Salt Lake City, Portland and Seattle, says Glett.

PRIZE FOR BEST CAMPAIGN

Denver-Managers of branch exchanges here will present a silver loving cup to the manager in the Rocky Mountain division of Fox West Coast which originates and executes the biggest advertising campaign during the "Follow Thru" drive.

RKO BOSTON POLICY CHANGE

Boston—Starting today the RKO Boston, under the management of Al Goff, will change to a Pride opening with a state policy of four complete shows daily. A Thrift Book ticket sales campaign, part of RKO’s national plan, also starts today.

DROPPING VAUDEVILLE

Rochester—RKO’s Palace will drop vaudeville Nov. 10 for a straight picture policy.

By RALPH WILK

HOLLYWOOD

RALPH BELLAMY has been chosen for one of the leading male roles in Tar Gannett’s next picture, "Destination Unknown."

"Pick-Up." Vina Delmar story, is to be produced independently by P. Schulberg for Paramount release. Sylvia Sidney and George Raft are to be co-starred. Marion Gering directs.

Aida Stuckering, noted European actress, who has acted in every important European country, is playing Grece Galito roles in German versions at M-G-M. She has appeared in "Grand Hotel," "Mata Hari" and "Susan Lenox." She was brought to this country by Leon Lanco of the Al Peltzer agency.

Final title of Jack Holt’s latest Columbia picture will be "Man Against Woman." This production was referred to as "Flannelshirts Man" when it was in work.

Floyd St. John, veteran San Francisco exchange man, is enthusiastic over new Paramount release, "Explorers of the World," at the Casino, San Francisco.

Preston S. Foster has leased Jimmy Cagney’s former residence in Hollywood.

COMEDIES AT PREMIUM

SAYS H. B. FRANKLIN

"Our own ranks. We have been glad to see a new and intelligent commercial prejudice against foreign and unusual films. There is not the least sign of any accident than any good judgment on our part. If Hollywood is to maintain its supremacy in the entertainment world, we should see that the public is properly prepared to accept not only the usual run of pictures following the different accepted formulas, but we must bear in mind that in producing pictures in volume it is an economic essential to have a varied program of all sorts. We cannot gauge all productions to meet the same measure of criticism, or to be produced in the same factory manner.

"A complete and diversified program of the type I speak of cannot be produced by one man alone, but distributed and advertised in the same manner. Nor should anybody labor under the illusory idea of designing that there is only one type of audience. I maintain that a properly balanced program, intelligent, produced and advertised, can and will bring the children to the theater at the right time, and that they will be ready to continue the program so presented in our legitimate theater, and must be taken into account in our industry. If it might be well to note that although the public may be wary of another period of world depression, enormous profits have been made in England by producers, distributors and exhibitors. Should this situation make us think?

"The point that I am trying to make is that there is no reason why American studios should not experiment by way of producing more original films. Hollywood is full of creative talent, this talent cannot win any way because the studios are in deadly fear that they might do something radical different, to be paid for by the newspapers and exhibitors.

"I am afraid that the present course is deplorable. Recently I had occasion to go through many Paramount and Long Island studio records, it was amazing to me to check up on the trade and lay press which had ignored the possibilities of individuals who have since become great stars. And often the type material that they said was not commercial has proved outstanding.

"I urge a more intelligent study of the public and stand on the part of trade papers and exhibitors of the production of a commercial picture with a realistic or artistic standpoint, but purely as a commercial proposition, not necessarily as a Washington Merry-Go-Round, for example, but to make one hit after another. When the purchase of the story was announced, there was wide skepticism from the trade press, but no enthusiasm. Yet the public have definitely accepted it, and the average box office for these so-called "fire" pictures. So why not support those who are willing to dare a little, in producing pictures of vigorous, crowded with talent in all departments.

"On this point of talent, how many years has it taken the trade in general to realize that foreign artists are better than the greatest stars regardless of names wrongly cast?"

"Our present position is most opportune, if we will only open our eyes and take advantage of it. Hollywood is surging with enthusiasm. The healthiest thing that has happened to the industry in years is the acknowledgment that independent production must be encouraged. We are going to come out of this depression bigger than ever. The creative talent in this industry is too noble and ready to go places and do things. And that includes all the technicians, writers, directors. So let’s hope the higher-ups will see the light.

New Incorporations

NEW YORK CHARTERS

Wolfe Radio Co., Affiliates Alvinance Service Co., 315 Broadway. $20,000.00. 200 shares of common stock.

Greater New York Amusement Co.—same as above. 200 shares of common stock.

DESIGNATIONS

Acme Theatre Enterprises, Massachusetts, 60 shares, no par.

DISSOLUTIONS

Amsterdam Theatrical Corp., Manhattan.
EXCLUSIVE RUN POLICY NOT YET TESTED—FEIST

(Continued from Page 1)

Arthur circuit general manager, M-G-M's experience with the policy is principally confined to Loew houses in several situations, including Atlantic.

Philly Admission Tax
Dropped by City Council
(Continued from Page 1)

Warner. The proposed ordinance would have levied a tax of two cents a seat in houses charging less than 25 cents and 5 cents on admissions of 25 cents and more.

$240,000 is Film Quota
In Coast Community Chest

Hollywood—Warner Bros. started the ball rolling in the motion picture industry drive for $240,000 for the Community Chest. The sum of $5,000, announced by Chairman J. L. Warner at a luncheon attended by representatives of all the studios. The contribution is from the firm and is double the amount donated by Warners last year.

Jewish Guild Meets Sunday
First open meeting of the Jewish Theatrical Guild of America will be held Sunday afternoon at the Morosco Theater. William Morris, president, will preside. Joe Weber, Lew Fields, Harry Hershfield and others are to attend. Julius Tannen has been elected vice-president of the Guild.

EDDIE PEABODY RETURNING
Eddie Peabody, American comedian who has been making a hit with his banjo in London, is being brought back by Fanchon & Marco for appearances in the larger movie houses in the east.

GERMAN FILM OPENS
“Keine Feier Ohne Meyer” (“No Party Without Meyer”), German talker, opens today at the 79th Street theater.

VAUDEVILLE AT 10 CENTS
Youngstown, O.—Switch in policy at the Hippodrome, from straight films to stage and screen features at 50 cents and some for 25 cents in the house, marks the first time that a local house has offered a combination bill at this low price.

THE DAILY

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IT TAKES ARTISTRY to make a picture — to present a story humanly and convincingly. But it takes science to project that story onto the screen. Without perfect release prints many of the effects that artistic directors strive for would be lost.

"Certified Prints" unfailingly reproduce these effects. They are painstakingly made of the finest raw stock and chemicals by the most skilled operators. Their quality is controlled. They're SCIENTIFICALLY correct.

We maintain a costly research laboratory where a full corps of skilled chemical and technical engineers constantly seek additional ways of advancing the science of film printing.

Science has given us modern devices to protect your negatives and prints every inch of the way against all possible dangers.

And science has helped us develop Consolidated's unusual plants and machinery to a yearly capacity of over a billion feet of film printing. They can run twenty-four hours a day when overnight delivery is required.

By reason of its ample working capital, this large, specialized organization — scientifically planned and operated — is prepared, not only to take care of the largest release print contract, but to grant loans to its customers and to finance independent production on a large scale.

For twenty years Consolidated has been giving scientific expression to the art of the producer. The quality of "Certified Prints" and the dependability of Consolidated's service reflect this wide experience.
U. S. District Attorney to Probe Morrison Suit

SAM KATZ RESIGNS FROM PARAMOUNT

50% of Para. Lineup Finished or in Work by Nov. 15

One-Fourth of Program Not Being Announced Until Dec. 1

West Coast Bureau of THE FILM DAILY

Hollywood—Paramount will have 50 per cent of its 1932-33 product either completed or in work by Nov. 15. Only three-quarters of the entire schedule of about 60 will be announced for the time being according to present plans. The numbers and titles of the remainder will not be known until after Dec. 1.

Now in production are "Evenings for Sale," "If I Had a Million," "Madam Butterfly." (Continued on Page 5)

FOUR KENTUCKY THEATERS ADD TO PHOENIX CIRCUIT

Lexington, Ky.—Phoenix Amusement Co., operated by John D. Elisha, has taken over the Grand and Capital in Frankfort, the Leeds in Winchester, and the Kentucky in Corbin.

David Horsley Planning Return to Production

West Coast Bureau of THE FILM DAILY

Hollywood—David Horsley, who is credited with bringing the first movie troupe to Hollywood just 20 years ago this month, is planning a return to production. Horace Davey, a Horsley director in those early days and said to have discovered the location here, is now working at the Tee-Art studios.

Prob of A. C. Morrison Suit


Ontario Gov't Refuses Censor Appeal Board

Toronto—A request made by a distributor group headed by Col. John A. Cooper that an appeal board be appointed to which appeals from decisions of the Ontario censor board might be taken, has been turned down by Hon. E. A. Dunlop, Provincial Treasurer. Dunlop promised, however, to consider the request for lower censorship fees.

Hartford, Conn.—A searching investigation into A. C. Morrison's million-dollar suit against distributing companies was announced yesterday by U. S. District Attorney John Buckly on receipt of a communication from U. S. District Judge Carroll C. Hincks, who on Tuesday threw the action out of court. At the hearing Morrison had submitted in evidence a lease said to have been signed in 1927, but defense testimony showed that the

Nothing Personal, We Hope

James Cagney's first picture after settling his trouble with Warners was originally called "Bad Boy," later changed to "The Inside." Now it's been re-titled "Hard to Handle."

THEATER IMPROVEMENT REPORTED IN KENTUCKY

Louisville, Ky.—Theaters in Kentucky have been showing some pick-up in recent weeks, according to Joe Goldberg and A. H. Kaufman of the Educational ex-

10-CENT HOUSES DOUBLED IN PAST YEAR, SAYS LEVY

Deploring the development of 10-cent houses, Jules Levy, RKO general sales manager, yesterday said that they have increased 100 per cent as compared with October of last year. Levy also deplored the

Sudden Resignation of Katz Announced by John Hertz

Like a bombshell out of a clear sky, the resignation of Sam Katz from Paramount-Publix was announced last night by John Hertz, chairman of the finance committee, in a terse statement calling as follows:

"John Hertz, chairman of the finance committee of Paramount-Publix, announces the resignation of Sam Katz as vice president of Para-

Max Cohen, operator of the Beacon, has completed negotiations whereby he will play 50 M-G-M features during the coming season. The first under the arrangement, "Grand Hotel," starts at the Beacon next week.

Sennett Signs W. C. Fields For Para. Shorts Series

West Coast Bureau of THE FILM DAILY

Hollywood—Mack Sennett has signed W. C. Fields, comedian, for a series of two-reeler comedies which are to be released by Paramount. The pictures go into production soon and are scheduled for showing this fall and winter.

FIFTY M-G-M FEATURES BOOKED FOR BEACON

Timid Soul

Terry Turner of RKO received a letter from an exhibitor last week containing the following: "Please may I change the name of your picture 'Bill of Divorcement.' We have a large Catholic trade."
MAE WEST TO STAR

West Coast Bureau of THE FILM DAILY
Hollywood—Mae West, Broadway actress recently signed by Paramount, will make her first screen appearance as a contract player in "Tonky-Tonk," an adaptation of the play written by herself. Lowell Sherman is to direct the production, which is being scenarized by John Bright.

MAKING 12 FAR EAST SHORTS

Toronto—Empire has arrived from New York for use in making liaison and dialogue sequences for 12 pictures based on film brought back from the Far East and Orient by Gordon Sinclair, local newsman, who has just closed a contract for the shorts.

WASHINGTON—The White House is broke, and Mrs. William S. Butler is in high gear to save the place at the end of the week with a benefit for the movie infant Helping Hands. The children’s hospital open only 3 months is about to close unless $100,000 is raised.

STUART L. BOWERS

Send manuscripts on campaign

10-Cent Houses Doubled in Past Year, Says Levy

(Continued from Page 1)

—trend toward 15-cent policies. He characterized the 10-cent policy as an "epidemic which of necessity must be stamped out."

“SILENT ENEMY” DEALS

Screenart Pictures, through President Frank D. Ferrone, has sold two territories on "The Silent Enemy," which the company is releasing in a modernized version. Screenart has bought the picture for Greater New York and northern New Jersey. Ohio and Kentucky rights have been acquired by Selected Pictures of Cleveland.

38 Warner-F. N. Features

By Feb., Says Michalevo

(Continued from Page 1)

supplemented by six Westerns. "Forty-Second Street" is being made with some music, Michalevo stated, and a big name cast including Warner Baxter, Ginger Rogers, Bebe Daniels, Una Merkel, Dick Powell, Guy Kibbee, Ned Sparks, George Stone and Ruby Keeler.

CHARLIE HAGUE TO COAST

Pittsburgh—Charlie Hague, head of the Warner art department here, who was reported heading for Omaha, will go to California instead. He will join the staff of the Fox West Coast theaters.

PREMIERE IN BOSTON

Boston—Paramount's "Trouble in Paradise," Ernst Lubitsch production, was given its premiere here in the West End Theatre in recognition of the fact that several company officials from New York are present. The picture is scheduled to run two weeks at the Met.

ESTELLE TAYLOR ON TOUR

West Coast Bureau of THE FILM DAILY
Hollywood — Estelle Taylor will reopen her vaudeville tour at the Mainstreet, Kansas City. She has 12 weeks of bookings, which will take her to New York.

"RICHTHOFEN" FOR CENTRAL

Syoun Gould, distributor of "Richthofen: the Red Ace of Germany," is negotiating for a Broadway production of the foreign-made "Rasputin," which opens tomorrow.

ST. CHARLES

Occupying Entire Block

on the Boardwalk

ATLANTIC CITY

America's Smartest Resort
Ideal Convention Facilities

AGENCY 1600 BROADWAY - 505-0390

H. S. MUSGRAVE, President

Good advertising demands quality and reliability in phone engraving. The Century Company is noted for these factors—and for the co-operative mind of its aggressive President.

Bermuda—$45 Round Trip

Twice weekly sailings, 21,000-ton S.S. Pan America and sister-ships, all air-conditioned, outside rooms mostly with beds and private baths. 5 days, including day at hotel in Bermuda $61; 7 days $75. S.S. Pan America goes direct to Hamilton.
A lovable Rogers that will make this country chuckle, cheer and choke back sobs. A work-dodging, freight-hopping, care-chasing knight of the road...who helps everybody but himself...and smoothes the bumps for a couple of young lovers. If heart is box office, this is S.R.O.

WILL ROGERS
in
TOO BUSY TO WORK

with
MARIAN NIXON
Dick Powell

From the story "Jubilo"
by Ben Ames Williams

Directed by John Blystone

Watch Fox This Year
Owensboro, Ky. — Burgess Wattman has been transferred from the Orpheum at Fulton to the Leach here. Joseph W. Shuck has been the manager of the Orpheum in Fulton.

Canton, O.—Joe Calla, manager of the Strand, has signed for Columbus product for his house, which is now offering first-run films after more than a year of subsequent runs and double features. Prices have been hiked accordingly. The Valentine, also managed by Calla, will continue its second-run policy.

Minneapolis — Following up its previous action in revoking a building permit for a theater on the residential section, the City Council yesterday revoked the theater license which also had previously been granted. The owner has a mandamus action pending in court since he financed a referendum in which the residents voted two to one in favor of a theater.

Louisville, Ky.—Loew's and the Strand, which lowered their prices during the summer, recently raised them again to 35 and 50 cents.

Schenectady — RKO will obtain complete control of the downtown situation here if the revived pooling deal with Farash Corp. goes through. The deal would involve operation of the Farash State and Erie by RKO and the closing of the Strand and Van Curler. RKO already has the Plaza and Proctor's.

**NEWS of the DAY**

HOLLYWOOD—ARMAND SCHAEFER will direct "Riders of Terror Trail," starring Tim Mix. Jack Cunningham is adapting this from the original by Mary Grant Taylor.

Sam Coslow and Arthur Johnson will write six numbers for Kate Smith's "Moon Song," soon to go into production at the Paramount studios. Coslow and Ralph Rainier have been assigned to do two songs for Mae West's new picture, as yet untitled.

Viva Tattersall, young English actress who appears in one of the leading roles in "Vigilante, Dusty Boys," placed under a one-year contract by Arthur Landau, Hollywood agent. Before coming to Hollywood, Miss Tattersall appeared opposite Leslie Howard in "Escape." With Sidney Toler, she also authored two plays, "Ritzy" and "High-Hatters," both of which were produced in New York.

Owing to the death of his eldest brother, Arnold Lucy is leaving for England early in November. Lucy is best known for his performance as the German professor in "All Quiet on the Western Front." He also gave outstanding performances in "Merely Mary Ann" and "Guilty as Hell." While in England he will appear in other pictures.

Charles Lamont has been assigned to direct "Hollywood Merry-Go-Round" for Educational. He recently directed Moran and Mack in "Two Black Crows in Africa." He will also direct Jack Hays' "Baby Stars" in a summertime show.

Al Orenbach, for several years with eastern studios, is now the set dresser for "Cavalcade," at Pex.

Charles Laughton, upon completion of his role in "Island of Lost Souls" for Paramount, will visit his native England, returning here next summer.

Paramount assignments: Elizabeth Patterson for "No Man of Her Own"; Irving Pichel and Dorothy Liabihe for "Madame Butterfly"; George Davis, Leland Hodgson, Robert Homans and Jack Kennedy for "Under-Cover Man.

Hamilton MacFadden, director of "Second Hand Wife," presented Karol Kay, eight-year-old violinist prodigy in the pictures, with a new violin on the final day of shooting.

By the way, George O'Brien celebrated the completion of "Golden West," by presenting cowboy hats to members of the unit.

J. Farrell MacDonald, Walter Walker and Lillian Harmer, noted theater actors, have been added to the cast of Paramount's "No Man of Her Own." They support Clark Gable and Miriam Hopkins who are co-starred in the production, under the direction of Wesley Ruggles. Others in the cast are Dorothy Mackull, George Barbier, Grant Mitchell and Elizabeth Patterson.

Eddie Marin has been given the directorial assignment on "The Death Kiss," which goes into production at the Tiffany studios. Shooting on this World Wide-RKO Production will start immediately on completion of "Uptown New York," now in final stages of production.

Margaret Livingston will appear in the prologue being prepared for Clara Bow's "Call Her Savage." Four other players have been signed by Fox for this prologue. They include Dorothy Peterson, Russell Simpson, Reginald Barlow and Fred Kohler.

Milton Raison is writing the screen play and dialogue for "Murder of the Circus Queen," which will be made by Columbia with Adolphe Menjou as the star.

"The Great Jitter," Fulton Oursler's best-selling novel, is to be made into a RKO Radio production, with Richard Dix slated for the starring role. According to Kenneth Magowan, who will serve as associate producer, Robert J. Tasker, screen author and playwright, has been assigned to write the screen play in collaboration with Oursler.

Dick Powell and Patricia Ellis will have youthful romantic roles in "The King's Vacation," George Arliss' next starring vehicle for Warner Bros.

Jack Jungmeyer is now writing the screen play of Tom Keene's next, "Circus Cowboy," under the supervision of David Lewis, in charge of the Keene unit at the RKO Radio studio.


RKO has assigned William Gar- gan to "Lucky Devils" and Ynez Seaby to "King Kong."
**Resignation of Katz Announced by Hertz**

(Continued from Page 1) Though this announcement is presumed to mean Katz’s withdrawal from the organization as a whole, Katz could not be reached last night for a statement.

Starting in the theater business 18 years ago with a single house in Chicago, Sam Katz soon thereafter formed Amalgamated Theaters Corp. Meeting Barney Balaban, another newcomer in the field, they subsequently formed the Balaban & Katz organization. The outstanding success of this circuit attracted the attention of Paramount officials, and in 1925 Balaban & Katz were induced to take over management of the Paramount houses, with Katz as head of the theaters. In recent months Katz’s authority had widened considerably and he had been devoting a great deal of his time to production and general management matters.

**U. S. District Attorney To Probe Morrison Suit**

(Continued from Page 1) A document was made out on paper not placed on the market until 1930. The court then ordered Morrison’s evidence impounded.

**Theater Improvement Reported in Kentucky**

(Continued from Page 1) Higher prices obtained for tobacco this year and reopening in a few mining sections are among the factors. Quality of films also has been better, according to Goldberg. Kaufman says there is a growing demand for westerns in this field.

**Showing Polish Film**

“Unknown Heroes,” Polish production, distributed by Capital Foreign Attractions, will be given its American premiere tomorrow afternoon at the Fifth Ave. Theater, Broadway and 25th St., under the sponsorship of the Polish Consul General.

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**Warner-F. N. Studios Now At Peak of Activity**

(Continued from Page 1) says, puts the Warner-First National studios at peak of activity.

In the new trio are James Cagney in “Hard to Handle,” June Blinnfeld and Chesterterrits in “Blondie Johnson,” and Paul Lukas in “The Devil Is Driving.”

Preparations are being made for the following pictures—“He Learned About Women,” directed by Edward Ludwig; “Th epidemic hero” and “The Great.”

Selected are “Los Angeles” and “The Song of Southern Lovers.”

**Fugitive Drive Over Top**

Warner’s drive for 200 simultaneous Class A playdates on “I Am a Fugitive from a Chain Gang” has gone over the top, according to Major Albert Warner.

**Coming Home**

FERN ANDRA, stage and screen actress, has returned to New York from the coast to appear on the stage.

HARRY COHN arrives from the coast today.

JOE BRANDT will return Monday from Bermuda.

BURNET HERSHEY, staff writer at the Brooklyn Vitaphone studio, left last night for Boston to make a conference with Jack Dempsey in the script for his two-reeler, entitled “Sock Man!”

ROUHEN MAMOULIAN, paramount director, who has been on vacation abroad for the last two months, sailed yesterday on the Leviathan, which is due in New York Nov. 1.

JAMES V. ALLAN, assistant to Fred Sears, Warner executive in charge of Southern and Western sales and distribution, returned today from Duluth, where he attended funeral services for his wife.

ALEXANDER KIRKLAND, featured in Fox pictures, arrives in New York on Monday for a short stay in the East.

COL. FRED LEVY is on his way to Louisville for a meeting animates a conference on the coast with Sol Lesser.

RALPH FARNUM is in New York from Hollywood.

EINSTEIN LUTICH and MR. and MRS. MYRON W. JAFFE, jr., sail for London, for a sojourn abroad.

EDMUND LOWE is on his way from the coast to New York to bring home his wife, LILYAN TASHMAN, who recently underwent an operation.

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**THE FILM DAILY**

Saturday, Oct. 29, 1932

**Along the Rails**

**Phil M. Dalry**

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**Along the Rails**

**Phil M. Dalry**

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George Raft in "NIGHT AFTER NIGHT" with Constance Cummings, Alison Skipworth and Mae West.

ENTERTAINING DRAMA WITH SPEAK-EASY AND UNDERWORLD BACKGROUND. FAMOUS STORY WITH FINE CAST.

George Raft, in his first starring vehicle, does a nice, believable job of his role of a speakeasy proprietor who tries to go Park Avenue. His supporting players are all A-1. Unfortunately, the story in which they appear is not too original. Raft falls for an unknown lady who frequents his joint and he leads her along. He is about to sell her "speak" to another gang when he learns that the lady really intends to marry a chap with dough. Raft then calls off the deal and the gangsters begin wrecking the place as the girl, who has returned to do some wrecking of her own, finds the place.

Swiss comedy develops through Alison Skipworth and Mae West. There are some dramatic moments but for the most part the yarn is a thin one.


Directors: Archie Mayo; Author, Louis Bromfield; Adaptations, Vincent Lawrence; Cameraman, Ernest Hall.

Direction, Box-office, Photography, Good.

Jackie Cooper in "DIVORCE IN THE FAMILY" with Conrad Nagel, Lewis Stone, Lois Wilson.

GOLD HUMAN INTEREST STORY WITH MIXTURE OF COMEDY AND DRAMA. FINE FAMILY PICTURE.

This is not just a kid picture, but entertainment for the whole family. While the young folks will like it a lot and women also will find it specially to their appeal, it has plenty in the way of story interest, drama and comedy to satisfy men folks as well. Jackie's mother, Lois Wilson, has been divorced from Lewis Stone, and remarried. The kid's stepfather, Conrad Nagel, doesn't like, and it eventually leads up to a whisking for the kid. Jackie runs away and goes to his real father. Meanwhile the lad's older brother is hurt, and in order to save his life the stepfather offers his blood in a transfusion. This incident serves to bring about a real understanding between Jackie and his stepfather. It's not so much the end, but the general handling and cast that make it a very satisfying affair.

Cast: Jackie Cooper, Conrad Nagel, Lewis Stone, Lois Wilson, Jean Parker, Maurice Murphy, Lawrence Grant, Richard Wharton, David Niven, Ronald Colman, Henry O'Neill.

Directors: Charles F. Reisner; Authors, Maurice Rapf, Dallin Davis; Adaptations,plane, David Manners, Oliver T. Marsh; Editor, William Gray.

WERNER KRAUS IN "YORK" (In German) 85 mins. STRONG AND WELL DIRECTED GERMAN HISTORICAL DRAMA WITH WERNER KRAUS GIVING FINE PERFORMANCES.

This feature is based on Prussia's intense struggle for freedom and independence in the trying days of 1813 and 1812. Werner Kraus stars as the hero, a young aristocrat, who faces a very difficult assignment with unusual ease and strength. The story concerns him as he faces duty to his King and what he believes best for his fatherland, struggles to free his armies from inevitable destruction. York is ordered to place himself and his troops under the command of Napoleon. The Prussians, with the French are to combine against Russia. Feeling runs high against the King's command. York, believing that he can convince the King of the futility of the move, rides three days and nights to pleas with the monarch to withdraw his orders. Success is nigh throughout. Settings are lavish, and mob and troop scenes capably handled. A light romance runs through the film also.

Cast: Werner Kraus, Rudolf Forster, Grete Mosheim, Gustaf Grundgens, Lothar Girmes, Jutta Leen,

Direction, excellent, Photography, Fine.

"THREE ON A MATCH" with Warren William, Joan Blondell, Ann Dvorak, Bette Davis.

First National.

LIVELY WESTERN NICELY BALANCED WITH THRILLS, ROMANCE AND COMEDY. ABOVE AVERAGE PRODUCTION.

Once in a while somebody makes a western and treats it with due respect. It is not shot off the cuff with a pick-up cast and crew. So Leon Schlesinger deserves commendation as the producer of this entertaining horse opus. While the story follows the formula of the open space melodrama, its treatment lifts it out of the ruck. Such performers as Henry B. Walthall, Harry Gribbon and Oris Harlan lend it class. John Wayne is a preprocessing hero, young enough to get the kid vote, and personable enough to appeal to the females. The story is evenly balanced with the action stuff and thrills, and some neat comedy work and nice romantic interest. Wayne comes to town in the days of the Vigilantes, a stranger in town and is on the run. Duke, the horse, from being shot on the charge of murdering a rancher. Wayne tames the horse, and with his aid in uncovering the bandit in their midst who has been terrorizing the community.

Cast: John Wayne, Ruth Hall, Henry B. Walthall, Bette Davis, John Bright, Oris Harlan, Charles Seldon, Frank Hagney.

Director, Fred Allen; Author, Kenneth Perkins; Editor, William Clemens; Adaptation, Scott Mason; Dialogue, same; Cameraman, Ed McCard.

Direction, Snappy, Photography, Good.

"GLORIA" with Gustav Froelich (In German)

"COIFFEUR POUR DAMES" ("Coiffeurs for Ladies") (In French)

SMART COMEDY FEATURED IN PARIS STAGE BEAUTIES HAS THEME THAT WILL WIN THE FEMMES.

A product of the Paramount Jointville studio in Paris, but the censors saw fit to screen it out with the intimate Parisian touch. Yet it is still a delightful bit of light entertainment, due principally to the clever work of Fernand Gravey. The hero is a hairdresser in the sheep in the provinces, and after experimenting with new coiffures on his lambs, decides to go to Paris and try them on the fashionable dames. So he leaves his little wife, and after numerous adventures succeeds in building himself up as the capital's idol among the femmes. He comes up with a new genius for creating a new coiffure to suit the individuality of all the fashionable ladies, and soon has a ritzy salon with a motley crowd of attendants. His little affairs with the various beauties are amusingly portrayed, with witty dialogue. He tries to bail himself out of his latest scrape, but circumstances intervene to bring him back to her, where he wins up emulating the managing director, with his own wool again. A musical treatment with songs adds greatly to the story theme.


Director, Rene Guissart; Authors, Paul Augustin; Adaptation, Rene Guissart; Dialogue, same; Cameraman, not listed.

Direction, Clever, Photography, Very Good.
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Better Harmony Noted Between Bankers-Producers

ZUKOR SAYS SAM KATZ DISAGREED WITH EXEC. BOARD

5 English Versions Among Ufa's Production Plans

15 French and 30 German Features on Program

Besides Shorts

Berlin—Ufa's revised production plans for this season call for five English productions, 15 French and 30 German features, in addition to 30 one-reel "Oddities" and 22 two-reel comedies in German dialogue.

"P.V. Does Not Answer," the Erika Heppner production now in work, will be made in German, French and English versions. In the cost of the English version are Conrad Veidt, Leslie Fenton and Donald Calhoun. In the English version of "Early to Bed," the featured players are Hans Angel and Fernandez Crusco. Lilian Harvey and Conrad Veidt will be starred in "The Testament of the Marquis S." In "Happy Ever After," Lilian Harvey, Jack Hulbert and Sonny Hale will be featured.

DICK TALMADGE STARTING NEW SERIES OF 8 FILMS

West Coast Bureau of THE FILM DAILY

Hollywood — Richard Talmadge has closed a deal for "Broken Wings," an air story by James Bell Smith, to be produced as the first of a new series of eight features from Talmadge for the independent market.

Schenectady Pooling Deal

Schenectady, N. Y.—Pooling deal under which RKO will manage the local theaters is expected to be consummated tomorrow, to run for one year. Parash Corp. has the State, Strand, Erie and Van Curler, while RKO has the Plaza and Proctor's.

Dembow May Head Publix Theaters

Speculation concerning a successor to Sam Katz as president of Publix theaters mentioned Sam Dembow, who at present is vice-president of the circuit. No Paramount Publix executive, however, including Dembow, would discuss the matter.

10 CIRCUIT CONTRACTS CLOSED BY RKO RADIO

Ten circuit deals, involving a total of 149 houses in the south and midwest, have been closed in the past week by RKO, it is announced by Jules Levy, general sales manager. Among the contracts are the Publix-Lucas Circuit, Public-Willy, Affiliated Circuit, United Theaters Circuit, Alger Circuit, Costin Circuit, Exxanx Circuit, Sterling Dance Circuit, St. Louis Amusement Co.

Minneapolis First-Run

Reopening This Week

Minneapolis—The Century, first-run loop theater which has been dark the past year, reopens Nov. 3 with Edward A. Purni as manager. Purni has been in the show business with the Orpheum circuit in Duluth and Winnipeg, and for the past few years has been with Publix in Minneapolis and St. Paul.

TAX ON SOUND EQUIPMENT IS SOUGHT IN OKLAHOMA

Oklahoma City—Action is under way in about 20 Oklahoma counties seeking to place a tax on leased sound equipment. Most of the equipment is leased by theaters from New York companies, and it is intended to have this placed on the rolls as omitted property.

More than $475,000 in assessments for 1930 and 1931 is asked on Oklahoma county theaters alone, according to petitions filed with the county treasurer by Bert Hodges, county tax ferret.

Release Dates on Four

Set by M-G-M for Nov.

M-G-M has set four new features applied. They are "Dancing Man," with Boris Karloff; Marie Dressler and Polly Moran in "Prosperity;" William Haines' new picture from the novel, "Let's Go," by E. J. Rath, and Wallace Beery in "Flesh."

Banker-Producer Harmony

Aids Production Budgets

Warners Plan to Film

Grid Game as Feature

Warner-First National branches are being notified that the company will film the entire Southern California-Nore Dame football game in Los Angeles on Dec. 10 and release the picture in feature length. One football picture of similar character was distributed by the company last season.

Circuit Decentralization Believed to Have Caused Rift

A principal factor in the disagreement which led to the resignation of Sam Katz as vice-president of Paramount-Publix is understood to be the company's theater decentralization program. The move was inaugurated while Katz was at the Coast and is understood to have met with his strong disapproval. Bankers interested in Paramount, as well as John Hertz, chairman of the finance committee, are reported to have viewed the plan as vital.

HARRY KATZ RESIGNATION IS AN OPEN QUESTION

Whether or not Harry Katz, brother of Sam Katz and a Publix divisional director, would resign was the subject of considerable speculation within Paramount Saturday morning. Harry Katz told THE FILM DAILY that he had no plans, one way or another, in the matter. He is in charge of theaters in Indiana, Ohio and Illinois.

Katz Making Headquarters At His Park Avenue Home

Sam Katz will temporarily make his headquarters at his apartment on Park Avenue. Following his sudden resignation Friday night at an office meeting, his personal staff on Saturday morning packed up all his

As You Desire Me

Out front on Luce's State three paintings are shown of Edward G. Robinson in "Tiger Shark." The first portrait gives Ed a scar on his left cheek, the second it's on his forehead, and the third—there ain't any scar at all!
Financial

NEW YORK STOCK MARKET

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2 NEW OKLAHOMA COMPANIES

Oklahoma City—Patti Moore Ter-ry, John B. Terry, Wewoka, and Henry S. Griffing, Oklahoma City, have incorporated the Terry Thea- ters, Inc. Capital is $25,000. Sooners-State Amusement Co., Ardmore, has been granted a charter. Owners of the corporation are E. Lowenstein, Lorena Lowenstein and Bobbie Bullock, all of Ardmore. The company is capitalized at $24,000.

Eastman Films

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One-Forth of Lincoln

Finished by Majestic

West Coast Bureau of THE FILM DAILY

Hollywood—With completion this week of "The Unwritten Law," Maj-estic Pictures passed the quarter mark on its program of 26 produc-tions, six of which are Jack Hoxie westerns. Greta Nissen, Skeets Graham, May Britt, Louis Panta-zenda and Lew Cody head the cast of "The Unwritten Law," directed by Chrisy Cabanne, Phil Goldstone. Majestic producer, is now preparing "The Vampire Bat," "Sing You Sinner" and other similar.


ELABORATE MUSICAL SHORT

West Coast Bureau of THE FILM DAILY

Hollywood—An elaborate production is being made by Kendall-De-Vally of the 25-minute version of the "Law." Mrs. "Law," "The Brahmin's Daughter" on the screen, directed by Howard Higgins, with a cast including Esther Coombs, Awater-Kent contest win-ner; Ettore Campana of the Metro-politan Opera; Willow Wray, sister of Fay Wray; George Stinson, and a ballet of nautical dancers, etc, under the direction of Alice Reawold.

MORE VAUDEVILLE DROPPED

Both Loew's and the Palace in Rochester, N. Y., will drop vaudeville Nov. 4. Prewitt, Orpham, Boston, discon-tinues act Nov. 11. Due to having no route on the coast, RKO has closed its Los An-geles booking office under Bernie Bernard.

RKO BIRMINGHAM REOPENING

Birmingham—With Sunday movies in prospect the RKO Trionian may be opened within the next few weeks. RKO is also going on in the house, which has been closed for a year, for several days.

NO FUGITIVE ROADSHOWS

All plans for roadshowing of "I Am a Fugitive" have been dropped by Warners. The Paul Muni vehicle opens Nov. 10 at the Strand, New York, with 204 "A" time dates al-ready booked for about the same time.

SUNDAY SHOW FOR CHARITY

Lincoln, Miss.—A Sunday show, given by the Associated charities at the Temple, was not molested in spite of Sunday blue laws. Several speakers, among them William B. Pattie, man-ager, was fixed $50 and cost for oper-ating the theater on Sunday.

13 Educational Releases

On November Schedule

Educational had 13 shorts on its release schedule for November. They include: "The Big Flash," with Harry Langdon; "The Iceless Arctic," Camera Adventure; "In the Clutches of Death," a Great Hokum Mystery; "Torchy Rolls His Own," with Ray Cooke; "A Fool About Women," with Andy Clyde; "The Gaslit Nineties," a Do You Remem-ber; "The Acid Test," with Tom Howard; one of the Battle for Life series, two Terry-Toons, two Lyman H. Howe's Hodge Podges, and one Bray's Naturgraph.

NEW TEX. CIRCUIT RUMORED

Dallas—The recent entrance of L. N. Crim, oil millionare and exhibi-tor of Kilgore, into the Majestic Pictures Co. office here as an offi-cer and director with Joe Silver-man, R. H. Clemmons and Harry Silverman, has led to reports that a new independent circuit may be cre-ated. Clemmons who is already in the exhibition field.

CHEVALIER IN PERSON

Maurice Chevalier, who is due back this month from his vacation abroad, will make a personal appear-ance at the New York Paramount be returning to Hollywood.

MAY MAKE EVOLUTION SHORT

West Coast Bureau of THE FILM DAILY

Hollywood—A motion picture on the subject of evolution is contem-plated by Julian Huxley, English scientist writer, in conjunction with a studio here.

RKO ST. LOUIS SETUP

St. Louis—Emil Franke, RKO city manager, announces that the local setup will include George W. Bailey as head manager and J. C. Baum as treasurer of the Missouri, and Joseph Klein as house manager and L. B. Dougherty as treasurer of the St. Louis.

"THREE ON A MATCH" TO HOLD

On the basis of business done the first two days, First National's "Three on a Match" is to be held a second week at the New York Strand.

VOTE SUNDAY SHOWS

Gowrie, Ia.—Seventy per cent of the voters at special election voted in favor of Sunday shows, and the ordinance was passed by the city council.

Now in Production

UPTOWN NEW YORK

CAST

JACK OAKIE

SHIRLEY GREY

RAYMOND HATTON

ALEXANDER CARR

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Monday, Oct. 31, 1932

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BOB LEHR

Peerless Theatre, St. Louis

"Columbia was the first contract I signed this year. I al-ways depend on Columbia for good pictures."

CARL GUERCIO

Crystal Theatre, Antioch, Ill.

"Columbia pictures are very good." Something on which all exhibitors of Columbia pictures a g re e w h ich is why they are the happiest in the land today."

"Vigorous and entertaining drama."

—N. Y. Herald Tribune

WASHINGTON MERRY-GO-ROUND
BANKERS AND PRODUCERS DEVELOP BETTER HARMONY

(Continued from Page 1)

duction has complicated the industry's outlook, and concluded that the consistent ordering of lower production costs has had its effect on the quality of production that can be brought to the screen.

In addition to interests on debt obligations, high theater rentals, based on 1928-29 real estate values that are out of proportion to the present day, constitute probably the major burden on the industry at present, says the survey. The trend toward local management deals will help some, but only lower rentals can bring a real benefit.

The growing practice of major companies aligning themselves with independent producers, particularly where the aggregate working capital requirements are reduced thereby, is regarded as a healthy step in that it will relieve the major companies of part of their film financing.

Katz Making Headquarters At His Park Avenue Home

(Continued from Page 1)

belongings from the Para-

mount building. Leaving with Katz is his secretary, Roy Furman, and Mrs. Jane Stubbs.

FREULER IN MILWAUKEE

Awakakai John L. Freuler, president of Freuler Film Associates, producers of Monarch pictures, is stopping over here for a week before resuming his eastward trip from the coast to New York, where he will call a series of conferences. Melva Hill, the Monarch lawyer; and Lester Adler, of the Monarch Exchange, New York; "Pop" Korson of Phila-

delphia and Marcel Mekelburg of Boston will be among those attending.

HERBERT TO DIRECT PLAYS

West Coast Bureau of THE FILM DAILY

(Continued from Page 1)

Hollywood—The "little theater" has lured F. Hugh Herbert, well-known cinema writer, and for a brief interlude he will direct a thing or two for the Beverly Hills Commu-

nity Players. First will be a new comedy by Herbert S. Mar-

shutz, "Hold-up in Hollywood," scheduled for the nights of Nov. 14 and 15. It will be produced in the Workshop under supervision of Madeline Wines.

Will Rogers has arrived in New York after a three weeks' tour of South America.

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THE FILM DAILY

Monday, Oct. 31, 1932

BANKERS AND PRODUCERS DEVELOP BETTER HARMONY

(Continued from Page 1)

ducers has complicated the industry's outlook, and concluded that the consistent ordering of lower production costs has had its effect on the quality of production that can be brought to the screen.

In addition to interests on debt obligations, high theater rentals, based on 1928-29 real estate values that are out of proportion to the present day, constitute probably the major burden on the industry at present, says the survey. The trend toward local management deals will help some, but only lower rentals can bring a real benefit.

The growing practice of major companies aligning themselves with independent producers, particularly where the aggregate working capital requirements are reduced thereby, is regarded as a healthy step in that it will relieve the major companies of part of their film financing.

Katz Making Headquarters At His Park Avenue Home

(Continued from Page 1)

belongings from the Para-

mount building. Leaving with Katz is his secretary, Roy Furman, and Mrs. Jane Stubbs.

FREULER IN MILWAUKEE

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** ZUKOR SAYS SAM KATZ DISAGREED WITH BOARD **

(Confused from Page 1)

mount-Pulich, made the following official statement on the situation:

"It's the resignation of Sam Katz as vice-president of the corporation was the result of a disagreement between him and the other members of the executive committee on cer-

tain corporate policies. Mr. Katz leaves with the good will and high regard of the other officers of the corporation which I am certain he also has for them and the corporation."

Katz's contract with Paramount, which was amended in 1931, runs to March, 1936. It is generally assumed that negotiations toward its settlement will start immediately. Under terms of the agreement Katz has a per-

centage clause, in addition to a regular sal-

ary.

Outside of the Katz statement, no official comment was made by Paramount. Execu-

tives generally were "not in" or "no con-

ference" when sought by newspaper men.

The situation, however, was gone into at a conference of Paramount executives Saturday morning. Although the next regular meeting of the Paramount board does not take place until Nov. 14, it is believed likely that a special session will be called to fill the Katz vacancy.

Traditional Endings Out, Says Cecil B. DeMille

West Coast Bureau of THE FILM DAILY

Hollywood—Traditional endings, whether happy or unhappy, are no longer tolerated by the public, says Cecil B. DeMille, Paramount direc-

tor. Truth and logic are now the prime considerations, he declares. Fans are not particularly concerned about the way a picture winds up, so long as it is convincing.

GADSDEN SUN SHOW BILL

Gadsden, Ala.—On the same day the Legislature over-roe Governor Miller's opposition to Sunday movies in the three large cities of Alabama, a special bill legalizing Sunday movies in Gadsden was passed and sent to the governor for his signa-

ture.

JACK JASTER LAID UP

Houston—Jack Jaster, publicity man for the RKO Majestic, is on sick leave for 10 weeks due to a nervous breakdown.

MAORI TRAVEL LECTURE

An illustrated travel talk on "The Land of the Maoris" will be given by Capt. Stanley Osborne on Thursday to the Roerich Museum.

** Show-mans Daily **

REMINDER

What are you doing to build up your Saturday morning business? It will pay you to give the matter careful thought.

** ** ** ** ** ** ** ** **
A natural comedy combination built for amusement and laughter...
...the Grand Gal of "Madame Racketeer," ALISON SKIPWORTH
...with STUART ERWIN, who won a "rep" in "Make Me A Star." Two of the funniest people to guarantee double-barrelled entertainment.

He Learned

with

STUART ERWIN

SUSAN

ALISON SKIPWORTH

FLEMING

about WOMEN

A Paramount Picture
James R. Grainger Reported Leaving Fox Film

NO IMMEDIATE SUCCESSOR TO KATZ; HERTZ STICKS

Bandit Denies ‘News’ Story That Films Gave Him Idea

Close-Ups
...along cinema highway

By Jack Alicoate

For the moment we are not concerned with the reasons for the divorce. The splitting of Sam Katz and Paramount came like a bolt from the sky. It compellingly demonstrates the occasional rough weather industrial politics and policies. However, the show must go on. Sam Katz has been too dominant a factor in this business to call it a day. We know him well and we know his heart and soul is with pictures. In turn, this industry needs men of the caliber of Sam Katz too much to let him get away.

WARNER BROS. are to film the U.S.C.-Notre Dame game in all of its glamour and detail, and then place it for selected distribution. While the idea of filming a football game in its entirety is not new, the thought is gaining favor and may lead to new avenues of cinema opportunity. For hundreds of thousands of football fans all over the country this is tailor-made entertainment. Place another gold star on the Warner Bros. report card for progress.

AND while we are on the subject of good deeds, permit us to throw an old-fashioned bouquet in the general direction of Professor Hal Horne and his Academy of Publicity Prexy for the general high standard and educational value of their weekly forums. Never has the interest in these weekly meetings been at a higher pitch and at no time has the Association of Motion Picture Advertisers been of more collective value to their industry.

OUR private operative V-163 sends us the rather interesting information that the Academy of Motion Picture Arts and Sciences is now planning the release of a complete program embodying the pictures, both feature and shorts, receiving their blue ribbon awards as the best pictures of the year. And why not? With Mr. Whitney’s horse, Mr. Wither’s cow, or Mrs. witherspoon’s pumpkin pie receives highest award they are proudly displayed of. To all may see. What’s the use of having best pictures of 1932 and then keeping it a secret, except for the formal Hollywood announcement?

Repudiation of Newspaper Yarn is Obtained by “Film Daily”

B. DON HANCOCK

“I haven’t seen a gangster picture in two years and there isn’t any truth to the story that a gangster film made me steal!”

Saul Bloom, 21-year-old student and self-confessed amateur hold-up man sat in an anteroom in the Yorkville court yesterday and emphatically denied a Sunday “News” story.

(Continued on Page 6)

M-G-M PRODUCTION COSTS REDUCED 30%, SAYS RAPE

M-G-M has reduced average production costs approximately 30 per cent picture in the last six months, Harry Rapf, senior executive producer, told Film Daily yesterday, “This economy can be attributed to three paramount reasons,” said Rapf, who is in New York on his way back to Hollywood.

(Continued on Page 8)

R. C. Steuve is Back
In Exhibition Field

Findlay, O,—R. C. Steuve, leading Akron exhibitor who retired from business four years ago is back in the field, having acquired the Lyceum and Royal from the Leslie Theater Co. Steuve will be assisted by his son, Walter Steuve.

Drafting RCA Breakup

One of the plans now being drafted for breakup of the RCA affiliate with General Electric and Westinghouse, to conform with the Government’s requirements, is understated to call for the two companies to distribute their RCA stock holdings to their shareholders. A new licensing agreement, to eliminate the present cross-licensing, also is under discussion. Proposals are to be submitted to the Department of Justice before Nov. 15, the date for the hearing of the suit.

500 NEW PARA. ACCOUNTS
BEST GAIN SINCE TALKIES

Following a 16 per cent gain in film rentals during September as against August, Paramount weekly business has since shown a steady upward trend, with advance rentals on the books now standing at about $500,000 ahead of contracts booked a year ago, while 500 new theater accounts have been obtained, make.

(Continued on Page 6)

John Flinn to Exploit Paramount Roadshow
West Coast Bureau of THE FILM DAILY

Hollywood — John C. Flinn has joined Paramount to prepare exploitation for Cecil B. de Mille’s “Sign of the Cross.” He will leave for New York shortly to exploit special showings in several key cities.

Other Paramount Changes Unlikely at Present—Spitz Stays as Is

No successor to Sam Katz, whose sudden resignation as vice-president of Paramount Publix occurred Friday night, will be elected for “some time to come,” it was indicated at Paramount yesterday.

“There will be no change in the status of Leo Spitz, a high Paramount executive, who asked that his

(Continued on Page 6)

B. & K. NOT AFFECTED
BY KATZ MOVE—BALABAN

Chicago — Resignation of Sam Katz from Paramount Publix will have no bearing on the Balaban & Katz circuit, which is controlled by Paramount, said John Balaban yesterday.

Balaban has just returned here with Mrs. Balaban and their children to resume residence after an absence of two and a half years. He said he knew nothing of Katz’s

(Continued on Page 8)

Carolina Theater Owners Meet Dec. 13 in Charlotte

Charlotte, N. C. — Mid-winter meeting of the North and South Carolina Theater Owners Ass’n will be a one-day session on Dec. 13. Bob Reynolds, Democrat nominee from N. C. for the U. S. Senate, has been invited to address the convention.

Report Grainger Will Resign
When Clark, Wobber Join Fox

Fox Bans Radio Tieups

Convinced that radio tieups are detrimental instead of helpful, Fox has issued an order banning all such tieups as far as its pictures are concerned. Fox says it has “experimented with radio and found it of no aid whatsoever.”

With the coming entrance of John D. Clark and Herman Wobber into Fox, officially confirmed yesterday, it is reported that James R. Grainger, vice-president in charge of distribution, will withdraw from the company. This would call for

(Continued on Page 8)

Too Sophisticated

A film salesman was trying to close a contract with a small-town exhibitor.

"Take this picture &quot;Tortured Hearts&quot;" triplex," said the salesman. "In the New York run, hundreds of people came back to see if a second and third time."

"Then I don’t want it," replied the exhibitor. "If those wise New Yorkers couldn’t understand it the first time, how do you expect the customers in the sticks to get it?"
Legislative Defense Urged by Lee A. Ochs

Recommendation that exhibitor representatives be elected to all state legislatures was informally made by Lee A. Ochs at a luncheon given at the M. P. Club yesterday to aid the campaign of Herbert Lehman for Governor. He stressed the necessity of the industry having defenses on all fronts.

Charles L. O'Reilly, who heads exhibitor activities in connection with the Democratic National Committee, presided and outlined plans for New York theater men and exchanged helpings Lehman. O'Reilly said that the gubernatorial candidate helped in the shelving of the proposed state admission tax bill at the last session of the New York legislature.

Paramount Names Novak  
Gen. Manager in Oriental

Harry Novak, general manager for Paramount in New York, has been appointed supervisor for China and the Philippines, with headquarters at Shanghai. It is announced by J. H. Seidelman, who replaces Robert E. MacIntyre, resigned. John B. Nathan, general manager of South America, replaces Novak as general manager of Central America.

EARL L. COHEN DEAD  
West Coast Bureau of THE FILM DAILY

Hollywood—Earl L. Cohen, part owner of the Paramount Theatre and All Star Features Distributors, operating state rights exchanges in Los Angeles and San Francisco, died Saturday in the latter city. The exchanges will continue as heretofore under the management of Armando S. Cohen.

DARWIN HARTFORD DEAD  
West Coast Bureau of THE FILM DAILY

Hollywood—Funeral services for David Hartford, veteran director, died of heart trouble while addressing the annual political meeting, will be held today.

ELECTION SHOW AT CAPITOL

A special midnight performance will be given Election Night at the Capitol theater. It will include a complete screen and stage show. Election returns will be announced during all evening performances that night.

LONG TERMS FOR BANDITS

Cleveland—For robbing the RKO Palace of $3,139 in September, one man, served 20 years in the Penitentiary and the other four years in the Mansfield Reformatory.

RKO Sets Release Dates On Five New Pictures

Release dates on five new productions have been set by RKO, as follows: "Men of America," Nov. 11; "The Conquerors" and "The Monkey's Paw," Nov. 18; "Rockabye," Nov. 25; "Penguin Pool Murder," December. Other features will complete, in addition to the foregoing, are "Sport Parade," "Phantom Fame" and "No Other Woman."

Youngstown First-Run House

Hit By Ten-Cent Houses

Youngstown, O.—Another 10-cent house has entered the local list. It is the Harris Strand, which will play dual bills with a daily change at a dime any time. Cooper's Hippodrome release went to a 10-cent combination policy using repeat pictures from last year, and it is estimated this house is playing to 20,000 weekly, while the Dome, with a similar policy, is playing to 12,000. Major house attendance is suffering as a result.

GRANTLAND RICE AT FORUM

Granland Rice will be assistant toastmaster at today's Motion Picture Club Forum. He will serve with Louis Nizer, toastmaster. A football flavor will dominate the luncheon, with the speaker's table including Chick Meehan, Major Ford Churchill, Lou Little and Howard Cann.

TWO FOX ROADSHOWS COMING

Fox is planning to open two roadshow pictures on Broadway early in January at $2 top. They are "Children of the Wastelands" and "State Fair."

MILTON J. CORSON DEAD

Milford J. Corson, manager of the Plaza, 85th and Madison Ave., died Sunday. Services will be held today at the Chapel, 18 South Oxford St., at 2 o'clock.

TREMONT GOING MOVIE

Boston—Max Shoolman and Irving Isaacson, long identified with theatrical interests, have acquired the Tremont, legitimate house, and are having it equipped for talking pictures in addition to a stage. R. L. Gorman will be manager.

SON TO WILLIAM FRANKEL

A son has been born to Mr. and Mrs. William Frankel. Boy's name is Andrew, born at the Doctors Hospital.

William Berke Starts 6 Imperial Feature

West Coast Bureau of THE FILM DAILY

Hollywood—William Berke's initial picture in the series of six he is producing for Imperial Productions. C. Edward Robertson is directing, with Noris Beery, Henry B. Walthall, Marjelle Day, John H. Dorsley, Carmel Geraghty, and Flan, the wondo dog, in the cast.

Mich. Alleged Holding Confab on Protection

Detroit—Efforts to straighten out the protection situation here will be made this week at conferences between representatives of the Butterfield circuit and Allied Theater of Michigan. Allied delegation will include H. M. Richey, general manager.

Photophone Demonstrating New 'High Fidelity' Sound

RCA Photophone will give a demonstration of its new "High Fidelity" sound-on-film recording system a three o'clock this afternoon in the RCA Photophone Studio at 411 Fifth Ave.

One of the few New York Hotels with Alternating Current throughout.

The New

Hotel Victoria

7th Ave. and 51st Street

1000 Rooms—1000 Baths
Radio, Hot Water, Circulating Ice Water
Bed Reading Lamp in Every Room

RATES:

Single: $3.00—$5.00
Double: $5.00—$7.50
Parlor and Bedroom: $9.00—$20.00

A Rendezvous of the Motion Picture World. President of the 16th M.N.
D. B. MULLIGAN
Executive Vice President

LOUIS LOW

Resident Manager

The Daily Inch  
Action in Advertising  

HARVARD AGENCY-1679 BROADWAY-C5-03590

9:00 A.M.

The plates you ordered at 9:00 P.M. on your desk at 9:00 A.M. A complete night shift in every department.

CENTURY PHOTO ENGRAVING CO., INC.

340 WEST 34TH STREET, New York 1, N. Y.
FIRST EDITION COLLECTORS! — NOTICE!
Wire your Warner Exchange now for your copy of

THE BOOK OF THE YEAR
Out Today!

First edition almost exhausted by frantic advance orders from the hundreds of ace theatres which will roadshow this reverberating hit at popular prices in simultaneous nation-wide premiere...

NOV. 12th

A PRESS BOOK AS BIG AS THE PICTURE!
A PICTURE AS BIG AS THE PRESS BOOK!

A Fortune in Advertising, Art and Exploitation Material for A SHOWMAN'S FIELD-DAY!

READ IT AND REAP A FORTUNE FROM WARNER BROS.' HIT OF HITS!
She gambled her heart on her college hero... but he was in the game for money—not for glory.

A thrill-packed story of a college wrestling champ who fought for the professional sport rack— and a certain little girl who gave him one look and turned the lay-down fighter into a lion.

The whole sweep of sportdom rolled into one big sport parade that sweeps from college football bowl to the razzle-dazzle of the wrestling arena where Bronx cheers are the college yell and they put Razzberries on your diploma!
WITH A HEART-PUNCH ARENA CAN FORGET!

PARADE

With

JOEL MccREA

MARIAN MARSH, WILLIAM GARGAN

Robert Benchley Richard "Skeets" Gallagher
Walter Catlett . . . Directed by Dudley Murphy

RKO PICTURES

DAVID O. SELZNICK
Executive Producer
NO IMMEDIATE SUCCESSOR TO KATZ; HERTZ STICKS

(Continued from Page 1)

name be withheld, told The Film Daily yesterday afternoon.

The situation following Katz's withdrawal from the company was discussed at a meeting of executives at the Variety Club yesterday afternoon. According to information given out, no important or near-important decisions were reached concerning changes in personnel.

John Hertz, chairman of the Finance Committee, in reply to the direct question as to whether he was remaining with Paramount, stated:

"The resignation of Mr. Katz in no way indicates that I am leaving Paramount. I came into the company to do what I could to improve its position for the benefit of all those interested in its success, and believe we are making progress in this effort and I intend to stay and see that this is the case." Except for this statement, Paramount executives yesterday continued their attitude of silence. One industry official indicated that no special meeting of the board of directors will be held as a result of the newly-created situation.

David Sarnoff of RCA, who has been discussing rumors that Katz might join RKO, said: "I have no statement to make."

GILLER OUT OF HOSPITAL

Louis Geller, who has been a patient at the Jewish Memorial Hospital, has returned to his home in Brooklyn.

BANDIT DENIES STORY

(Continued from Page 1)

headed, "Film Made Him Rob, Says College Youth."

Impelled by the frequent newspaper stories in which persons who committed crimes are quoted as saying that their ideas from moving pictures, THE FILM DAILY decided to investigate the situation. Bloom had just been arraigned before Magistrate Walsh and held without bail for final disposition of his case today. Nervous, disheveled, repentant, the young man stated positively to this reporter that motion pictures were in no way responsible for his act.

"I don't know where that paper got the story," he said. "I've only talked to Lieutenant Dugan and Detective Hynes and they've treated me like a gentleman."

Bloom walked into the East 67th St. police station late Saturday night and told the desk sergeant that his conscience forced him to confess to a crime he committed Oct. 1, when he walked into the shoe store of Louis Ecker, 1449 Second Ave., and with a toy pistol took $20 from the cash register, although it contained many more bills, and calmly walked out.

"I thought I wanted to go jail for my crime," said Bloom, "but after spending a night in jail, I've come to a suspended sentence. That gang down there kidded me all night about using the same gun and movie alibi when it was a matter of fact the last gangster picture that was pictured was that, and the last reporter I saw was four years ago at a fire."

500 New Para. Accounts

Best Gain Since Talkies

(Continued from Page 1)

ing the first substantial gain in Paramount customers since talkies came in, according to a Dow-Jones survey of the company's position.

The deficit for the six months, the report continues, "included depreciation charges, amortization of films and a number of special write-offs and therefore does not represent a cash loss of anything like this amount. As a matter of fact, Paramount has been able to keep profit position on a stable basis during the difficult summer period-just passed through. Cash reserves were conserved by curtailing production during the period of the year. Some new titles, while amortization charges continued during this period at a high rate, the actual outlay for films continued at a lower rate than the amortization of old films written off during the period."

SERVICES FOR MRS. SHIFFMAN

Funeral services for Mrs. Fanny Shiffman, whose various children are identified with the film industry, will be held at 10 a.m. today at the Riverside Memorial Chapel.
By RALPH WILK

HOLLYWOOD

Judith Vosselli, after a year’s retirement from the screen on account of illness, has returned to enacting a leading role in Paramount’s “Madame Butterfly,” which B. F. Schulberg is producing for Paramount.

George Brent will play opposite Kay Francis in “The Keyhole,” soon to start production at the Warner studio. This is the part previously announced for William Powell, who will appear in another starring vehicle. Alfred E. Green will direct.

M-G-M’s unit engaged in filming “Pigboats” is now on its way to Honolulu. Cast is headed by Robert Montgomery, Walter Huston, Jimmie Durante and Robert Young.

The complete cast assembled in support of Ramon Novarro and Helen Hayes in M-G-M’s “Son-Daughter” comprises Warner Oland, Louise Cloesper Hale, H. B. Warner, Edward McEade and Frederick Burt. The picture is being directed by Clarence Brown.

Stuart Erwin has been signed for one of the principal roles in “The Face in the Sky” at Fox. Charles Farrell and Maris Nixon play the leads. Another prominent addition is William Collier, Sr., who will direct the dialogue.

Allied Pictures Branches For Denver and Salt Lake

West Coast Bureau of THE FILM DAILY

Hollywood — Allied Pictures is opening exchanges in Denver and Salt Lake City under the management of Gene Marcus, brother of Louis Marcus, mayor of Salt Lake City and former exhibitor and Paramount distributor.

ASSOCIATED CIRCUIT SHIFTS

Cleveland — Associated Theaters announces a shift in management of their houses. Lee Berger becomes manager of the Royal, succeeding W. J. Banks, who goes to the Lincoln. Paul Touney, formerly at the Lincoln, goes to the Capitol. Frank Greenwald becomes manager of the Detroit, scheduled to reopen next week with RCA Photophone equipment.

CRAVER ADDS HOUSE

Charlotte, N. C.—S. W. Craver of this city, controlling houses in North Carolina, Tennessee and Virginia, will open the Wells theater in Norfolk on Nov. 15.

2 WARNER RELEASES SET

Warner has set Nov. 12 as national release date for “Scarlet Dawn,” and Nov. 19 for “I Am a Fugitive from a Chain Gang.”

CLAIRE KUTTNER IN HOSPITAL

Clare Kuttner, secretary to Hil- ler Ensis of Paramount, is in a New York hospital following an appendicitis operation.

American Players Coming In Gaumont British Films

Among well known American players who will appear in some of the 40 features to be sent over here by Gaumont British during the coming year are Esther Ralston, Conrad Veidt, Basil Rathbone, Harry Green, Anthony Bushell, Emily Fitzroy, Claude Allister, Basil Sidney, Fred Kerr, Renee Muller and others.

First release will be “The Frightened Lady,” from the Edgar Wallace play, "Criminal at Large." It will be followed by “Rome Express.”

ALLIED FILMS FOR AUSTRALIA

West Coast Bureau of THE FILM DAILY

Hollywood — Allied Films has signed a contract with M. H. Hoffman, Jr., vice-president of Allied Pictures, for distribution in Australia of Allied’s 26 features for 1932-33. Charles Hardy, managing director of Celebrity, was at the other end of the transaction which was handled entirely by cable.

IRWIN DODSON TO CHICAGO

Kansas City — J. Irwin Dodson, after building up National Screen Service in this territory, has gone to Chicago. It is understood he will be assigned a new territory.

FREDRIC MARCH RENEWS

West Coast Bureau of THE FILM DAILY

Hollywood—Fredric March has renewed his Paramount contract. He is due back from Laguna Beach soon to start in “Lives of a Bengal Lancer.”

SWISHER IN KANSAS CITY

Kansas City—O. V. Swisher, field staff supervisor for RCA Victor in the western and central territory, has established headquarters at Kansas City for the winter. He reports business better for his company than in several years.

Our New York and Hollywood plants are especially equipped to develop negatives — to render a COMPLETE film laboratory service.

Never during the entire depression did Consolidated lose its faith in the future of our industry. We did all in our power to help it through the lean years. We lowered our prices to bedrock. We’ve been liberal with credit and terms. And when called upon, we lent our customers huge sums of money at a time when it was difficult to get money elsewhere.

We have lent millions and are willing to lend more millions. Right now we are financing independent productions on a larger scale than ever before, believing it our duty to exert every effort to relieve the present shortage of productions.

Not only by loans are we demonstrating our faith but also by the establishment of Consolidated Park—world’s greatest film laboratory with a capacity of over one billion feet of “Certified Prints” per year, and by dedicating it to furnishing a COMPLETE laboratory service to the industry.

Our organization is trained to cooperate. It knows the importance of speed . . . is accustomed to meet the instant demands characteristic of the industry. When overnight service is required, our plants can operate 24 hours a day.

Every precaution is taken to guard your negatives against all possible dangers. And the utmost secrecy is maintained to provide the same measure of safety for the originality of your ideas.

Only by sending your negatives to Consolidated can you realize the countless advantages in quality, cooperation and speedy service of an institution with 20 years’ experience that has proved its faith in the industry.
Cleveland—Lou Wasserman of the RKO publicity staff goes to the coast as personal representative of Rube Wolf, m.c. of the Fanchon & Marco shows.

Pittsboro, N. C.—The Pittsboro theater recently destroyed by fire has been rebuilt and reopened soon under the old management of F. F. Black.

Sturgis, Ky.—N. E. Horsefield, operating the Princess in Morgans- field, has taken over the Sturgis here.

Lexington, Ky.—Somerset Amusement Co. has been incorporated at $15,000 by Annabelle Ward, John B. Elliott and Nelson E. Ward. The Virginia theater has been opened by them, after being remodeled.

D. R. Rothacker Handling Sales for Detroit Studio

Detroit—Douglas R. Rothacker is now vice-president of Metropolitan Motion Picture Co. in charge of sales promotion activities, with headquarters here, although maintaining an eastern office at 729 Seventh Ave., New York, from which he will supervise the local work about 10 days of each month, it is announced by Maurice J. Caplan, president of Metropolitan. The enlarged Metropolitan studio-laboratory here now has 36,000 square feet of space devoted solely to the manufacture and servicing of commercial pictures.

MCREA SIGNED FOR 4 YEARS

West Coast Bureau of THE FILM DAILY

Hollywood—Joel McCrea has been given a four-year starring contract by RKO. His first picture as star will be "World's Champion," origin- al by Adelman Rogers St. John with adaptation by Kubec Glasmon. He will then be co-starred with Katharine Hepburn in "Three Came Unarmed," to be directed by Gregory La Cava.

BACK TO STRAIGHT FILMS

Cleveland—RKO's East 105th St. has dropped Fanchon & Marco units, with Rube Wolf as master of ceremonies, and returned to straight films, playing second runs with two changes a week.

NEW HOUSE IN GIRAUD, KAN.

Girard, Kan.—W. R. Rodgers, former Parsons exhibitor, has opened a new house here, the Ritz.

STEUBENVILLE LICENSE CUT

Steubenville, O.—Reduction of the city movie license fee to $30 a month has been agreed by city council, fol- lowing a request from five leading exhibitors here. It will be the sec- ond reduction in the last six months.

B. & K. NOT AFFECTED

BY KATZ MOVE—BALABAN

(Continued from Page 1) withdrawal other than the statement made by Adolph Zukor.

Balaban is here to open and direct booking offices to take care of vaudeville and presentation needs of three 385 Publix houses in the middle west and Canada. Most of these bookings formerly were handled out of New York. The change will make Chicago the headquarters for many technicians and performers.

"FUGITIVE" SERIALIZATION

As part of its elaborate exploitation campaign on "I Am a Fugitive from a Chain Gang," Warners has made available a complete newspaper serialization of the story in six chapters, each illustrated, in mat- form.

ALHAMBRA REOPENING

Cleveland—Loew's Alhambra, closed all summer, reopens Nov. 8 as a second run with two changes weekly, according to H. M. Addison, Loew city manager.

J. R. GRAINGER REPORTED RESIGNING FROM FOX

(Continued from Page 1)

a settlement of his contract, which has left him here. He has left the coast yesterday for New York, following a sales trip. Clark is to take up his duties in some time after his current trip to Bermuda, while Webber will be identified with the company in February or March, it was officially stated at Fox yesterday. Webber, who has been importantly connected with Paramount in coast sales ac- tivities, is now en route to Hawaii to attend to some theater matters.

M-G-M Production Costs Reduced 30%, Says Raff

(Continued from Page 1)

from abroad, according to a great saving in time in every department from the purchase of the script to the editing rooms; second, to the fact that all high salaried executives are giving 100 per cent effort, and their talents to the fullest extent; and last, everyone in the organization, from the most lowly office boy to the highest executive, has felt the pinch of the past summer's financial depression and has prorated thereby. The result is greater co- operation, more devotion to work and increased interest in the company of which they are employees."

Raff, who made a trip abroad while recuperating from a long ill- ness, will remain in New York for about a week. He said British stu- dies are alive with activity and many independent companies are entering the field.

MARION RUSSELL BURIED

Funeral services for Marion Rus- sell, a pioneer young journalist, ex- hibitors' representative, playwright and former editor of "The Bill- board's" motion picture department, were held yesterday from the Fair- child Chapel, Brooklyn. In private life Miss Russell was Mrs. Aime Herch Farrington, wife of Charles P. Farrington, advance agent.

EMMETT CORRIGAN DIES

West Coast Bureau of THE FILM DAILY

Hollywood—Emmett Corrigan, 65, noted stage and screen actor, died of a heart attack Saturday.

Down to Earth

"Hollywood has become dead sober about the importance of its work," re- ports Bill Salt, president of KBS Pro- ductions, recently back from a trip to the coast. "General world condi- tions," observes Mr. Salt, "have showed a lot of people that they had been living in a fool's paradise, and many of them are now., ten- dering down to doing their job well. There is great appreciation among the people in the various fields of production, a recognition of the large stakes involved, and a greater sense of responsibility."
Executive Committee Takes Over Katz Duties

Believe Sam Katz Will Organize Company of His Own

Producing - Distributing Unit With Franchises Considered Likely

"Sam Katz will not join RKO or any other existing company," a prominent film executive told FILM DAILY yesterday. "As a matter of fact, Katz's present plans point towards the formation of a company similar to First National with a

Harry Cohn Spikes Columbia Rumors

Columbia plans no departmental changes in the home office and there will be no temporary closing of the company's studios on the coast, declared President Harry Cohn yesterday in denying published rumors of these and other changes. "It would be folly to even contemplate changes in an organization as smooth running as ours," said Cohn. "It is only because I feel that I owe it to every employee that I even dignify these unfounded rumors with this complete denial. I trust that once and for all this statement will put a damper on such idle gossip."

RCA Victor Demonstrates 'High Fidelity' Recording

Manhattan Playhouses Planning Expansion

Expansion in Greater New York is understood to be planned by Manhattan Playhouses, which now operates about 20 houses. Circuit is strong in the lower East Side and Harlem.

Encouragement, Not Internal Criticism Needed Now, Declares W. Ray Johnston

West Coast Bureau of THE FILM DAILY

Hollywood — Less internal criticism, less hostility between producers and distributors, and more cooperation of an encouraging nature between all factions in working out mutual problems is what the film industry needs at present, declares W. Ray Johnston, president of Monogram Pictures.

Sennett to Star Hamilton In Shorts for Paramount

West Coast Bureau of THE FILM DAILY

Hollywood — Mack Sennett has signed Lloyd Hamilton for a series of short comedies to be released by Paramount. First will be "False Impressions," with Marjorie Beebe opposite the comedian, and Leslie Pearce directing.

Allied-MPTOA Meeting Set for Sat. in Washington

Two Alliance Theaters Relinquished by Warners

Alliance, O.—Warners have surrendered control of the Morrison and Strand, says R. S. Wallace, Warner manager here. Their options expired last Saturday. Wallace is personally interested in the Strand, dark for several months.

First Detailed Statement in Situation Issued by John Hertz

Functions formerly exercised by Sam Katz will be assumed immediately by the executive committee of the organization, says a Paramount inter-company statement issued yesterday. "The executives heretofore reporting to Mr. Katz will report to Mr. Hertz represent..."

D. W. Griffith will not resume active production for many months, he told FILM DAILY in an exclusive interview yesterday. Griffith returned to New York last week from an extended vacation in Lenox and will devote the next two months to seeing plays, reading novels and original stories for the screen. "The time is not right for me to re-enter production," he said. "As a matter of fact,..."

Para. Seen Concentrating On Producing-Distributing

Withdrawal of Sam Katz from Paramount Publix yesterday was interpreted by various independent exhibitor leaders as a sign that the company will concentrate more of its attention on production and distribution than on exhibition. They expressed elation at this prospect of less competition from the Publix circuit.

Retaining B. & K. Interest

Sam Katz is expected to retain his interests in Balaban & Katz which he helped to found. He is not expected to participate in the actual operation of the circuit, which will be under John Stalnak, who recently transferred his headquarters from New York to Chicago.
John Eberhorn Attending Paris Theater Opening

John Eberhorn sails Friday with Mrs. Eberhorn for Paris to look after details of the opening of the new Rex theater, atmospheric house designed by Eberhorn and built for Jacques Halk. The house seats about 3,100 and is regarded as the most modern in Europe. Equipment, scenic effects and decorations were designed by Peter Clark, Equipment Co. and Michael Angelo Studios. Following the premiere, which is set for Dec. 1 with the President of France and other noted personages present, Eberhorn will return to New York.

MCDARTHY STARTS AT FOX

Charles E. McCarthy, who resigned from Paramount after a service of 15 years, yesterday took up his new duties as director of publicity and advertising at Fox. Signing of McCarthy by Fox was first published in THE FILM DAILY of Oct. 12. Glenn Griswold, who has been head of publicity and advertising, assumes new duties in connection with Fox financial affairs, says S. R. Kent.

WARNER OFFICE IN FINLAND

Warners will open an exchange in Helsinki, Finland, with K. Nyland as manager and under the supervision of Phil Kaufman of the Berlin office, it is announced by Sam E. Morris.

LEO MORRISON MOVES

West Coast Bureau of THE FILM DAILY

Hollywood—Leo Morrison, artists' representative, is moving his coast office from the Roosevelt Hotel to larger quarters in the Hollywood Federal Bank Building, 6777 Hollywood Boulevard.

SMALLEY BEAUTIES AT ROXY

Nine winners in a popularity contest conducted by the Smalley-Circuit will be guests of the Roxy on Election Night. The main prize was a trip to Bermuda with entertainment at the Roxy on route.

WANT BUCHANAN ON AIR

Both NBC and Columbia Broadcasting will start bidding for radio services of Jack Buchanan, star of "Magic Nights," when he arrives in New York today on the Aquitania.

BUCK JONES LAID UP

West Coast Bureau of THE FILM DAILY

Hollywood—Buck Jones is laid up following an attack of pneumonia just after a siege of influenza.

"SPEED DEMON" RELEASE

Columbia will release "Speed Demon," with Joan Davis and William Collier, Jr., on Nov. 7.

435 Exhibitors Named In Democratic Activity

(Continued from Page 1)
each film zone and also committees for each state, the T. O. C. C. president stated. As printed exclusively in THE FILM DAILY of Oct. 14, this organization is planned as a permanent one to help support Democratic candidates and watch exhibitor interests.

GOLDWYN GIRLS ARRIVING

A group of Goldwyn Girls from "The Kid from Spain," including Paulette Goddard, Edith Rourke, Nancy Lyon, Adele Laey, Shirley Chambers, Lynn Browning and others, arrived Monday from Hollywood to attend the two-a-day opening of the Eddie Cantor vehicle at the Palace on Nov. 17.

PARA. PICKS "LION MAN"

West Coast Bureau of THE FILM DAILY

Hollywood—Buster Crabbe, member of the Olympic Swimming team of 1928 and 1932, has been selected by Paramount for the featured role of the Lion Man in "King of the Jungle."

LOUIS NIZER ON AIR

"Self Regulation in the Film Industry" will be discussed by Attorney Louis Nizer in a radio address over WMCA Monday night at 8:45 o'clock. His talk will be one of a series covering various major industries.

PARA. SIGNS PLAYWRIGHT

Manuel Soff, co-author of "Blazed Event," has been placed under contract by Paramount and is on his way to Hollywood.

STANLEY CINELOG AT RIVOLI

The Sponge Divers of Tarpon, first of the Cinelog Feature series being released by Stanley Distributing Corp. opens today at the Rivoli.

FILM NAMES FOR PALACE

Sue Carol, Nick Stuart, Lina Basquette, and Arthur and Florence Lake will be on next week's bill at the RKO Palace.

LOANS

To independent Motion Picture theatre owners, anywhere.

Strictly confidential.

Write Box 444

L. J. Gilman Advertising Agency

159 East 24th St.

New York City

"Fast-moving melodrama packed with fire-works."

—N. Y. Eve. Journal

WASHINGTON

MERRY-GO-ROUND

A Column of Successful Showmen!

C. H. KAIMANN

O'Fallon Theatre, St. Louis

"The Columbia product can always be depended upon for clean, wholesome entertainment, the selection of stars fill their roles perfectly, the recording and condition of prints are A1 and when one sums it all up, the answer means results."

CHARLES DE PAUL

Temple Theatre Sauk St. Marie

100 per cent Columbia exhibitor, which means he's a 100 per cent showman. "Progressing with Columbia" is more than a slogan— it's a fact.

LEO E. DWERY

Lake Theatre, Celina, Ohio

Buckeye exhibitor builds bigger business with better product by booking Columbia solid.
SWEEP GLOOM AWAY in a cloud of

CLARK GABLE — JEAN HARLOW

Gold dust describes it better! Wow, what a crowd-getter!

LOS ANGELES—Simultaneous engagements. At Pantages it broke opening matinee record; in three days exceeded full week of "Tarzan." Total for the week almost equalled combined total of "Tarzan" and "Emma." That's something! At United Artists Theatre "Red Dust" delivered same sensational business! NEW ORLEANS—Double the average of past 10 weeks! Imagine! CHATTANOOGA, TENN.; PORTLAND, ORE.—The same sweet story! And "Red Dust" is just starting on its merry way

VOTE THE STRAIGHT M-G-M TICKET!
And you'll be "Smilin' Through" 1932-33!
Can you guess the names of the 4 big stars who appear in this composite photo— and in the picture coming from the Strand?

Held Over Second Week On Broadway!

Here's the answer to yesterday's composite photo of the 4 big stars in the Strand's next picture!

Joan Blondell
Star of "The Crowd Roars"

Warren William
Star of "The Mouthpiece"

Ann Dvorak
Famous since "Scarface"

Bette Davis
of "Cabin in the Cotton" fame

Think of it! Four of your favorite stars all together in an amazing story of three wise girls on the make for the same man! THE picture buy of this or any other week!

3 on a match
Another great first week offering
Thurs. Nite 8:30 Strand
Broadway & 17th St. — Midweek 75¢ lower Prices

"3 on a match"

Count the stars! . . . Then add Glenda Farrell, Lyle Talbot, Sheila Terry, Grant Mitchell, Hale Hamilton and you have just a sample of the Star Casts you'll get week after week in "Scarlet Dawn," "I Am a Fugitive from a Chain Gang," "Match King," "Silver Dollar," "20,000 Years In Sing Sing"—from

Warner Bros.
HERE THEY COME!...
4 Great Stars Now in One Big Picture!

Think of it! Four of your favorite stars all together in this flaming modern story of three wise girls on the make for the same man! By the authors of "Public Enemy", "Smart Money" and "Taxi"... from the producers of "Blessed Event", "Life Begins" and "Tiger Shark"! THE picture to see this or any other week!

JOAN BLONDELL • WARREN WILLIAM • ANN Dvorak • BETTE DAVIS
in "3 ON A MATCH"
Another First National Hit Coming TONITE 8:30—STRAND E'way & 47th St.—35¢ to 1 p.m.

Even bigger than "Blessed Event," "Life Begins," "One Way Passage"... with no larger appropriation. Take this cue and build your campaign on Warner Bros.' 7th new-season hit around this proved series! See press book for ads similar to this... Or wire for mats of this exact campaign!
EXECUTIVE COMMITTEE ASSUMES KATZ DUTIES

(Continued from Page 1)

ring the executive committee," the statement adds.

John Hertz's first detailed statement in the situation which has developed through the unexpected resignation of Mr. Sam Katz last Friday night is as follows:

"It is with great regret that the management and officers of the company express their recognition and retirement of Mr. Sam Katz, vice-president.

"An uncompromising difference of policy arose between Mr. Katz and the other members of the company's executive committee with reference to decentralization of theater management. While all of the executives of the company are in favor of decentralization with full authority in the field subject to New York supervision, Mr. Katz, just as honestly and firmly believed in the policy of more local management and control from New York, as heretofore.

"The executives of the company believe that the interests of Paramount Pictures can best be served by establishing a system of local autonomy in theater management whereby local conditions and problems will be met immediately for the best results that can be obtained by local knowledge and management.

"Such a policy, it is felt, will result in greater elasticity to meet local needs, and the advantages to be derived from the development of individual initiative throughout the organization. Under such a policy, local differences will be less, and greater opportunities for company executives, and more advantages to the company.

"Mr. Katz could not bring himself to accept the policy in all its details, despite the highest regard for his views by his associates, this fundamental difference caused Mr. Katz to feel that the situation was best served by his withdrawal.

"We deeply regret that this difference in opinion should have occurred and that Mr. Katz should have been in to resign.

"Paramount Pictures is in good condition. Present policies and personnel will continue in no way affected by Mr. Katz's resignation.

"The same department heads will continue to be in charge of the various operations. No changes in personnel will be made other than those that would have been made up the natural course of events.

"Throughout the wide-organized organization every department will continue to function with the same personnel.

"I have known Mr. Katz as friend and co-worker for over 15 years. Mr. Katz has always had and still has my highest confidence and esteem. No one can possibly regret his going as I do."

BELIEVE KATZ WILL FORM NEW COMPANY OF HIS OWN

(Continued from Page 1)

production unit and distribution franchise holders," he said.

"He has already made a careful survey of the Hollywood studio situation and knows where he may secure a suitable studio for his own new company. In addition, a very important tie-in with British Gaumont is pending. Gaumont realizes that a personality like Katz can do much in the setting of the new and better British made product in this country. Katz is not interested in a circuit of 50 or 150 houses, but will be considered making a circuit out of a lot of "denizens" theaters. I have it from good authority that Katz has made up his mind to follow through with his production-distribution co-operative idea."

More Names for Benefit
At the Hollywood Theater

New additions to the lineup of stars who have volunteered their entertainment services for the benefit performance at the Hollywood theater on Sunday night, Nov. 6, with the entire proceeds going to the Milk and Egg Loan Fund for the Trenchard Poor and the Actors Relief Fund, include Molly Picon, Harry Richman, George Jessel, Russ Columbo, and the class of Jack Little, Harry Rose, Alexander Gray, Bernice Claire and the "Roxyettes."

The entire cast already numbers over 100. Tickets range in price from $1.00 to $2.50. All arrangements are being handled by Harry L. Charnas, managing director of the Warner Metropolitan theaters, and are on sale at the Strand and Winter Garden.

SACK ADDS 3 FEATURES
San Antonio—"Women Men Marry," and "A Private Scandal," produced by Headline Pictures, and "Brother Francis," Monopole Impor-
The AMPA is throwing a big party at the Park Central Hotel! will that Party be YOU?

You've tried LISTERINE! You've tried LIFEBUOY SOAP! You've tried ABSORBINE JR.! What good have they done you? If you really want to be popular, dig up FIVE DOLLARS and come over to the

HALF-NAKED TRUTH DINNER and BEEF-STAG TO BE HELD AT THE FLORENTINE GRILL PARK CENTRAL HOTEL TUESDAY, NOV. 15TH 7 P. M.

Purchase your tickets from your favorite AMPA member, or, if you don't trust him, send your check for (not with) reservations to

PAUL BENJAMIN, chairman
AMPA BEEF-STAG COMMITTEE
630 NINTH AVENUE, N. Y. C.

There'll be fun galore (unless you can think of something better) Here's your chance to insult your best friend for only

FIVE DOLLARS PER PERSON

we expect to have a

MONSTER TURN OUT

but we can't divulge the monster's name
**THE FILM DAILY**

Wednesday, Nov. 2, 1932

**ENCOMIUM NEEDED**

SAYS W. RAY JOHNSTON

**NEW "Troika" Version**

A re-cut and re-edited version of "Troika," foreign silent picture with music by Arthur Aronoff, is being shown at the Acme Theater this week. It is the first cut of the Film Exchange. The new version runs 74 minutes.

**ALLIED-M.P.T.O.A.**

MEETING IN GROUP

Both (Continued from Page 1) expected to hold a second conference with Kent. Attendance at the Washington conference included: President M. A. Light- 

man of the M. P. T. O. A., President Frank F. Myers and Sidney Samuelson.

RCA Victor Demonstrates 'High Fidelity' Recording System (Continued from Page 1) Principal features of the system, as explained by Photophone engineers, are a greatly increased range of tonal reproduction, an increased dynamic range with the ability to reproduce sound shadings from the merest whisper to the full ensemble effects of the symphony orchestra, and virtual elimination of extraneous "ground" noise.

Pictorial features included in the demonstration included "Dianna," representing early day sound; "Christmas Tree" for present-day sound; and "Dixiana," a recorded talk by Lionel Stokowski praising the new system and predicting that the ultimate in recording would be on film, because of its superior advantages. The recording by the "High Fidelity" was provided by the "Bolero" number, in which the tonal range of the various instruments were exceptionally clear and resonant. More recordings are noted, the orchestral with spoken dialogue losing its metallic sound, while background noises and hissing sounds during extremely soft passages seemed entirely absent.

**POLISH FILM BOOKED**

"Ten Condensed," one of the first Polish talkers shown in this country, has been booked for the Leader, Baltimore, and the Playhouse, Wilming- 

ton, Del. At the Vogue, Phila- 

delphia, the picture is being held for a week. Siemund Sulin is handling all exploitation on the pic- 

**ANN HARDING’S NEXT**

WarCove Bureau of THE FILM DAILY

Hollywood — Ann Harding’s next for RKO will be "The White Moth," as announced by Daily. Arna- 

ner will direct, with Pardner Bor- 

man as associate producer.

**CHARLES A. SMITH DEAD**

Chillicothe, O.—Charles A. Smith, 58, who last managed the Sherman here, died recently.

Set 10 Weeks for "Goona"

First Division’s release, "Goona-Goona," which opened at the State at the week the RKO Cameo is, is to hold over for 10 weeks at least.

**RACKETE RAX**

with Victor McLaglen, Greta Nissen, Allan Dinehart

Fox

AMUSING GANGSTER COMEDY WITH FOOTBALL BACKGROUND. GOOD COM- EDY AGES.

Pineapple-tossing gangsters go in for football in this entertaining comedy. Its gags are laugh-provoking and the players who stage them are all first class. Picture suffers from a too-thin story. Love in- terest is very much in the background. McLaglen plays an underworld king who eventually muscled into the football racket by buying Carnasie College. His team of mobsters gang their way to a succession of victories. Finally his opposition, too, takes over a university without McLaglen knowing about it and challenges Carnasie to a game, with big side bets. It ends in a free-for-all scrap, with guns and sub- machine guns in action, and the coppers finally interfering.


Director, Alfred Werker; Author, Joel Sayre; Adapts, Ben Markson and Louis B. Loewy; Recording Engineer, Ronald Kenzie; Cameraman, L. W. O’Connell; Direction, Good Photography, Fine.

**KEINE FEIER OHNE MEYER**

"(No Party Without Meyer)" (In German)

Chas. Unger

83 mins.

AMUSING BROAD COMEDY WITH SOME AGREEABLE MUSICAL NUMBERS INTERSPERSED PROVES GENERALLY ENJOYABLE.

Dealing mainly with the ups and downs of a marriage broker, this Gustav Althoff production hands out quite a number of good laughs, and with its appropriate mus- tical management it teaches to hold to a nice level of entertainment. Along with the matrimonial agent there is a pal of his who is stuck on an 'unmentionable' also desired by the agent. But his ardent feelings are not reciprocated, so there is the familiar comedy routine along the love- sick swain and his vain attentions. Sieg- fried Arno, who plays this role, is a capital comedian. The same goes for Ralph Arthur Robertis, the alderman, and there is a pleasing performance by Dina Gralla in the role of the girl. The scenic background contains several exceptionally in- teresting outdoor shots, and the handling of the production in general is satisfac- tory enough from the standpoint of Ger- man audiences.


**MANHATTAN TOWER**

Remington

67 mins.

MODERN DRAMA OF SKYSCRAPER SCORES WITH FAST TEMPO, PUNCH SITUATIONS AND FINE HUMAN INTEREST.

This first production of Remington Pic- ture’s scores effectively in practically all departments, and qualifies easily for showing in the first-string theaters. Frank Strayer’s direction is admirable throughout, the players are all excellent and dramatically to a near climax. The drama and human touches are nicely bal- anced and there is the believable story of everyday folks working in an office building. Opens up with some spectacular shots of skyscrapers, bringing the story down inside various offices in the Empire State Building, with a mass of authentic shots of this building inside and out. Two weights here: one between the bosses and one between the hired help. The theme is that of a stock market crash, with the financially critical head of a commercial con- cern involving a half dozen people in near-run of one sort or another, with a good deal of action, both physical and sensational. Looks like a picture that carries wide pop appeal.


Director, Frank Strayer; Author, David Halberstam, Director; Norman Houston; Dialogue, same; Cameraman, Ira Morgan; Editor, Harry Reynolds.

Direction, Expert Photography, Very Good.

**WENN DIE SOLDATEN**

"(The Soldiers..."

Schneider

85 mins.

GAY COMEDY WITH MUSIC IN AUS- TRIAN MILITARY BACKGROUND PROVIDES GOOD SHARE OF LIVELY ENTERTAINMENT.

Produced by Hegewald-Film of Berlin, this military comedy augmented with musical numbers should prove quite enjoyable to German audiences. It is somewhat livelier than the majority of the major importance, its music is pleasing, the mil- itary background is colorful, and there is an able cast headed by Grett Theimer of "Three Hearts in Waltz Time." Action takes place in a Garrison town, where the military romances get under way. In one instance a certain lieutenant suffers a reputation as philanderer falls in love with the general’s daughter, who knows him only as a civilian doctor attending the girl’s aunt. For comedy contrast, a couple of the soldiers are in a race for the hand of an attractive damselmaid. By the usual complications, the happy fadeouts are accomplished. Otto Wallburg, playing the general, is another able German actor who has be- come popularly known here.


Directors, J. and L. Fleck; Author, Karl Florian; Production Music by, Will Meisel; Cameraman, Eduard Holzsch; Rec- ording Engineer, Carl Kroschke. Direction, Good Photography, Good.

**SAYS W. RAY JOHNSTON**

(Continued from Page 1) I have not come across a suitable story and it seems to me rather a waste of time and money for the sake of making a film. There are films seen too often that seem to lack the right kind of action. The production of "Black Jack," version of an old story, is being made in England and American firms. I am not sure what is the attraction of "Black Jack," version of an old story. Possibly they will not be more successful than the others. A better class of people back to the theaters now, also, which some of the American companies can afford to do that. Independence, of course, can not. Let the major pro- ducers make one or two, outstanding, artistic productions without both eyes focused on the box-office and the industry will surely regain much that it has lost.

**TWIN PREMIERE FOR "KID"**

Twin opening of Eddie Cantor in "The Kid from Spain," Samuel Goldfisher’s latest, are planned for Nov. 17, when the United Artists’ production will have its premiere at both Warners’ Western in Los An- geles and in the Filmmore, New York. Matters in connection with road- showing of the picture are being made by D. W. Wilmott, who has arrived in New York from the coast.

**Continued from Page 1**

tures, on his return from a curtailed vacation in Mexico.

"Rackete Rax" is running lately on the part of certain executives for breaking into prize with "Goona-Goona," it is being run and the kind of product being presented. During the vacation time for steel strikes, no matter how boney, the executives have been working. Resting has not a direct effect on morale within the industry, they provide amusement for the professional minds on the outside.

For one thing, the charges that the in- dustry’s sag in business is due to its short sighted executives, poor product, etc., are not quite true. Any intelligent person knows that our industry has been affected the past two years by a condition which has simply de- fected the businesses of all the world. As matter of record, I have indicated that the object of envy and admiration to the public, under which the film execu- tives, I hold that the industry is experiment-minded, constructive and trying hard to keep pace with the grow- ing development of public intelligence. I will further explain by the terms "Cynara" and "I If Had a Million" are not the answer in the market. We know what we are. I have every faith in the Zakas. Kroc, Garver, Thalberg, Dore, etc., are able men who are piloting this industry to good times again.

Griffith Reading Yarns But Won’t Resume Soon

(Continued from Page 1)
Lower Prices a Fallacy, Declares Fred S. Meyer

BIG FILM-TELEVISION STUDIO IS PLANNED IN EAST

Find Action Films Improving As Result of Dual Bills

Proven Film Leaders Named in $1,500,000 Studio Project

Moe Mark Dies in Utica; Pioneer in DE LUXE FIELD

William Morris Funeral Being Held on Sunday

Lowering Prices Won't Help, Says Wisconsin MPTO Pres.

Title Trouble Spreads

Intimate in Character
International in Scope
Independent in Thought

WOL. LX, NO. 106
NEW YORK, THURSDAY, NOVEMBER 3, 1932
5 CENTS

Just Chatter
... on what's going on...
By Jack Alicante

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Who said the picture business was dead? Never in its tempestuous history has it been more alive. At least to the newspaper boys. Sam Katz quits Paramount. Huddles here, there and everywhere. Two big new outfits in the offing, with one about ready to start. RCA takes a forward step in sound with high fidelity recording. Executives playing chess-like politics, and rumors and whispers flying about like a snow flurry. Greatest theater in history soon to open. Production politics fermenting on coast. And we there—

Where are we?

We like the same, solid and substantial Mr. Hertz of Paramount for his directness. "Tell every man in this company," says John Hertz, "that his job is safe if he can do his work. There are no favorites and there will be none. There will be no discrimination of any kind other than than dictated by varying ability among men. Tell the men that they are in our thoughts more often than they think, and above all tell them not to worry." And in times of stress, like the present, here is a bit of human understanding that is needed along the line far more than 24 sheets of blarney, salami and applesauce.

And while we are in a quotidial mood—

We pass along a thought from Theodore Roosevelt. The great president once said, "Every man owes some of his time to the upbuilding of the profession to which he belongs." In an industry that is so subject to much unjust and destruc
tive criticism from within, this passage, from a great mind, might well be emblazoned upon the wall of every office in the business.

As long as we are writing most of this column with paste pot and scissors, we submit to the considerate, competent and collective advertising gentry of the industry, and entirely without change, a thought of the master showman, David Belasco, who once said, "Tell the public you are going to do it.—Do it.—Then tell them you did it." What a fine, subtle bit of merchandising philosophy for any advertiser, in any industry.

More Reasons for Double Features Offered by John N. Weber

Great improvement in quality of action pictures, looked upon as a necessity for family programs, has taken place as a result of the increased use of double features and the consequent additional revenue for independents, says John N. Weber, general sales manager of Majestic Pictures, in an exclusive statement for THE FILM DAILY, pointing out that each exhibitor has his own peculiar problems to solve.

(Continued on Page 4)

ANNOUNCEMENT BY KATZ IS EXPECTED NEXT WEEK

Formal announcement of Sam Katz's intentions or plans will be made next week, unless something occurs to intercept it. So far the former Paramount Publix vice-president is understood not to have started negotiations toward a new connection or deal.

Erich Pommer Joining Fox Production Staff

West Coast bureau of THE FILM DAILY—Erich Pommer, German director who worked in this country several years ago, will be the next important production fig.

(Continued on Page 4)

FRED METZLER RESIGNS AS PUBLIX COMPTROLLER

Latest development in the Paramount situation due to the resignation of Sam Katz occurred yesterday when it became known that Fred Metzler, Publix comptroller, will leave the company next week. He has been associated with the concern for 11 years, having previously been with Southern Enterprises.

25 Wilby-Kincey Houses Sign Union Contracts

Birmingham—Union contracts have been signed by Wilby-Kincey in about 25 houses recently acquired in the Publix deal. Only one house is having labor disputes. This is the Alabama here, which has been operating non-union several weeks because stage hands insist upon two men. Operators in Chattanooga have returned to work.

(Continued on Page 4)

Lowering Prices Won't Help, Says Wisconsin MPTO Pres.

"People who have jobs or money to spend come to the shows, and they are coming regardless of a few pennies either way in the admission price, while people who are out of work or have no money cannot come even if you reduce prices to one cent," declares Fred S. Meyer, president of the M.P.T.O. of Wisconsin and Upper Michigan, in calling

(Continued on Page 5)

Protest 2-for-1 Tieup

St. Louis—Local MPTO has adopted a resolution protesting violently against the arrangement between the Fox theater and cereal manufacturers under which guest tickets to the theater are included in a package of breakfast food. The ticket is good for an admission to the theater provided another ticket is purchased.

(Continued on Page 5)

Title Trouble Spreads

Walter Hiers, on a recent visit to St. Louis, told friends that Barbara Stanwyck and Frank Fay were having difficulty deciding on a name for their new Spanish type home in Beverly Hills. They didn't know whether to call it "Santa Barbara" or "Santa Fay." So Walter suggested compromising on "Santa Klaus."
“While, of course, the industry is affected by business conditions generally, our chief problems are within the industry itself, and if we can attain quality in production, with regular releases and with costs under control, I am certain that we can steadily forge ahead.”—B. B. KAHANE.

“Story values are the two most important words in the production of pictures.”—JACK L. WARNER.

“Juvenile demands it and it is far better, I think, that we provide this recreation in some supervised form.”—MRS. MEIL R. WALSCE, City Amusement Inspector, Birmingham.

Majestic Franchise Men Holding Quarterly Meeting

Regular quarterly meeting of Majestic franchise-holders opened yesterday at the executive offices of the company, 165 Broadway, Held an exchange, which was presided over by Edward Eschmann and John Weber, sales executives, and the following franchise-holders: J. Simmons, Los Angeles and San Francisco; B. H. Mills, Albany; Jack Berkowitz, Buffalo and Detroit; William D. Shapero, Boston; Tony Lucchese, Philadelphia and Washington; B. N. Judell, Chicago, St. Louis, Milwaukee, and Indianapolis; Morris Segal, Cleveland and Cincinnati.

KAY FRANCIS, BRENT TEAM

Exhibitor demand has resulted in Warners deciding to team Kay Francis and George Brent in "The Keyhole," according to Dan McHale, contact man between the studio and the distribution departments.

NEW PALACE TREASURER

Buster Romero becomes treasurer of the Palace when the house goes on a two-a-day schedule with opening of "The Kid From Spain."

“I give the audience a superiority complex by making my character an inferior type of mut. Then the audience grows tolerant, relaxes and gets ready to laugh indulgently at the poor fish. But just try to out-smart the spectators with clever wise cracks, too subtle or too pointed, or appear to be cleverer than they are, and the sledding is rough as any comedian will tell you.”—STUART ERWIN.

“Hollywood has more competent people than any other city in the world.”—FULTON OURSLER, editor "Liberty" Magazine.

“Motion pictures are harder to name than to produce.”—LOUIS BROCK.

De Forest-Eripi Hearing

Gets Under Way Today

Wiltoning, Del.—Arguments for an injunction in the action brought by General Talking Pictures against A. T. & T., Electrical Research Products, Warner Bros. and other companies will be heard today and tomorrow before Judge Morris in Federal Court. Attorney Samuel E. Darby will represent the petitioner, who is suing under the antitrust laws. M. A. Schlesinger will be present.

IN BROADWAY REVUE

In addition to Jack Buchanan, who arrived yesterday from London, the Aarons & Freedley stage revue opening soon on Broadway will have Ona Munson, Lydia Roberti and Jack Pearl in its cast.

"EXCESS BAGGAGE" IN SOUND

All talking rights to John McGowan's stage play, "Excess Baggage," have been bought by M-G-M, which produced it as a silent film with William Haines five years ago.

WIESNER JOINS EDUCATIONAL

Milwaukee — Max Wiesner, formerly manager for Security Pictures, has been named manager of the local Educational exchange, succeeding James A. Harris.

Notice!

Monogram Pictures Corp. Has Acquired For Fall Production

"The Loud Speaker"

All Rights Fully Protected

W. RAY JOHNSTON, PRES.

New York City

The Film Daily

Remington Arms Corporation

GEORGE BOOTH

When you call the signals for George, you're going somewhere. A representative of the ALL-IN-ONE AD SERVICE, he's a triple-threat man for sure—printing, engraving, advertising. 5-i-g-n-1-a Médallion 3-1144, Circle Press.
THIS JOB HAS BEEN FILLED!

AN exhibitor friend of ours who has been USING Hearst Metrotone News since its inception ASKED us why we didn’t brag about the SPECIAL newsreel football coverage APPEARING weekly in Hearst Metrotone News… OUR answer:

“It’s just part of our job … why brag about it?”

WHEN vague and unsubstantiated statements ARE made about newsreels we want you to remember THAT Hearst Metrotone News modestly believes THAT its football coverage is not duplicated anywhere else!

EVERY week we cover the major gridiron contests…

EVERY week we special many local games…

WE checked up on football coverage of last year And found we exceeded all other newsreels…

THIS year we are doing it again because we know IT brings added patrons to your box-office…

HEARST Metrotone News puts lots of money AND conscientious application into its newsreels…

WE don’t brag about it … not often anyhow…

It’s our job!
ACTION FILMS IMPROVING AS RESULT OF DUAL BILLS (Continued from Page 1)

Weber gives the following as his analysis of the dual bill situation:

Changing conditions in the motion picture industry indicate several sound reasons for the exhibition of double features. One thousand feet of material in one feature production and a selection of four or five subjects. One thousand feet of sound film are exposed in approximately 16 minutes, automatically reducing the length of a show to 20 minutes, a figure the public has learned to favor.

There is a second sound reason for the double feature. The industry admits that such pictures are essentially adult entertainment. Children, a vast and important element of the audience, are often excluded from the cinema. The dual feature has made it possible for the exhibitor to satisfy both the adults and the children of his community, hence there is a wealth of fine action pictures available.

Curiously, the prevalence of the double feature policy has vastly improved the quality of action pictures that the industry now produces. For the producer of action pictures today, though he must retain those elements of essential action that are demanded by children, must develop stories that will have a definite appeal to adults. One is not in a position any longer clasped with the serial as a Saturday and Sunday afternoon attraction. It has been so improved since the introduction of double features that it provides quality entertainment for any theater, anywhere, any time of the week.

It is an irrelevant fact that Broadway does not need double features, for the simple reason that few spots but Broadway can augment their feature picture with a symphony orchestra and the personal appearance of 14 outstanding stage and screen stars.

RONALD MAMOULIAN, Paramount director, arrives today from Hollywood.


BERTRAM HARRISON, signed as dialogue director for Ronald Colman's next Samuel Goldwyn picture, "The Magus Reader," leaves immediately for the coast. The contract was arranged by the William Morris office.

HAROLD B. FRANKLIN arrives from the coast Saturday.

DAVID O. SELZNICK arrives from the coast tomorrow on the President Coolidge.

Eddie Horne of KXO returned from Chicago yesterday.

GEORGE MIDDLETON, former Fox story head on the Coast, has arrived in New York. He plans to spend the winter in Wisconsin writing plays.

KATE SMITH leaves next Wednesday night for Hollywood to start on her Paramount picture, "Hai Ruruk," with Jack Miller, Ted Collins and Lou Diamond will accompany her.

NORMAN MORAY, Vitaphone sales manager, left yesterday for conferences in Chicago, Milwaukee, Indianapolis, Cleveland and Detroit. He will remain 10 days.

MAURINE WATKINS, new working on the stage of Paramount's "Big Man in His Own Life," leaves Hollywood for New York within a few days to see Norman Bel Geddes, who is producing the new play she has written.
November 2nd, 1932

I am pleased to take this opportunity to express my appreciation for the associations I have enjoyed throughout the industry during my connections with the Paramount Publix Corporation, and to thank every man and woman in that organization for their faithful service, fine spirit and unswerving loyalty.

SAM KATZ

New York, N. Y.
A Little from “Lots”  

BY RALPH WILK

HOLLYWOOD

ARTHUR VINCENT has joined the cast of “Handle With Care,” which was directed by Roy Del Ruth for the Fox. James Dunn, Boots Mallory, El Brendel and Buster Phelps are among the other principals in the cast.

Our Passing Show: Edgar Selwyn Ben Ben, William Young, Sidney Buchanan, Raoul Whitfield. Bill Wright, Edna May Oliver, Oscar Apfel, Maude Fulton, Al Herman at the Writers’ Club entertainment.

* * *

Wheeler Oakman and Wade Boteler have been assigned feature roles in Columbia’s “Red Man.” Tim McCoy vehicle. Luana Walters has the feminine lead. D. Ross Lederman is directing.


* * *

Keene Thompson has been putting additional thrills into the script of Tom Keene’s latest western production, which starts in the direction of Robert Hill. Arthur Horman assisted Jack Jungmeyer on the screen play.

Eddie Clayton has featured role in “That’s Africa,” the Bert Wheelock and Robert Wousey comedy for Columbia.

Rehearsals have begun for Tom Keene’s “The Cheyenne Kill,” formerly called “Land of the Six-Shooter,” an RKo Radio Picture. The cast includes Mary Mason, Rosco Aten, Alan Rosco, Anderson Laveler, John Kelly and others. Robert Hill is directing. David Lewis is supervising.

* * *

Cast of Monogram’s “Man’s Law,” a Tristam Tupper adaptation of the Peter B. Kyne story has been completed, with Lois Wilson, Theodore Von Eltz, Claire Windsor, Barbara Kent, Robert Elliott, Henry Walhall, Jameson Thomas, George

Bright Spot

Dallas — With “Smillin’ Thru,” the Palace hung up two attendances bearing out Manager James Cherry’s prediction that the show will break up. About 10,500 people filed into the theater Saturday, setting an all-time single day attendance record for the house. On Sunday, 9,424 people saw the show breaking the single day record set several weeks ago by “Monroe.”

THE Film

DAILY

Thursday, Nov. 3, 1932

Lowell Sherman in “FALSE FACES”  

With Peggy Shannon and Lila Lee. Written and directed by W. S. Van Dyke. EXPOSURE OF PLASTIC SURGERY AS A RACKET MAKES A SUSPENSEFUL DRAMA WITH GOOD BOX-OFFICE POSSESSIONS.

A good topical subject has been given effective dramatic handling in this Lowell Sherman production turned out by the director whose knack for solving a problem is his ability to cast great actors, attracts an unthetical doctor who gets kicked out of New York for demanding pay. The doctor makes a list of plays to go to Chicago, at the same time walking out on a nurse, Lila Lee, who has been his sweetie, and sets himself up lavishly as a plastic surgeon. By pulling spectacular stunts regardless of whom they injure, Sherman builds up a classy practice. He also has become thick with his receptionist, Peggy Shannon, but is about to throw her over for the daughter of a rich patient when the nurse he left in New York turns up and he realizes just as he is making a getaway as a result of an investigation of his activities. At the trial, the jury is swayed by the charlatan’s eloquence and he is subsequently shot by a woman whose legs had to be amputated because of his surgery.

Cast: Lowell Sherman, Peggy Shannon, Lila Lee, Berton Churchill, David Landau, Harold Waldo, Genevieve Mitchell, Oscar Kofel, Marion 새, Nancy O’Neil, Edward Montiel, Pearl White, Frances Coster, Director, Lowell Sherman; Authors, K. B. Glasson, Louise Hughes, Camera men, R. O. Binger, Theodore McCord, Editor, Rose Leowen; Direction, Good Photography, Good

Hackett and Willy Fong as principals. Phil Rosen will direct and. will be in charge of the supervision of William T. Lackey.


* * *

Thomson Bums, author of “Madison Square Garden,” has just established something of a record since he arrived in Hollywood six months ago. In that time he has written four original screen stories and worked on the screen play of five others at Paramount.

* * *

Harrison Wiley, recently signed as art director for the Charles R. Rogers Productions, is a pioneer in his field and started his motion picture career under Robert Brunton, the first famous designer and creator of film settings.

* * *

Sharon Lynn, who returned to the screen in “The Big Broadcast,” promises to set a new vogue in facial makeup with her portrayal of a vamp with a sense of humor. The combination of comedies and serious appeal with which she endowed that part is distinct departure in screen characters.

Shirley Castle, striking reddish-brown-haired beauty, who worked in “Goldie” and “Hotel Continental,” has rejected an offer to appear in a New York musical production.

Jack Buchanan in “MAGIC NIGHT”  

United Artists 85 mins.

VERY PLEASING MUSICAL ROMANCE IN VIENNESE SETTING, WELL CAST AND ATTRACTIVELY PRODUCED.

Somewhat typical of the Viennese romantic dramas with music, this British-Dominions production has a good deal of the charm of the original with good results in “Congress Dances” and “Love Me Tonight.” The story itself is along with a good sweep to the tune of the enjoyable romantic and musical melody.


Direction, Herbert Wilcox; Authors, Halliwell, George Posford; Direction, Good Photography, Okay.

Hoot Gibson in “THE BOILING POINT”  

Allied Pictures 64 mins.

PLENTY OF PLOT AND ACTION PLUS GOOD PICTURE HANDLING ALL AROUND PLACES THIS ONE IN THE BETTER CLASS OF WESTERNS.

Besides a dandy role for Hoot Gibson, this film provides a load of plo styling paper that keeps the action pumping all the time. Hoot is a cowboy with a sense of humor and requires little excuse for rising to the “plot of the moment.” He takes a local girl down, his uncle sends him to a friend’s ranch, where Hoot is to be on parole for 30 days. The other cowboys do all sorts of things to arouse him, but Hoot manages to keep within his probation requirements. He even suffers himself to be ordered around by the rancher’s daughter, who makes him do a lot of undignified chores—the girl not knowing about Hoot’s promise to his uncle. For a time, too, Hoot must stand by and see the hoofer pulling off his dirty work, which includes cattle rustling and bank robbery in addition to his play for the band of girl. But finally, on the day before his good behavior time expires, Hoot lets loose and shows the hoofer who is boss. Hoot plays the heavy to good effect.

* * *

Hoot Gibson, Helen Foster, Wheeler Oakman, Stu Melville, Tom McNee, Billy Fletcher, Tom Long, George Harris, Charles Bailey, Bill Nye.

Director, George Perenyi; Author, Donald W. Lee; Camera men, Herman Lege, Harold Chamberlain; C. Mord Heath, Editor, Muriel Aked; Recording Engineer, L. E. Trier; Editor, Mildred Johnson; Direction, Fine, Photography, Fine.

NEWS of the DAY

Dallas—Foreign talking pictures, in Spanish and French, are a part of the broader foreign language program to be extended this year to students in that department at Texas State College for Women in Denton.

Cleveland — David A. O’Malley, general manager of Powers Pictures, Inc., is in town, arranging for local distribution of Powers pictures.

Indianaapolis, Ind. — Edward Tarbell, one time P. D. C. division manager, has been appointed local manager for American Display Corp.

Cleveland—Charles “Chuck” Her bert, M-G-M assistant cashier, has been transferred to the Atlanta exchange.

Kansas City—Victor Schram has been appointed representative for American Display Corp. in the Kansas, Iowa and southern Missouri territory, with headquarters here.

Cleveland—H. H. Moeller, formerly with Multicolor, Ltd., of Los Angeles, has joined the Cincinnati organization of American Display Corp., under the management of Lew Thompson.

Kansas City—Aaron L. Dare has equipped his Rainbow here with RCA sound.

Indianaapolis—Articles of incorporations have been filed by Clinton’s Capitol Theater, Inc. Incorporators are H. M. Ferguson, M. F. Thompson and Arthur Ferguson.

Louisville, Ky.—Willistown Dudley, who operates a theater for colored in Indianaapolis, has remodeled his “Community” in West Lafayette for the colored movie fans.

Dallas—The Palace is announcing a return of put music on Nov. 4 with Hyman Charninsky as conductor.

Louisville, Ky.—Nat Royster, formerly exploitation manager for the Brown, has gone to the Grand, Evansville, Ind.

Birmingham—George Nealean of South Carolina has been made assistant manager of Willy-Kincey’s Alabama here.

Ste. Genevieve, Mo.—Construction has started on A. C. Mercier’s theater.

Fan Foibles

Rutgers Neilton, RKD press representative, has received the following letter from Miss Constance Bennett, care of Rutgets & Nelson, 1560 Broadway.
LEARN for yourself what quality production means. Just see how much more accurate “Certified Prints” are... how naturally and vividly they represent every action in your negative... how much longer they last. We use only the finest raw stock and chemicals in their production and employ only the most skilled operators.

We maintain a completely equipped research laboratory staffed by expert chemical and technical engineers who develop exclusive machinery and processes for increasing the accuracy of our release prints.

Modern devices protect your negatives and prints against every possible hazard. The originality of your ideas are likewise protected. We pledge our employees to absolute secrecy.

With a yearly capacity of over a billion feet of film printing, Consolidated’s plants can always render prompt service. When overnight delivery is required they operate twenty-four hours a day.

Our working capital is not only ample for financing the largest release print contract, but there is always a surplus from which to make loans to our customers and to finance independent production on a large scale.

Send your NEXT production to Consolidated and learn for yourself what a world of difference it makes to deal with an organization always eager to cooperate and offering you the benefits of over twenty years of practical experience and service.

Our New York and Hollywood plants are especially equipped to develop negatives — to render a COMPLETE film laboratory service.

CONSOLIDATED FILM INDUSTRIES, Inc.
LOWER PRICES A FALLACY
DECLARES FRED S. MEYER

(Continued from Page 1)

ing upon members of the organization to maintain admission prices. Houses charging 10 or 15 cents are 7 P.M. and 25 cents thereafter are still 10 and 25-cent houses, says Meyer. Exchange managers have designated the prevailing price after 6 P.M. as the admission scale of the theater, M-G-M and Paramount, provide specifically for night prices after 6 o'clock.

U. A. Gets 5 British Films
For Australasian Field

United Artists has acquired distribution rights to five pictures made by London Production Film Co., which will be called "They are: "Wedding Rehearsal, "Cash, "Girl From Maxim's, "Wingers over the Jungle" and a fifth picture, not yet titled.

Philly Exhibitors Move
Against 10-Cent Scales

Philadelphia—Efforts toward elimination of 10-cent admission evil will have been undertaken by independent successors, which have indicated their intention of boosting matinee tops to 15 cents. Trailers and programs will be used to inform patrons of the policy changes. Houses on Eighth St. are slated to resume a 15-cent top Nov. 12.

CONDEMN DRINKING SCENES
Philadelphia—Drinking scenes in pictures are condemned in a resolution just adopted by the State Federation of Pennsylvania Women at a five-day meeting here. Resolution was presented by Mrs. Charles T. Owens, chairman of the motion picture division of the Dept. of Education.

STENCH BILL IN ALABAMA
Montgomery, Ala.—The Goodwyn bill making the placing of stench bombs and other disturbances in theaters a misdemeanor last week passed the House of Representatives and was immediately sent over to the Senate for action.

"King Neptune" (Silly Symphony)
United Artists 7 mins.

Swell Walt Disney's clever staff has fashioned another dream world that stands way out in the animated cartoon line. The action takes place in Neptune's domain, where some pirates kidnap a mermaid, thereby bringing on an offensive by the myriad denizens of the deep and old King Neptune himself. In addition to the antics of the various sea animals, there is a rollicking musical score that admirably fits the action.

E. M. Newman in
"Curious Customs of the World"
Vitaphone 66014 10 mins.

Good E. M. Newman caught some fresh and out of the ordinary items for this number of his World Adventure series. As the title indicates, the subject deals with certain unique habits of the people in certain Asiatic, African and other countries. Newman gives the accompanying talk. Interesting all the way.

Joo Penner in
"Here, Prince"
Vitaphone 7202 16 mins.

Amusing Burlesque A fairly funny burlesque on royal kingdoms, staged on an elaborate production scale. Joe Penner plays the role of the crown prince. He's just a clown, with the king and queen also a pair of lowbrows. The treasury is empty, so it is decided to arrange a marriage of the prince and a rich but homely princess. In order to take no chances on the prince refusing to go through with the match, he is allowed to play around with an attractive showgirl in the belief that she is the princess. The idea is to secretly switch girls on him at the altar. But the plan goes wrong, and the prince gets married to the showgirl. In the upheaval that follows when the royal schemers discover this, the princess and girl dash off in a plane on their honeymoon. When they are in the air, the girl takes off her veil and is revealed as the homely princess instead of the showgirl.

"Betty Boop, M. D."
Paramount 7 mins.

Lively A Max Fleischer cartoon, with Betty Boop assisted by Bimbo in putting over her patent medicine. Betty is charged with being a medicine peddler but is proved innocent. Several native and works wonders among the "hicks" till they discover that she is the "catch" that runs from the town pump. Some very funny and original cartoon gags are worked out in this lively animated.

"Ladies Not Allowed"
Columbia So-So 21 mins.

The Lamb Club, the famous theatrical organization, is shown in the operatic Gambols to which ladies are not invited. Lois Moran is cast as the wife of a Lamb's member, and she disguises herself in male attire and attends, while hubby goes off to a poker game instead of to the Gambols. A long list of Broadway theatrical figures joins the talk. New sets, sketches, representing bits from the regular Gambols' annual shows. The best is a burlesque of Broadway and film filmies stars, done by the various male members of the club. The burlesque skit on Franklin and Dr. Jekyll is also pretty good. But it seems as if no more could have been done with this imposing array of stage talent. Joseph Santley directed.

"The Singing Plumber"
Paramount 20 mins. Fair A Mack Sennett comedy featuring Donald Novis, with J. Farrell MacDonald in the supporting cast. The locale is a typical Irish neighborhood, with a feud in progress between the two Irish families. Novis appears on the stage of a neighborhood house on Amateur Night, and wows 'em singing Irish ballads. The feud is ended right there, with the romance renewed between the hero-singer and MacDonald's daughter. Comedy gags are not so hot, but the singing numbers are good.

"Catch 'Em Young"
Paramount 10 mins.

Good Sports A Grantland Rice Sports-eye View. The sports writer delivers the narration and introduces the various sports celebs, who then show how chumps are developed in all the sports but starting them young. The boys at Culver are seen in tennis play and boxing. Jack Dempsey appears, and Albie Booth, the Yale football star, shows the youngsters at a boy's school how to punt the ball. An interesting number nicely balanced.

"The Venice Vamp"
RKO 7 mins.

Good Cartoon An Aesop Fable, being a clever travesty on the Italian opera. The scenes are in Venice with the heroine making love to the lady in gondola. All goes well till the heroine's hubby, a barber, interferes. There is very amusing and smart music, which executes some clever cartoon tricks. The musical parodying of the opera is well done, with the incidental action getting the laughs.

FILM-TELEVISION STUDIO PROPOSED IN THE EAST

(Continued from Page 1)

acres of the property for the studio buildings. Believing that the remaining 260 acres would be worthless as residential property should the studio be built, the owners, said to be the Consolidated Companies, demanded that the entire piece of land be purchased. The price for the 300 acres is said to be $880,000. The motion picture men in the deal believe a studio suitable for up-to-date motion picture production should be built in the east," said an executive of the M-G-M company. "They are also counting on television becoming a practical reality in the near future, and, because the Atlantic coast area television is less than 200 miles, they believe such a studio is a necessity for this district and territory. Television broadcasts could not be carried through the ether from the coast. The deal has not been consummated, but we expect it will be closed within the week."

William Morris Funeral
Being Held on Sunday

(Continued from Page 1)

made. Morris for years was an outstanding figure in New York theatrical life. Outside of his professional activities, which included representation for many of the world's greatest stars, including Rudolph Valentino, Maurice Chevalier, Al Jolson, Edie Cantor, Paul Whiteman and others, Morris was president of the Jewish Theatrical Guild, its founding was a leading spirit in the operation of the N.V.A. Sanitarium at Saranac Lake.
Koplar Suit Called Unfounded in Referee's Report

FLEXIBLE ADMISSION PLAN MAY BE TRIED IN OHIO

Ask Writ Against Cross-Licensing Sound Patents

Stanley, G. T. P., Duovac Charge 90% Control by A. T. & T. Group

Wilmington, Del.—A preliminary injunction to enjoin electric companies from enforcing their cross-licensing agreements and alleged monopolistic practices was asked yesterday in Federal Court here by Stanley Co. of America, General Talking Pictures Corp. and Duovac Radio Corp. at the opening of the hearing in the actions brought by these companies against A. T. & T., (Continued on Page 7)

MAJORIT Y OF W. W. LINEUP

BEING FINISHED BY DEC. 3

With release dates for features set up to July 2 and for the Ken Murray program to World Wide plans to complete production of the westerns and have at least 50 per cent of its feature lineup finished by Dec. 3. Two specials, (Continued on Page 7)

Production of Shorts

Planned by Chi. Group

Chicago—A company to produce shorts is being formed here, with a number of radio people understood to be interested, among them being Wayne King, orchestra leader; Phil Stewart, announcer on KYW, and several others. While details are not yet available it is said a film star is under contract and that work is to start soon. The firm will be known as the Film Producing Co.

Economy Note

The Captain of the Columbia baseball team at the studio wired Jack Cohn in New York yesterday: "Team going great. Winning all games. Team needs new socked shoes. Please remit." Jack wired back: "Seeing that times are what they are, suggest the boys slide in Head First."

M. P. Club Plans Banquet to Rockefeller

Plans are being discussed at the Motion Picture Club for a banquet in honor of John D. Rockefeller, Jr., to be given at about the time of the opening of Radio City. The new project is tentatively scheduled to light up about the end of next month.

COLUMBIA COMPLETING PROGRAM BY FEBRUARY

With 13 of its 26 features completed, indications are that Columbia will finish its 1932-33 program by February, said Walter Wanger yesterday in New York. Wanger leaves tomorrow for the Coast. Harry Cohn plans to remain in New York about a month.

PREVIEWING ATTACHMENT IS DEVELOPED BY ERPI

West Coast Bureau of THE FILM DAILY

Hollywood—A projector attachment which makes it possible for producers to effect a considerable saving in pre-viewing pictures in theaters has been put on the market by Electrical Research Products. The attachment enables the sound track and the picture to be run on separate films through the same machine, obviating the expense and time involved in processing a composite print which would be otherwise worthless for subsequent cutting and editing. The device is now being used by producers here.

ST. LOUIS M.P.T.O. UNIT FIGHTS ADMISSION CUTS

St. Louis—Envisioning prospects of a price-slashing epidemic, the M. P. T.O. of Missouri and Southern Ill., has gone on record condemning admission reductions effected by the Fox and Mirisch here, and the protest will be carried to the Hay's office and distributing companies. The adopted resolution says in (Continued on Page 8)

Herman DeVry Forms New Sound Company

Chicago—Herman A. DeVry, former president of the DeVry Corp. and later vice-president of QRS-DeVry, has bought the stock and equipment of the latter corporation and formed a new company under the name of Herman A. DeVry, Inc., with offices at 1111 Center St. He (Continued on Page 7)

It's a Secret, Wasn't It?

Writing in his syndicated column about RKO plans to produce a talker version of "The Goose Woman" with Helen Mackellar starred, Louella O. Parsons says: "The new title, "Shameless," is being carefully guarded by Radio."
Large Film Turnout
For Moe Mark Service

A large turn out of film industry executives is expected at the funeral services for Moe Mark to be held at 11 A.M. today in the Funeral Chapel, Broadway and 66th St. Rev. Lawrence Schwartz of the Jewish Community in White Plains will conduct the services, which will be in Kensico Cemetery.

Mark died of a heart attack early Wednesday morning in Uteca, N.Y., while on his way from Clifton Springs to his home in White Plains.

Many Club Delegations
Attending Morris Funerai

Delegations from Motion Picture Club, Friars, Jewish Theatrical Guild and numerous other organizations of which the late William Morris was a member, will be represented by delegations at the funeral services to be held at 2:30 P.M. Sunday in Temple Rodep Sholom, 7 West 83d St., with Rabbi Shais. With Morris' passing, his remains will lie in state at the Riverside Memorial Chapel, 76th St. and Amsterdam Ave., until Sunday. William Morris, who was on the coast when his father died just after midnight Tuesday, is on his way to New York by airplane.

Barney Balaban's Visit
Aroused Speculation

Considerable significance appeared to be attached to the arrival in New York yesterday of Barney Balaban from Chicago. On several occasions high Paramount executives were understood to have tried to persuade him to accept an executive post at the home office.

N. Y. Schools to Use Films
In Teaching of Languages

In cooperation with the International Cinema League, students of modern language in New York schools will soon be receiving instruction with the aid of foreign language films, according to plans of the Board of Education. Under the new system, a film will be placed on the life, customs, habits, art and history of foreign lands.

FELDMAN TO PITTSBURGH

Albany—Joe Feldman, in charge of Warner theatre advertising in this territory, is being transferred Monday to a similar post in Pittsburgh, succeeding Milton Silver, re-signed. Mort Blumenstock, in charge of Warner advertising publicity, made the shift. No successor has been appointed here as yet.

T. P. EPICS ASSIGNED

Assets of Talking Picture Epics have been assigned to Daniel G. Rosenblatt and Frank R. Wilson. The latter, formerly head of the firm, is now associated with Sol Lesser in Talking Picture Epics.

HENRY SUCHMAN A FATHER

Henry Suchman, film buyer and booker for the Lee A. Ochs circuit, this week became the father of a girl, Judith, weighing nearly seven pounds. All three doing well.

HOLT IN "FORGOTTEN MAN"

West Coast Bureau of THE FILM DAILY


SAFRON LAID UP

Jerry Safron of Columbia is very ill at the Majestic Apartments following an operation performed last week. It is expected Safron will be away from his desk for the next two weeks.

In Production
UP TOWN NEW YORK

CAST

JACK OAKIE
SHIRLEY GREY
LEAN WATCOFF
LEO MORAN
RAYMOND HATTON
ALEXANDER CARR

Now in Production
THE FILM DAILY

MERRY-GO-ROUND
WASHINGTON
PROSPERITY IS POSITIVELY NOT AROUND THE CORNER!

Face the Facts!
Don’t be FOOLED!
Metro-Goldwyn-Mayer dares to tell the TRUTH!
IT'S HERE RIGHT NOW!

Introduced by those beloved ladies—

DRESSLER MORAN in
12,000 show-men voted her the top money-making star in the survey conducted by M. P. Herald.

"Prosperity"
The Greatest Comedy Ever Made—Bar None—Will be ushered into Box-Office History with

National Prosperity Week
Nov. 18th Simultaneous Day-and-Date Engagements Everywhere!

Plugged! Promoted! 24-sheeted across the continent in simultaneous Day-and-Date engagements! Bringing back fond memories of "Caught Short", "Reducing", "Politics"! You'll live them all over again when you play "Prosperity" the Prize Picture of 1932!

—Here's How to Promote It—
(see next page)
"I ROLLED UP MY SLEEVES
and went to work on the BIGGEST PROMOTION campaign I ever produced on any picture before!
ASK ME FOR IT!"

ASK ME for the SPECIAL CAMPAIGN BOOK, illustrated to the left. It's a showman's paradise, crammed full of sensible promotion ideas, workable tie-ups, intelligent accessories. Planned by practical field exploitation minds, not swivel-chair exploiteers.

ASK ME for the SPECIAL advertising mats (available at cost) including teaser campaign shown at the left. All in addition to the regular press sheet.

ASK ME for (and you'll get it!)

PROSPERITY
from your pals MARIE, POLLY and LEO!
INJUNCTION IS ASKED AGAINST A.T. & T. GROUP

(Continued from Page 1)

Western Electric, and Electrical Research Products. Complainants charged that the electrical control 90 per cent of the talking motion picture industry. They further stated that the suits will reach far into the deepest recesses of the talking picture industry, and there was talk that the federal government might enter an anti-trust suit.

Stanley charges that it has been compelled to use the defendant corporation's reproducing apparatus parts; Duvac claims its motion picture apparatus parts business has suffered under the alleged monopoly of the defendants, and the complaint of G. T. P. refers to manufacture of projection apparatus.

Defendants said to have been suffered run well into the millions. Defendants deny the allegations of monopoly and that their agreements were exclusive or illegal.

Majority of W. W. Lineup Being Finished by Dec. 3

(Continued from Page 1)

"Hypnotized and Trailing the Killer," are completed as are four of the K.E.S. Opportunity Group. Three more of this schedule, "The Death Kiss," "Auction of Souls" and "Tarnished Youth," are about to start work. World Wide's 1932-33 line-up calls for 20 features, two specials and eight Ken Maynard specials.

FILM LIBRARY MOVES

West Coast Bureaus of THE FILM DAILY

Hollywood-General Film Library has moved from 6050 Sunset Blvd., to 1426 North Beachwood Drive. In its new quarters it has seven large vaults, cutting and projection rooms and other facilities.

BENEFIT AT ST. LOUIS FOX

St. Louis, Harry Greenman, managing director of the Fox, is cooperating with Father Tim Dempsey of St. Patrick's Catholic Church in a monster midnight benefit to be given at this at this house election night.

FLEXIBLE ADMISSION PLAN MAY BE TESTED IN OHIO

(Continued from Page 1)

expected to function as a substitute for executive runs.

According to the idea discussed, admission prices will be based on the quality of the picture, with theaters charging less for some pictures and more for others. Estimate has been made that producers collectively turn out about 52 pictures which are suitably outstanding for playing under this policy.

Further consideration of the plan will be given by Allied and M. P. T. O. representatives at the joint meeting slated for Washington tomorrow.

Herman DeVry Forms New Sound Company

will continue making cameras and projectors, as well as producing sound camera equipment and related lines of photo cells, electric eye units and public address systems.

Family Nights Draw Biggest in St. Lo.

(Continued from Page 1)

single bills to allow for a great diversity of shorts, especially tragi-comedies. Some exhibitors admire the desirability of this policy, but held that double features had brought better box-office results.

"FALSE FACES" FOR RIALTO

"False Faces," World Wide production which Lowell Sherman directed, with himself in the starring role, has been set to play the Rialto following the current attraction.

RANDOLPH SCOTT RENews WITH COAST BUREAU OF THE FILM DAILY

Hollywood — Randolph Scott has been given a new contract by Paramount. His next picture will be "Eleven Lives."

IS FOR SCHEONSTADT

Chicago—Opening of the Midwest theater this week by Schoenstadt & Sons makes the fifteenth house in the Schoenstadt circuit.

DATE BOOK

Nov. 8: Election Night Party, Motion Picture Club, New York.
Nov. 15: A.M.P.A, Stag Beefsteak Dinner, Florence Grill, Park Central Hotel.
Nov. 15: Annual convention of Allied Amusements of the Northwest, Hotel New Washington, Seattle.
Nov. 16: Annual Awards Banquet, Academy of Motion Picture Arts and Sciences, Hollywood.
Nov. 28: Exhibitor mass meeting under Allied-MITOLA auspices, Park Central Hotel, New York.
Dec. 1: Exhibitor mass meeting under Allied-MITOLA auspices, Park Central Hotel, New York.
Dec. 13: Mid-winter meeting of North and South Carolina Theatre Owners Ass'n, Charlotte, N. C.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Nov. 4

Will Rogers
Dixie Lee
Don Alvarado

THE INDUSTRY'S

THE FILM DAILY
KOPLAR SUIT UNFOUNDED, SAYS ST. LOUIS REFEREE

(Continued from Page 1)

Barker stated that he found no support for the charge that the defendants had improperly converted assets amounting to $2,900,000 and wasted funds totalling $210,756. He severely scored Harry Koplar, former associate of Skouras, declaring his purpose in pushing the suit apparently was to force Warner Bros. to buy the Skouras stock at a higher price than others had received. The individual defendants include Spyros Charles and George Skouras; H. M. Warner, Abel Cary Thomas, Sam Carlisle, officials of Warner Bros.; and Irwin D. Rosenheim and John W. White. Dismissal of the suit would terminate the receivership proceedings. The referee recommended that Koplar be assessed the costs of the action.

Renewed Interest Shown In Industrial Pictures

(Continued from Page 1)

Production, 515 Madison Ave., 105-111, Chas. City Corp., under "The Gift of Montezuma," situations are now under way for kings with a large circuit. The picture has a color sequence and is in four reels. George Goy- at arranged the score. Original version of the adaptation, recently played the Steel Pier, Atlantic City, for two weeks.

Depperman Now Gen. Mgr. Of Indianapolis Circuit

(Continued from Page 1)

Olis. He has opened the Tivoli in Gary, and the company has other theaters in Anderson and Indianapolis. In addition to being the general manager, Depperman will also handle the advertising and exploitation in the Ito houses.

GARMAN AT FOX K. C. HOUSE

Kansas City—L. M. Garman, former manager of the Pantages and for many years associated with RKO theaters, has been appointed manager of the Fox-Plaza, new first-run house.

ESSANESS REOPENING ONE OF CHICAGO'S WEST END HOUSES

Chicago—E. S. Eassness, house, closed for more than a year, will reopen about the middle of November.

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Ministers Turn Exhibs

Montreal—in Quebec there is a law barring kids under 16 from attending theaters. But the churches here have been holding shows for their juveniles. And the churches haven't been paying any tax. Now the authorities have got after them and 12 Montreal ministers are to appear in court today for a hearing.

St. Louis M.P.T.O. Unit Fights Admission Cuts

(Continued from Page 1)

part: "This cut-price policy of these two first-run theaters has placed the price policies of all theaters throughout the city in ridicule with the show-going public and has set up a dangerous precedent for the industry as a whole, carrying in its wake the likelihood of all other first-runs in St. Louis cutting the admission prices to meet the damaging competition."

FREULER SIGNS EXCHANGES

Progressive Pictures of St. Louis, managed by John A. Walsh, and Consolidated Productions of Denver and Salt Lake City, have signed to handle distribution in their territories of the 24 features being made by Freuler Film Associates, Charles L. Greit, Freuler vice-president, negotiated the deals.

John R. Freuler is back from the coast to conduct a series of conferences, which will be attended by Henri Eillan of Chicago, Marcel Melick of Boston, "Pop" Kors of Philadelphia, and Bert Kulick, Lester Adler and Melvin Hirsh of New York.

None of the Freuler films already have been finished or are in work.

NAMES FOR WORLD WIDE FILM WEST COAST BUREAU OF THE FILM DAILY

Hollywood — Adrienne Ames has been borrowed from Paramount for the leading feminine role in World Wide's "The Death Kiss." Others signed thus far for important parts are David Niven, Bud Longosi, Alexander Carr and John Wray. Edward Marin will direct from a screen adaptation of Madelon St. Dennis's story, "The Death Kiss" is a murder mystery with a motion picture studio background.

LEGION HONORING CONNIE

Constance Bennett, RKO star, will review the ceremony of the Massing of the Colors in the company of Lieutenant General Robert Lee Bullard, and will be awarded the Distinguished Service Medal by the Lexington Post, American Legion, at the annual ball and military pageant to be held tonight at the Hotel Pennsylvania.

ED LOWRY TO CHICAGO

St. Louis—Ed Lowry, master of ceremonies, after three weeks at the Ambassador here has gone to the Oriental in Chicago for a run.

AFRICAN HOUSE OPENS

Johannesburg, South Africa—Lowy's new 2,000-seat theater, the Metro, opens tonight with "Smilin' Through" as the main attraction.
Confab Today May Develop Plan on Exhib Plan Problems

SMALLER PROGRAM, UNIT PLAN FOR RKO IN 1933

Set Scale for Each Night Urged Under Flexible Plan

Sales Chiefs Point Out Danger of Confusing Public on Prices

Although reluctant to comment on the "workability" of the proposed flexible admission plan, designed to increase profits by allowing to an estimated entertainment value of each picture, several major company distribution managers in New York yesterday stressed the necessity of establishing certain price scales for certain nights in order to avoid confusion in their patrons' minds. They pointed out the dangers of a sys-

BIG 4 RESUMES ACTIVITY ON FEATURES AND SHORTS

Resumption of activity by Big 4, with a program of melodrama, westerns and shorts, is announced by President John R. Freuler following conferences with independent distributors. Freuler returns west in a few days to work out details of the program.

Joseph E. Cohen Plans Circuit in Philadelphia

Philadelphia—A local circuit of several houses is planned by Joseph E. Cohen, former Stanley executive, who has acquired the Carman. He is putting both vaudeville and pictures in this house.

Proxy Move Minimized

A drive just launched by Max Gold-
berg, Salem, Mass., attorney and Wan-
nor stockholder, to obtain proxies for voting control in the firm was branded by Warners as another unwaranted move not likely to get far. Report of the referee in the Harry Kaylor suit against Warners was cited as sufficient answer to Goldberg. Kaylor's action was severely condemned.

Setzack Has Pact Covering 1932-33 Season

Although David Setznick's contract, which expired Oct. 28, has not yet been renewed, he has an agreement that will hold him to the end of the present production season, he told FILM DAILY yesterday. When asked whether the contract would be discussed during his interview with M. H. Alyworth today, Setznick said: "I presume so, but I do not anticipate any question arising that will prevent my signing for another year."

MAJESTIC WON'T ATTEMPT SMASH PIX AT HIGH COST

Good program pictures at consistently reasonable cost, rather than aspiring to box-office smashers at smashing costs, will be the policy followed by Majestic Pictures on its program of 20 features this season, said Edward Eschmann at the close.

COLUMBIA BACKING EXHIBS IN FIGHT ON EXCLUSIVES

Basing his claim that exclusive runs are detrimental to the industry, a number of exhibitors expressing gratitude for Columbia's stand against the practice, Jack Cohen told FILM DAILY yesterday that many exhibitors are now carrying the "Not

UNFAIR TACTICS CHARGED ON ERP EQUIPMENT PARTS

Wilmington, Del. — Charges that EPI engineers in some cases arbitrarily condemned equipment parts manufactured by competitors, without first investigating for troubleshooting, were made yesterday by Samuel E. Darby, Jr., counsel for Stanley Co. and General Talking Pictures and

Plan for Solving Problems May Result at Wash'n Meet

General Film Plans Branches in Key Spots

Hiram S. Brown has gone to Virginia in connection with affairs of the recently-formed General Film Company, which plans to engage in both production and distribution. It is intended to open branches in the principal key cities.

A plan embodying proposed solutions of several important industry problems, expected to be polished up at the conference in Washington to-day between Allied and M.P.T.O.A. leaders and Sidney R. Kent, may be submitted to the two coming exhibitor mass meetings for their consideration and adoption.

1932-33 Schedule Being Finished in February, Says Selznick

RKO will make fewer pictures next year and will introduce, to a limited degree, the unit production system for part of the 1933-34 line-up, said David O. Selznick, head of Radio Pictures production, on his arrival in New York yesterday. Claiming that a schedule of 40 or more productions is too much for any one man to supervise in a season, Selznick said that unit production would gradually be developed.

300 INDIANA CLOSINGS BLAMED ON TAX BURDEN

Indianapolis—Excessive tax burdens have been largely to blame for the closing of more than 300 Indiana theaters in the last four years, it was stated at the annual convention of the Associated Theater Owners of Indiana held here this week. Taxation was one of the major topics discussed. Twenty di-

Twin Bills on Double Time No Go at Loew's New York

An experiment with double features, playing the bill two days, in stead of a different single bill each day, has been dropped after a brief experiment at Loew's New York. The house had a daily drop — in

Sidewalk Color

A large, passionate plush carpet is spread on the sidewalk in front of the Capitol, where "Red Dust" is playing. The dust from the b.o. lines was so heavy we couldn't see the color. We asked the doorman to sweep off a corner. Believe it or not, the carpet was RED.

Vol. 1X, No. 20 NY, Saturday, November 5, 1932 5 CENTS
Confab/Today May Plan on Exhib Problems
(Continued from Page 1)
28, and the other in New York, Dec. 1, will
furnish reaction to informal leaders of both or-
ganizations as to whether or not they can ex-
flect the wishes of exhibitors.
Although no official announcement has been
made as to whether those who attended today's
session, it is expected that the following will be
present: Al Stedle, St. A. Lightman,
Max Myer, Sidney Samuelson, George
Arians, Jay Emanuel and A. Julian Blylaw-
yi. It has been indicated that exhibitors who
participated in the initial conference in New
York Aug. 14, will not be present, it is
understood.

Columbia Backing Exhibs In Fight For Exclusives
(Continued from Page 1)
an Exclusive Run line in all their
newspaper ads.
"Good pictures for the rich, and inferior
product for the masses—that is exactly what
the exclusive run policy means," said Collie.
"No city or large community can live on
the same roof. Policy based on. . . . there can
be no mistreatment in their immediate neighborhood.
The fight against exclusive runs is a fight
to keep the theater open and we mean to
go through with it."

Majestic Won't Attempt
Smash Pix at High Cost
(Continued from Page 1)
of the company's quarterly meeting
yesterday.
A screening of "The Unwritten Law" be-
fore franchise holders concluded the con-
vention. The executive committee voted
unanimously to extend their appropriation for
exclusive run conditions, believing that there
would be a shortage of product from major
houses that could be used in exclusive
runs. Columbia plans for independent films at reasonable
rates. Phil Goldstone starts work next week on "Sing
You Sinner" and "The Vampire Bat," while
"The Woman in the Chair" is in preparation.

"Farewell to Arms" Set
As 2a-Day at Criterion
Paramount's "A Farewell to Arms" has been set for a two-day
run at the Criterion starting Dec. 21, the latter part of this month. The
picture originally was slated for the "False Faces" world's "Fame Faces"
comes into the latter house on Nov. 17.

JOHN FLINN DUE NEXT WEEK
John C. Flinn, who has been
engaged by Arthur Mayer, director
of advertising and publicity for Par-
amount Publix, to assist in the handling of the campaign on the
"Sign of the Cross" roadshow, ar-
vives in New York from the coast
early next week for instructions.

REGULAR COL. PFD. DIVIDEND
Columbia yesterday declared regu-
larly. Phillips Holmes has forgotten
that the preferred stock, payable Dec. 1
to stock of record Nov. 17.

300 Indiana Closings
Blamed on Tax Burden
(Continued from Page 1)
rectors for the year were elected, as
follows:
W. F. Early, Greensburg; E. L. Miller,
Brazill; A. E. Bennett, Muncie; Oscar Finch,
Friscoville; R. E. Scher~n, Eastham; Maurice
Rubin, Michigan City; H. P. Vonderschmitt,
Bloomington; J. O. Schauer, Valparaiso;
Paul Malby, Shelbyville; A. E. Hance,
Columbus City; Frank Carey, Lebanon; S.
W. Neal, Kokomo; A. M. Howard, Monroe;
Carl Gast, Akron; George Helbot, Fort
Wayne; A. C. Zeis, Peru; Marshall, W. H.
Bair, Earl Cunningham, and Charles R.
Mertzer, Indianapolis. The board meets next
week to elect officers.

Twin Bills on Double Time
No Go at Loew's New York
(Continued from Page 1)
clients of reasonable proportions,
part of which was lost by the hold-
over policy and much of which did
not care for an unduly long show,
says George Rubin, manager of the
house. In Rubin's opinion, the policy
does not suit itself to the average
Broadway audience.

NINTH TERM FOR BRYLAWSKI
Washington Bureau of THE FILM DAILY
Washington, D. C.—Re-election of A. Julian Brylawski as president of
the M.P.T.O. of the District of Col-
umbia marks his ninth term as head of the organization, which
claims to be the oldest in the kind
in the country. Other officers, all
re-elected, include Sidney B. Lust,
vice-president; William B. Herbst,
treasurer; N. B. Brown, secretary.

FINANCIAL

NEW YORK STOCK MARKET

Net

HighLow CloseChg.

East. Kodak 51 49 1/2

5

Fox films, "A" 3 2 1

5

Gen. Electric Spcl. 1 1 3/8 1/8

Low. Inc. 204 1/4 204 3/4 2 1/4

Ernst 3 2 7/8 1/4

Pathe Exch. 1 1 1/2 1/4

RCA 11 1/4 11 7/16 11 1/8 1/8

RCA pf. "B" 11 1/4 11 1/8 11 1/8 1/8

RKO 3 3 1 1/4 1 3/4 1/8

Warner Bros. 1 1 1/2 1 1/4 1/4

NEW YORK CUB MARKET
De Forest Radio 5-16 5-16 5-16 1-16

Technicolor 11 1/2 11 7/8 11 7/8

Trans-Lux 1 1/4

NEW YORK BOND MARKET
Keith A 06 46 39 39 --

Low 6 41 1/4 1 1/2

Paramount 647 19 19 19

Pat. 5 7/8 10 10 10

RKO 69 69 69 6

Warner's 619 201 201 201

LEO'S WEST BOSTON NET HOLDS
Boston—Leo's Boston Theaters Co. reports a net of $90,642 for the
year ended Aug. 31, equal to 66
cents a share, against 78 cents a
share last year.

M-G-M SIGNS PHILLIPS HOLMES
West Coast Bureau of THE FILM DAILY

Phillips Holmes has been placed under a term contract by M-G-M.

ADVERTISING MATERIALS

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The Hit of Any Program

PORT O'CALL

Imperial Distributing Corp.,

8th Capacity Week

“GOONA-GOONA”

RKO Cameo Theater, H. Y. C.

FIRST ANGLO CORPORATION

1600 Broadway, New York City

Cable Address: Thomfilm

8th ANGLO

POWERS PICTURES, INC.

729—7th Ave.

Bryant 9-6067

N. Y. Exchange, 630—9th Ave.

“SECRET OF NATURE”

A series of 12 fascinating single reel novelities.

POWERS PICTURES, INC.

729—7th Ave.

Bryant 9-6067

N. Y. Exchange, 630—9th Ave.

Now Ready for State Right Market

“THE HORROR”

An Original Mystery Drama

STANLEY DISTRIBUTING CORP.

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Bryant 9-2812

IRA H. SIMMONS

President

MILLION DISC EXCHANGEMEN

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NEW Y.

C.

J.

Cable—(Foreign)

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New

Action

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EXCLUSIVE

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7th

7th

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N. Y.

Cable

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Ace of

Germany

SENSATIONAL BOX-OFFICE AIR-DRAMA

100% Sound Production—All English Titles

Special Exploitation Campaign

Now Available—State Rights, Percentage Bookings, or Will Rent Your House

Foreign Territories Open

Correspondence Invited

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Room 701

723 7th Ave., N. Y. C.

“JOSEPH IN THE LAND OF EGYPT”

The most spectacular Jewish language film ever produced. Titles in English.

Smashing House Records Everywhere

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WILD WOMEN OF BORNEO

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“HEARTS OF HUMANITY”

with

Jazz Hersholt

Claudia Dell

J. Farrell MacDonald

CAPITAL

FILM EXCHANGE

630 Ninth Ave., N. Y. C.

Pension 6-9350-9351

State Right Buyers

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RELIANCE FILM EXCHANGE

729—7th Avenue

Bryant 9-5395

SUITE 604

A MILLION FEET OF EVERYTHING

“STOCK SHOTS”

Stone Film Library

729—7th Avenue

New York, N. Y.

Tel.: Bryant 9-4370-4440

Room 605

The 1933 Film Daily

YEAR BOOK

Free to subscribers to THE FILM DAILY. Your check for $10.00 brings you the book and THE FILM DAILY for one year. (Foreign, $15.00.) Address, THE FILM DAILY, 1650 Broadway, New York City.
Clark Gable and Jean Harlow in "RED DUST" with Gene Raymond and Mary Astor 83 mins.

GABLE AND HARLOW COMBINATION LOOKS BOX OFFICE BUT THIS VEHICLE LACKS ANYTHING IN THE WAY OF A PUNCH.

Clark Gable and Jean Harlow make a fine team and their box-office possibilities should be considerable, but from a story angle this production is a wishy-washy affair that never develops a strong moment. It's a tropical yarn, with Gable as boss of a rubber plantation, where Jean appears on the scene a la Sadie Thompson. She's a pert, wisecracking wench, but strangely enough Gable doesn't take much interest in her. A young married chap, Gene Raymond, arrives from New York to take up duties on the plantation, and Gable falls for the bride, Mary Astor. Then follows the usual triangle stuff, ending with Gable deciding not to steal the other man's wife. Intermittent comedy, Miss Harlow's snappy patter, and the absence of too much seriousness, help to make the proceedings fairly entertaining.

Cast: Clark Gable, Jean Harlow, Gene Raymond, Mary Astor, Donald Crisp, Tully Marshall, Forresters Harvey, Willie Fung.

Director, Victor Fleming; Author, William Consion; Adaptor, John Mahin; Camera-man, Harold Rosson; Editor, Blanche Sexwell.

Direction, Satisfactory; Photography, Good.

Edward G. Robinson in "SILVER DOLLAR" with Bebe Daniels and Alene MacMahon First National 84 mins.

COLORFUL DRAMA OF SILVER-MINING DAYS. A POWERFUL HUMAN DOCUMENT WITH ROBINSON SCORING STRONG.

Hollywood traditions were thrown out of the window when they started this one. They set out to transpose a colorful character of early Nevada history to the screen, and they caught him to the life. A very human personality, with both the scenes written and directed by Edward G. Robinson, and though they didn't romanticize him one little bit. By dumb luck and his showmanship's personality he hits the heights of political preferment, and as suddenly sinks back into obscurity. He divorces his faithful wife who saw him through the days of struggle. The result of this act will have on audiences is problematical. But whatever sympathy he loses when he takes on another wife is offset in the final scenes when the gang comes to power crash. A broken, bewildered, helpless man, there is tremendous drama and paths, as well as irony in these sequences. Robinson gives a masterly characterization.


Director, Alfred E. Green; Author, David Karnse; Adaptors, Carl Erickson, Harvey Thew; Dialogues, same; Editor, George Marks; Camera-man, James Van Trees.

Direction, Expert; Photography, Very Good.

"HOT SATURDAY" with Cary Grant, Nancy Carroll, Randolph Scott Paramount 75 mins.

FAIRLY ENTERTAINING STORY OF MODERN YOUTH BEING MADE THE VICTIM OF GOSSIP IN A SMALL TOWN.

How possible can throw a monkey wrench into the happy prospects of innocent persons? A story again demonstrated in this yarn about present-day youth in a small community. Cary Grant, trying to win Nancy Carroll, stages a Saturday afternoon party where Nancy unwittingly gets in a compromising situation with another lad, Edward Woods. Rebuffed by Nancy and chased by Cary, the rival husbards to spread scandal about the girl, causing her to be fired from her job and scolded at home. For the sake of appearances, Nancy is about to let herself into a marriage with a schoolboy sweetheart, but at the last minute Cary appears on the scene again and mutual love has its way. There's nothing of a sensational nature about the going on, and the story is not without its measure of human interest, but it just lacks a decisive punch.


Director, William Seiter; Author, Harry Ferguson; Adaptors, Selon I. Miller, Samuel Goldwyn; Joseph Moncure March; Camera-man, Arthur L. Todd.

Direction, Fair; Photography, Good.

Smaller Program, Units Planned by RKO for '33

people now in the studio employ.

"...an expert to try out two or three units, giving the producer full responsibility for success or failure," said Selznick. "It's a difficult matter to work out. Some of us are expert in production; others are expert in the business of producers to assure limited production costs, but we have not determined on how we shall work in that connection."

Selznick said the current RKO lineup will be completed in February and the new season's lineup will be started in January. He declared the interim between RKO productions for the entire season of 1932-33 will not exceed 10 days, and that the studio should be made for selective audiences with more adult features on the program, he said.

J. H. GOLDBERG ON TOUR

J. H. Goldberg, general sales manager of World Wide Pictures, leaves today on an extended tour of Educational-Wide World exchanges. He will visit Pittsburgh, Cleveland, Denver, Salt Lake City, Los Angeles, San Francisco and Seattle, returning to New York about the middle of December.

CLARK GABLE AND JEAN HARLOW

MORT BLUMENSTOCK has returned from Pittsburgh and SKIP WESSEY is back from Chicago.

JOAN BENNETT and GENE MARKY are expected to leave Hollywood tomorrow night for New York.

JOSEPHINE DILLON (GABLE): the first Mrs. Clark Gable, is in New York supervising some tests for Hollywood and consult with publishers.

She is staying at the Great Northern Hotel. Miss Dillon is a screen coach in Hollywood.

SMALLER PROGRAM, UNITS PLANNED BY RKO FOR '33

Douglas Fairbanks, Jr., and Nancy Carroll in "SCARLET DAWN"

Warner Bros. 58 mins.

MILDLY ENSCROSSING DRAMA IN RUSSIAN REVOLUTIONARY BACKGROUND. STORY HANDICAPS STARS.

Although Douglas Fairbanks, Jr., and Nancy Carroll can commendable work, they are unable to overcome the structural weakness of this Russian story. The affair starts in the days before the revolution. Fairbanks is a man of rank, officer in the Czar's favorite regiment, while Nancy is a servant girl. When the overthrow comes, Fairbanks makes a getaway with the aid of Nancy, and together they go to Constantinople, where they are married. Then Fairbanks begins to ignore Nancy and takes an interest in the daughter of a rich American. A pearl necklace and a fake imitation also figure in the plot. Fairbanks have brought the jewels from Russia with the idea of selling them to obtain funds for himself and wife, but both this angle and the others are suddenly brought to a rather inconclusive finish.


Director, William Dieterle; Author, Mary McCull, Jr.; Adaptors, Niven Busch, Edwin Gelsey, Dialoguers, Niven Busch, Erwin Gelsey, Douglas Fairbanks, Jr.; Camera-man, Ernest Haller; Editor, James Morley.

Direction, Handicapped; Photography, Good.

LUNCHEON TO MRS. STUBBS

About 25 feminine employees of Paramount gave a luncheon at Sardi's yesterday in honor of Mrs. Jane Stubbs, who is leaving Paramount to go with Sam Katz, having been occupied with his secretarial work for some years.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Nov. 5-6

Will H. Nays, George Schaefer, Joel McRea
H. M. Wilcox, Marie Prevost
Theodore von Erich, Helen Newton
Trem Carr, Paul Ellis
Decentralization of Film Buying Urged by Hammons

LAST MONTH WAS BEST FOR THEATER REOPENINGS

Michigan Unit Drops Out of Allied-MPTOA Confabs

Board of Directors Said to Have Voted Withdrawal Action

Detroit—Allied Theaters of Michigan will not participate in current or future conferences being held by Allied States and the M. P. T. O. A. with Sidney R. Kent in an effort to adjust various industry problems. This explains why H. M. Richey, who was one of the two Allied representatives at the New York conference, did not attend the Wash-

(Continued on Page 7)

PICKUP AFTER ELECTION

SEEN BY H. B. FRANKLIN

Following the glamour and excitement of tomorrow's election the theaters of the country will settle down to better than normal business, according to Harold B. Frank

lin, who returned Saturday from a tour of mid-west cities and the coast. He believes that theater business has touched the bottom and

(Continued on Page 7)

Belle Bennett Dies

After Long Illness

West Coast Bureau of THE FILM DAILY

Hollywood—Belle Bennett, for years a stage and screen name, died Friday night in the Cedars of Lebanon Hospital after a long illness. She suffered a breakdown last May while visiting in the east and never fully recovered. Miss Bennett, who was 41, made her big screen hit in Samuel Goldwyn's "Stella Dallas."

October Showed Spurt in Houses Resuming Operation

Percentage of theater openings and reopenings as compared with closings in October made the most favorable showing so far this year, according to monthly reports of the Film Boards of Trade. Of the reports already in, the Dallas territory shows 22 openings, against 9 closings; Chicago, 17 vs. 5; Philadelphia, 17 vs. 8; Los Angeles, 12 vs. 2; Oklahama City, 7 vs. 6; Charlotte, 8 vs. 1; Indianapolis, 7 vs. 2; Kansas City, 5 vs. 2; Seattle, 3 vs. 2.

CLOSE CONTEST RESULTS

IN PICKING BEST SHORTS

West Coast Bureau of THE FILM DAILY

Hollywood—Because the vote on M-G-M's "Swinging High" and Mack Bennetts's "Wrestling With Swordfish" was so close, both shorts will be run off Wednesday before the full membership of the Academy of Motion Picture Arts and Sciences to decide the winner of the award for the best novelty short of the year. Winners of the cartoon and comedy shorts have been decided upon, but will not be made public

(Continued on Page 7)

Hammons Would Decentralize Film Buying Same as Theaters

Commending the present move toward decentralization of theater operation as "the most hopeful sign for the future of the picture industry which has developed in years," E. W. Hammons, president of Educational and chairman of the World Wide executive committee, declares that "when the big circuits go a step further and decentralize their film buying as well as their theater operation, they will have made another move which, in all sincerity, I believe to be necessary before our industry can be put back on the profitable basis which we all wish for.

"Mr. John Hertz is absolutely right in his statement that the interests of the theaters themselves can best be served by placing more authority in the hands of the local manager." Hammons: "No executive a thousand miles away can possibly hope to have the grasp of local conditions which the alert showman can have after long daily contact with the clientele of his theater. To the proper handling of short subjects, this is

(Continued on Page 7)
The Film Daily

Vol. 1X, No. 100

Monday, Nov. 7, 1932

Prices 5 Cents

PHILLY TAX PLAN REVIVED Philadelphia — A more favorable revision of the proposed city amusement tax bill has been obtained, with the City Council now considering a 5 per cent assessment on tickets over 25 cents. Previously the plan had been to impose a tax of 5 cents on tickets costing over 25 cents, and those under were to be assessed a three-cent tax. The measure, which had been reported dead, was suddenly revived.

ADD RECORDING FACILITIES RCA Victor has installed a complete Photophone “High Fidelity” recording system in its studio at 411 Fifth Avenue. A new recording truck for location work has also been added to the equipment. Painless and of the principal activities is the recording from 35 mm. pictures to 16 mm. and the synchronization of sound to silent productions.

CLEVE, ASN’T NOT JOINING Cleveland — Commenting on the report that the M. P. T. O. of Ohio, covering Cleveland, Cincinnati, Columbus, etc., would probably be next to join the M.P.T.O.A., the board of directors of the Cleveland M. P. Exhibitors Ass’n, following its meeting this week, announced that such action on the part of the Ohio M. P. T. O. would not involve the Cleveland unit.

RUTH ETTING IN FEATURE Ruth Etting, star of Vitaphone shorts, will make a feature before renewing her present radio contract. She leaves for Hollywood about Jan. 1.

THE Broaday Parade
(Week Beginning Nov. 5)

FIRST-RUNS

Picture Distribution Theatre
"Red Dust" M-G-M — Capital
"Three on a Match" (2nd week) First National — Strand
"Scared Dawn" Crown Bros. — Winter Garden
"Magic Night" United Artists — Rival
"Virtue" (2nd week) First Division — Cameo
"Gonea-Gonea" (8th week) Fox — Roxy
"Secret Rax" Paramount — Roxy
"Hot Saturday"

S2 RUNS

"Strange Interlude" (10th week) M-G-M — Roxy
"Madchen in Uniform" (7th week) Paramount — Roxy

FOREIGN PICTURES

"Luisa, Queen of Provicia" (5th week) Associated Cinemas — Europa
"The White Prince" Ufa — Little Carnegie
"Rasputin, Sinner or Saint?" Capital Film Ex. — Fifth Ave, Playhouse
"Barberina, the King’s Dancer" Capital Film Ex. — Hindenburg

FUTURE OPENINGS

"Kameradschaften" (Nov. 8) Associated Cinemas — Europa
"Trouble in Paradise" (Nov. 18) Paramount — Krell
"I Am a Fugitive from a Chain Gang" (Nov. 10) Warner — World Wide
"False Face" (Nov. 17) United Artists — Palace

ACE BERRY AWARD$ 7,500 Washington Bureau of THE FILM DAILY

Washington — Ace Berry, now with the RKO circuit in Albany, N. Y., has been given a verdict for $7,500 in the District Supreme Court for injuries sustained when he was struck by a taxicab in December, 1930.

HARRY BROWN JOINS F. D. Brown, Harry, formerly with Tif- fany, has been appointed Washington branch manager for First Division Pictures, headed by Harry Thomas. Dave Thomas, whom he succeeds, will be assigned duties at the home office in New York.

"CYNARA" AS XMAS RELEASE Ronald Colman in "Cynara," Samuel Goldwyn production, will be released by United Artists the week in December, with its opening on or about Christmas Day, it is announced by Al Lichtman.

FOR SALE

Four complete cartoon cassettes including mechanism, stand and lights, also several Relief & Hollywood cameras.

INKWELL STUDIOS, INC.
1600 Broadway New York, N. Y.

Bermuda

$45 Round Trip

Twice weekly sailings, 2,100-ton c.s.s. Pan America and sister-ships, all air conditioned, extra rooms mostly with beds and private baths, 5 days, including day at hotel in Bermuda $61. 7 days $73. S. P. Pan American goes direct to dock at Hamilton.

For information on the Free Trip Slogan Contest, see any Tourist Agent or write the Monson Line.

All sailings from Philadelphia, N. B., New York.
For further information see local tourist agents.

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Eastman Films
J. E. Brulatour, Inc.

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1540 Broadway
5154 Broadway
5412 Broadway

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New York
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1540 Broadway
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J. E. Brulatour, Inc.

Chicago
Hollywood
Hollywood

Eastman Films
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Chicago
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1227 Indiana Ave

Eastman Films
J. E. Brulatour, Inc.

Chicago
6700 Santa Monica
6700 Santa Monica

Eastman Films
J. E. Brulatour, Inc.

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Hillside

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UNTIL we've carefully inspected and examined every inch of your negative and made sure that it's ready for reproduction, we do not begin to print from it. This is one of the reasons that "Certified Prints" always give perfect results and picture every action even more naturally and vividly than your negative. Besides, we use only the finest raw stock and chemicals. And only the most skilled operators are engaged in their manufacture.

To continue the great strides Consolidated has made in the science of release printing we maintain a large research laboratory where exhaustive experimentation is conducted by highly trained chemical and technical engineers.

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Our New York and Hollywood plants are especially equipped to develop negatives— to render a COMPLETE film laboratory service.

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It will Mesmerize all

MORAN and MACK

The two Black Crows in Sennett's

IN 8 REELS

STAR NAMES! LAUGHS! THRILLS!

ROMANCE! BEAUTIFUL GIRLS!
your B.O. troubles away!

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A laugh ‘symphony in Black’ that will keep you out of the Red.

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WALLACE FORD
M ARIA ALBA
CHARLIE MURRAY
MARJORIE BEEBE

HOKUM! HOT ZIGGITY MAN IT SHO’ GOT EVERYTHING!
Short Shots from New York Studios

By "C. A."

Lucien Lehman, French explorer, adventurer and lecturer, has been shot by Vitaphone cameras to do the descriptive talk in French on Vitaphone shorts for release in France.

The second of a series of six features tentatively titled "Five $1,000 Bills," starring Rose Hobart and Hal Skelly, being produced by Trojan Pictures, went into production Monday, under the direction of Arthur Herot at the Standard Sound Recording studio.

A cast of 150 players were used in "A Young Man's Fancy," Vitaphone's two-reel version of "Spring Is Here." It was the last week at the Vitaphone studio. Pearl Osgood, Lanny Ross and Nancy Welford play the featured roles.

Jimmie Savo, supported by a large and imposing cast of stage and vaudeville stars assembled by Columbia Pictures, is seen in the third of the series of Lamba Bamba, tentatively titled, "Tonight's the Night" and completed last week at the Eastern Service Studio. Others who appear in the cast of "Tonight's the Night," which was directed by Joseph Santley, include Fay Sawyer, Howard Marsh, Russell Gleason, Ralph Higgins, Hugh Cameron, Edward Ellis, Clyde North, Barton Holmes, Frank McCormack and Walter Armin.

The twelfth Vitaphone short subject to star Ruth Etting went into production Thursday at the Vitaphone studio. The cast for the film, which is as yet without a title, is a particularly large one, the supporting characters comprising 98 players in all. Most prominent of these are Davie Burns, Fritz and Jean Hubert, Yvonne Le Bois, Frank McNellis, Eddie Ryan and Eileen Gillette, all of the dramatic stage.

Production on the first of the series of shorts starring Walter Winchell and being made by the William Rowland and Monte Brice Productions, will get under way Wednesday night when the first of the shorties will be made in the upper room of the Hotel Astor. Monte Brice will direct, with production under the supervision of William Rowland.

Cast of 215 in Short

There will be a cast of 215 in Jack Dempsey's Vitaphone short, "The Sock Market," which Joseph Henabery will direct.

• • • ON STAGE 10 at the Paramount studio where "If I Had A Million" is being filmed, they are holding an Oldtimers' Reunion among the cast are a group of peppy youngsters in the 60's, 70's and 80's, representing names that twinkled in the lights on Broadway, long before the flickers had been born.

• • • HOLDING COURT in a corner is Ruby Lafayette, she's only 59... donning the greasepaint for her seventieth year as an actress... beside her is May Robson, a half century ago your mother and mine... used to rave over Miss Robson's work in Broadway productions... then there is Effie Elliker... they used to name babies "Hazel Kirk"... after the famous character created by Effie back in 1880.

• • • THEN COME a group of comparative youngsters... Gertrude Norman, who played the mother in "The Birth of a Nation"... Emma Tansey, who started in the old Biograph company with D. W. Griffith... Mae Wells, the original Gold Lamb 31"... Albert Howland Knott, the mother in the silent version of "The Miracle Man"... also Ida Lewis, Tempe Pigott, Edith Yorke, Margaret Mann, Margaret Seddon, Margaret Feely, Clair Bracy, Ada Beecher, Myra Broadwell, Vangy Belby, Louise Emmens, Edith Ellinson, Fanny Perrins, Joy Winthrop, Jessie Smart, Corona Shannon, Alice Smith, Mildred Pitts, Barbara Norton, Fanny McKnight, Alice Kenmore, Hallene Hill... every one of 'em in the profession for more than a score of years.

• • • TYPICAL OF the spirit of these charming old ladies... take Hallene Hill... just crushing the pictures after 42 years behind the footlights... she is glad to begin in a small way... and with ambition and hard work she is quite sure she will make her mark in the "new movie idea"... just what an inspiration and example for these young callow upstarts! who will not have professional training in stage or screen... who grow downhearted when they don't hit the star rating after a half dozen years in Hollywood... the modern breed just isn't got the old time showman guts.

• • • A VERY interesting letter from Frances A. Lesser, chairman of the Motion Picture Committee of Parents' Association, P. S. 26, in the Bronx... commenting on our recent koyunm on the Better Films Council of Macon, Georgia... Miss Lesser is astounded that a far-away city in the South got so far ahead of New York years ago in this Juvenile Matinee movement.

• • • BUT THIS Bronx group isn't so far behind... they are utilizing the idle time of theaters to meet the entertainmen

t

NEWS OF THE DAY

Hattisburg, Miss.—A. H. Yeomans has reopened the Rio and changed the name to the Rose.

Yazoo City, Miss.—The Yazoo has reopened.

Birmingham—John Douglas, manager of the Strand and P. A. Blankenship, who was manager of the Capitol, have switched posts.

Denver—Mrs. Ermine DeLaVergne, widely-known organist of the Ogden the past five years, is dead. Her husband, Augustus B., was formerly secretary of the Denver musicians' union.

Westfield, Wis.—Al Picker is now conducting the Strand. He formerly operated the Ironwood in Ironwood Mich.

St. Louis—Bombing of the Merritt Widow Theater again a few days ago marked the seventh time the house has been attacked in the past 18 months.

Harlan, Ky.—Mrs. Virginia Davis has reopened the New Harlan.

Manchester, O.—R. Warren Spencer, owner of the Lyric, recently shot it out with bandits who tried to hold up his theater. Spencer and one of the men were wounded.

Columbiana, O.—The Globe has been sold to W. K. Anthony by A. G. Floyd and H. W. Lundgren. It will be improved and reopened.

St. Louis—The Lemay theater in Luxemburg, St. Louis County, was destroyed by fire Saturday night. Leo Lau, proprietor, estimates the loss at $25,000, covered by insurance.

Sioux City, Ia.—The World theater was damaged by fire recently, with loss estimated at $4,500.

Down, Ia.—The Amuzu, closed for a year, is to open shortly with Harry Buddleston of Jewell as proprietor.

Many Happy Returns

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Nov. 7

Herman J. Maskiewicz Walter F. Eberhardt Jan Bioch

Margaret Morris Edward Sedgwick

Mona Maris
Buck Jones in
"McKenna of the Mounted"
Columbia
MELLER OF NORTHWEST MOUNTIES
GETS OVER WITH GOOD SUSPENSE
AND PLENTY OF ACTION STUFF.

Some unusually good dramatic bits have
come woven into the outdoor melodrama,
it is also cast in the Canadian locale, with
the Northwest Mounted as its chief actors.
In order to uncover a gang that has en-
trusted a series of robberies, Buck Jones
is a sergeant in the service, detailed to
the job by his chief. The latter arranges
to have him discharged with dishonor when
outright rob-hands in an apparent robbery.
He gets the gang in hand, and eventually he
mets the mysterious leader, who is the
man's leading business man. Some good
suspense stuff is worked in from this point
on the close, with Jones being put on
robbery by the leader who suspects the
Mountie of still being in the service.
The discovery of a confidential letter from
the head of the service in a stolen mail
pouch puts Jones on the spot, and then
worksthe solution with a whirl
of fast action, fighting and gun play. A
delightful relief from the routine Western.

Cast: Buck Jones, James Flavin, Walter
McGrail, Herta Granstedt; Niles Welch,
Mitchell Lewis.

Director, D. Ross Lederman; Author,
Randy Faye; Adaptor, Stuart Anthony;
Dialoguer, same; Editor, Gene Millford;
Cameraman, Bertanville.

Direction, Very Good. Photography, Okay.

Mich. Unit Withdraws
From Allied-PTO Meeting
(Continued from Page 1)

It is understood that the board of direc-
tors decided that nothing could be gained
by the deliberations and so voted to withdraw the unit's support
from the plan.

Pickup After Election
Seen by H. B. Franklin
(Continued from Page 1)

will rebound to satisfactory grosses
from now on.

"Presidential" candidates and an unpre-
tended array of radio stars have been heard
in the air for the past few weeks. People
have stayed at home and theaters have suffer-
ed accordingly, but I look for better than
normality in theater grosses for many weeks
before the new year and a continuance of good
business just so long as quality pictures con-
tinue to be made," said Franklin. A five-
day week in all industries was also urged by
Franklin.

FRANCIS MENGAN RESIGNS

Paris—Francis Mengan, in charge of
Paramount stage productions for
seven years, has resigned to assume
a similar position with the new Rex
Theater of the Haik circuit.

Decentralized Film Buying
Urged by E. W. Hammons
(Continued from Page 1)

especially obvious. Many a show has been
saved by the judicious selection and presenta-
tion of the proper short subjects to meet local
conditions, just as many another show has been
handicapped by their improper use.

"The next logical step in this important for-
ward movement back to fundamentals would
seem to be the placing in the hands of the local
showmen of the buying of their short fea-
tures, so that they would have full authority
to determine what short pictures they will
play as well as when and how they will play
them. This much could be brought about im-
mediately."

Close Contest Results
In Picking Best Shorts
(Continued from Page 1)

until the Academy dinner, Nov. 18.

Comedy nominations were: "Music Box," with laurel and Hardy, M-
G-M; "Loud Mouth," Mack Sennett;
"Scratch as Scratch Can," RKO.

Art Campbell Married
Memphis—Arthur Campbell, Jr.,
publicity director of the RKO
Orpheum, is now a bachelor.
The bride is the former Catherine Kauf-
man.

JOINS M-G-M WRITERS
West Coast Bureau of THE FILM DAILY
Hollywood—F. A. Mitchell Hedges,
British explorer and writer, has
been placed under contract by M-G-
M and begins work at once on an
original story.

THEY'LL VOTE IT...
THE GREATEST
PARTY IN
THE U.S.A.

at
THE MOTION PICTURE CLUB OF NEW YORK
1560 Broadway

SPECIAL FORUM SESSION
NOTED GUEST SPEAKERS
GALA ENTERTAINMENT
MOTION PICTURE STARS
BIRDS-EYE VIEW OF CROWDS

MUSIC AND DANCING

and

COMPLETE ELECTION RETURNS

Direct From The Stock Tickers Of
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Adjacent to the Motion Picture Club Rooms

Note:—The Club extends its hospitality only to its members, their
wives and families, and their guests.

Tickets (Including Dinner) $2.00 Per Person

Now on Sale at the Club
Dinner at 7 o'clock

JOHN GILBERT and his wife, VIRGINIA
BRUCE, and ALBERTINA RASCH are due to
arrive in New York tomorrow on the Majestic
from abroad.

NAT LEVINE left Saturday for the coast
after a week in New York.

HAROLD B. FRANKLIN returned to New
York from the coast on Saturday.

Coming 160 G

John Gilbert and his wife, Virginia
Bruce, and Albertina Rasch are due to
arrive in New York tomorrow on the Majestic
from abroad.
A LITTLE from "LOTS"

By RALPH WILK

McGuire's Writing Speed

William Anthony McGuire, playwright and scenarist, claims the world's record for writing an original story. He recently knocked off "Selfish Daughters" in four hours and sold it to a major studio the same day.

Zita Johann, exotic Hungarian actress and Broadway favorite, has work in "Tiger Shark" caused considerable favorable comment, played the feminine lead in "The Mummy," "Machinal" and "Tomorrow and Tomorrow" were among her Broadway hits.

Samuel Ornitz has been assigned to write the screen play, "The Goose Woman," Rex Beach's story to be made by RKO Radio Pictures, and Del Andrews and Harlan Thompson will co-direct.

Leni Stengel plans to leave New York to appear in a play after she finishes work in "Animal Kingdom" for RKO Studios.

George Cunningham, New York stage and dance director, was assigned by Louis B. Loewy to stage the song and dance numbers for "So This Is Harris," starring Phil Harris.

Tom Dugan, besides playing a part in Fox's "Hell to Pay," will serve as writer and gag man. The story is an original by Dudley Nichols and Henry Johnson, with John Blystone directing. Victor McGlaglen, Edmund Lowe and Lupe Velez head the cast.

Mack Sennett's "Bring 'Em Back Alive," jungle satire being directed by Babe Stafford for Paramount release, has Arthur Stone, Marion Lake, Matt McHugh, Melvin Koonz and Harry Bowen in the cast.

Kate Smith's picture for Paramount has been renamed "Cheerful," instead of "Moon Song."

Jans and Whalen, vaudeville team, are making a short at M-G-M under the direction of Ray McCarey. It is called "Wild People."

Art Mix and Robert Ellis will appear in Columbia's Buck Jones western, "Reckless Romance."

Ralph Morgan has been assigned by M-G-M to "Son-Daughter."

Regis Toomey heads the cast of "The Penal Code," and Helen Cohan, daughter of George M. Cohan, has the feminine lead in this Monarch production in which Robert Ellis, Pat O'Malley, Henry Hall and Virginia True Boardman also appear.

Complete cast of Paramount's "No Man of Her Own," starring Clark Gable and Miriam Hopkins under the direction of Wesley Ruggles, includes Dorothy Mackaill, J. Farrell MacDonald, George Barbier, Grant Mitchell, Elizabeth Patterson, Wallace Beery, Lilian Herring, Paul Ellis and Frank McGlynn, Sr.

David Manners has been assigned anew: Charlie, Grapevine for the Kiss," which Edward Marin will direct for K. B. S. Productions. Other principals include Adrienne Ames and Bela Lugosi.

Alan James is directing Ken Maynard in "The Phantom Thunderbolt," an original by Forrest Sheldon.

Jerry Horwin, co-author of "Two and a Half Men," and "Constance Bennett, is writing the adaptation of "I Was a Spy," for Fox.


Harry Seymour is one of the busiest actors on the coast. He has attracted much attention by his work "You Said a Mouthful," starring Joe E. Brown. Seymour's recent pictures include "Three on a Match," "42nd Street" and "Central Park."

Preston S. Foster knows a girl who thinks it's remarkable that they can get the M-G-M lion to make the same noise in every picture.


"Thin Ice" will be Russell Gleenon's next Educational - Gleenon Sports Featurette.

Dickie Moore has been loaned to Bryan Foy for a prominent role in "East of Fifth Avenue."

"Uptown New York," with Jack Oakie and Shirley Grey, has been completed by World Wide.

Warner Assignments: Mrs. George Arliss, Dick Powell, Patricia O. P. Heggie and James Bell for "The King's Vacation."

Lothar Mendes has been assigned to direct "Luxury Liner" for Paramount, with George Brent, Sara Maritz, Irving Pichel, Zita Johann and Richard Bennett in the cast.

Andy Clyde's latest, "A Pool About Women," has been completed at the Educational Studios.

Ben Blue and Billy Gilbert have been assigned by Hal Roach to leading roles in "Bring 'Em Back a Wife."


Arthur Sheekman has been assigned to collaborate with Bert Kalmar and Harry Ruby on the preparation of "Cracked Ice," the tentative title for the next Four Marx Bros' picture for Paramount.

Clarence Badger has been signed by Columbia to direct "Hurricane Deck."

"Hollywood Runaround" is the title of Monty Collins' next comedy for Educational.

Charlie Murray has started production on "Courtin' Trouble" at the Mack Sennett studio. Paramount will release.

Add Realism

The role of Ken Maynard's brother in "Drum Taps," Maynard's new production for World Wide, is filled by none other than Ken's brother, Kermit.
Fanchon and Marco May Enter Film Production

ALLIED-MPTOA SUB-COMMITTEE MEETING IN N. Y.

More Flexible Policies Needed, Says M. A. Lightman

**Fifty Years...**

**By Jack Alicoce**

**Fifty years in any line of endeavor is a long time. In the show business it is an era. On Nov. 25th RKO begins the celebration of its Golden Jubilee, for it was just 50 years ago that the company was inaugurated by a stage entertainment with a small wooden store show up in Boston. As it marks RKO's golden jubilee, so too does the past 50 years mark the golden years of the show business. In that period of time it has established, through its own efforts, a definite place alongside the finer arts, a recognized standing with other types of big business and, best of all, because the greatest force for happiness, relaxation, entertainment and mental and visual progress in the world.

'That old devil business is grinding away again and now more we are at the point, or thereabouts, who the independent theater owner, or operator of the localized circuit, again becomes the head man of the business. Competent observers on both sides of the fence tell us that it should be the decentralization plan of some of the big circuits it still proceeding, but there is so little left to decentralize that the word may soon be dropped from the industry's dictionary. After all, it is sound logic and as obvious conclusion that a man who knows local conditions and has been familiar with the requirements of his territory is the best man qualified to handle local house needs.

I can't be the Xmas spirit. It's too early for that. There does, however, seem to be a new feeling of tolerance and cooperative spirit in the air between the natural opposites of the business. For instance, we sat with an important group of independent exhibitors the other day and, in place of the usual energetic piping of the product, all agreed, with unusual unanimity for such a gathering, that the depression, with its great reduction of spending power, was alone responsible for present grosses. And upon such spirit is the future of this industry dependent.
Midnight Intellectual Bills
At Little Picture House
First of a series of Special Midnight Intellectual Entertainments, arranged by Captain Noel in conjunction with the Little Picture House, 151 East 50th St., will be given Nov. 12, when Carveth Wells will appear in person and present one of his travel pictures. After the show there will be a Hawaiian curry supper in the tavern rooms of the little theater and covering show and supper are $2 each.

BUZZELL ON EASTERN TRIP
West Coast Bureau of THE FILM DAILY
Hollywood — Because the right players are not available at this time, production on Columbia’s “Child of Manhattan” has been postponed and Director Eddie Buzzell is going east to join Harry Cohn in looking over the current crop of stage offerings and the story material available from eastern producers.

FUGITIVE PRAISED BY PROFS
Two college professors of criminology, Dr. Lovell Bixby of Rutgers University in New Jersey and Glen E. Carlson of the University of Redlands, Calif., who have seen “I Am a Fugitive From a Chain Gang” at previews, have voluntarily written Warners that they are recommending to their classes both the reading of the book and the seeing of the picture.

MALCO DROPS TWO
Memphis — Two houses have been eliminated from the Malco Circuit at Fort Smith, Ark., the Rialto has been closed and will be converted into a store. The Grand, Conway, Ark., has been turned over to the Tippin interests.

4 F. N. DECEMBER RELEASES
Fox-Metro will release six features next month, as follows:

- “The Match King,” Dec. 3;
- “Central Park,” Dec. 10;
- “Silver Dollar,” Christmas week;

LASKY GETS STAGE PLAY
“The Warrior’s Husband,” a Broadway stage play of last season, has been acquired for the screen by Jesse L. Lasky, who is now producing for Fox.

GRIFFITH TO STAGE FEATURE
D. W. Griffith is the producing manager behind “Damn Deborah,” a coming Broadway play in which Dorothy Gish probably will appear.

ANDY SMITH BACK
Andy Smith, Warner sales executive, is back at his desk after an absence of two weeks.

Six Feature Pictures
In Production at Fox
West Coast Bureau of THE FILM DAILY
Hollywood — When “Hot Pepper” goes into production about the end of the week, there will be six features simultaneously in work at Fox. Already shooting are: “Pleasure Cruise,” with Norman Foster, directed by Sidney Lanfield; “Handle With Care,” with James Dunn and Boots Mallory, directed by David Butler, and “Bring ‘Em Back Alive,” with El Brendel. Two others, “Face in the Sky,” with Spencer Tracy and Marrian Nixon, under Harry Lachman’s direction, and “Canyon Walls,” with George O’Brien, directed by David Howard, are starting immediately.

MONTE BLUE RESUMES TOUR
West Coast Bureau of THE FILM DAILY
Hollywood — Monte Blue, who has one more feature to make on his four-picture contract with Allied, has left to resume his 40-week personal appearance tour. He returns in two months to make another feature.

LEFTWICH IN HOLLYWOOD
West Coast Bureau of THE FILM DAILY
Hollywood — Alexander Leftwich, for more than 25 years a Broadway stage director, has arrived here to join the RKO directorial staff. He will first work with Dudley Murphy on “Now You See It.”

PRICE CUTS ATTENDANCE
Chicago — Following reduction of admission prices, involving absorption of the tax, by the Chicago, Oriental, Tivoli and Uptown, all B & K. houses, attendance showed an increase.

MRS. SEIDER BURIED
Funeral services were held Sunday for Mrs. Pauline Seider, mother of Mr. and Mrs. Seider Seider, who had been in the West Coast for more than a year. She died Saturday morning.

JOAN CASTLE IN SHORT
Joan Castle has been singing through the Leo Morrison office to play opposite Walter Winchell in his first short for William Rowland—Monte Brice Productions.

NEW NORFOLK FIRM
Norfalk — William S. Wilder is president of Grandin Theater, Inc., just chartered with authorized capital of $25,000.

A Column of Successful Showmen!

JOS. LITVAG
Roxy Theatre
St. Louis

“I am never ashamed to stand in the lobby of my theater when I am running a Columbia picture. That’s why I bought them first this year.”

AL. J. MARKS
Robin Theatre
St. Louis

“Let’s have a few more hits like ‘Blond Captive’ and your company will top them all. Looks like 1932-1933 will be Columbia’s big year. Let’s have ‘em.”

C. B. HUKLE
Lexington Opera House
Lexington, Ky.

“We compliment you on the high standard of your productions. Your releases are always good entertainment and can always be relied upon as a drawing card.”

LEON JARODSKY
Lincoln and Paris Theatres
Paris, Ill.

“When I pull a piece of cheese to stuff on my bargain slices, I look to Columbia for a good picture to replace the duds I pulled.”

One grand round of entertainment
—Chicago Tribune.
GIVE AMERICA
“PROSPERITY”
Mr. ROOSEVELT!
Hooray for our new President!

Sincerely yours, Polly Moran
THE M-G-M
“PROSPERITY” GIRLS!

Marie Dressler
Here's One Real Cure For

The Greatest Idea
And Exploitation Picture Of The Year—and
What Entertainment!

Paramount-Publix Books
At The Rialto New York, For
A Run Commencing Nov. 17th.

"FALSE FACES"

Featuring
LOWELL SHERMAN
PEGGY SHANNON — LILA LEE
NANCE O'NEILL — DAVID LANDAU

Presented By

World Wide Pictures

The Picture That Beauty Racket Exposed
Box-Office Depressions!

Every man, married or unmarried, should take his wife or sweetheart to see this Picture!

WOMEN HAVE TO SEE! FOR THE FIRST TIME!
ALLIED-MPTOA GROUP
MEETING IN NEW YORK

(Continued from Page 1)
and Nathan Yanis, representing Allied, and Edward Levy and Jay Emanuel, representing M.P.T.O.A., had a joint committee at the Washington conference.
Lightman issued the following formal statement in connection with the Washington conference:
"Continuing the negotiations initiated at the Chicago conference between Allied and the M.P.T.O.A., a joint committee of the two organizations met in Washington at the Hotel Carlton on Saturday to discuss the outstanding points of the sub-committee which met with S. R. Kent at the Union League Club in New York two weeks ago. After several hours of discussion of the various points by the Exhibitor representatives, Mr. Kent was called in for further organization of the details of the program to meet the points laid down at the Chicago meeting. A joint sub-committee was appointed to meet in New York this week to determine whether or not it is possible to reach an agreement on the points that will be acceptable to theater owners throughout the country. The meeting was attended by S. R. Kent, C. J. Edwards, Miss Stacie, Miss LeBlanc, Miss Ballard, Mr. Sullivan of New York, Mr. Keeler of Chicago, Miss Kramar of New Haven, Miss Young of New York, Mr. Korff of New York, Mr. Scheele, Mr. Diamond of New York, Mr. and Mrs. Blum of New York, Mr. Hyning of New York, Mr. and Mrs. Hyning of New York, Miss Biddle of New York, Mr. Reilly of New York, Mr. Hyning of New York, Mr. Keeler of New York, and Mr. Hyning of New York."

FRISCO EXHIBITS PROTEST
MUNICIPAL COMPETITION

San Francisco—Declaring that the newly opened $1,000,000 War Memorial Opera House, a municipal venture not subject to taxation, is proving a strong competition to moving picture houses, the California Theater Ass'n has protested to the Board of Trustees and a hearing on the situation will be held next week. Seventy-five cents ticket sales for the opera season sitter a municipal house totalled $60,000 in its first season. The house is also reported planning to show pictures.

MOVES STEBBINS OFFICE
West Coast Bureau of THE FILM DAILY

Hollywood—Stebbins, Leterman & Gale, Ltd., insurance agents, have moved back to their former address in the Spring Arcade Building, Los Angeles, it is announced by Arthur A. Landenstein, secretary and treasurer.

JOE BRANDT leaves today for a trip to Canada. Shortly after his return to New York he will look over the New York territory.

KAY FRANCIS, Warner star, has returned to the coast after a three-weeks' vacation in New York.

MARCO WOLF arrived from the coast yesterday.

LOUIS COHEN leaves the coast for New York on Saturday.

ALFRED KRAMER and CHICO MARX are on their way to New York to complete arrangements for a new comedy feature.

MALCOLM STUART ROYLAN, Paramount scenarist, has gone to Nashville, Tenn., where his mother is critically ill.

By RALPH WILK

HOLLYWOOD

PAUL MUNI returns to Hollywood not later than Jan. 1 to begin his next Warner film, the producers announce. Muni is now appearing on the Broadway stage in "Counselor-at-Law." * * *

Cast of the Tiffany picture, "The Death Kiss," to be directed by Edwin Marin, includes David Manners, Adrienne Ames, Edward Van Sloan, John Wray, Bela Lugosi, and Alinda Carr, Al Hill and Barbara Bedford. * * *

Lillian Roth, stage and screen personality who recently returned from a shopping spree in Europe, is most exclusive shops, declares that Hollywood has replaced Paris as the feminine style center of the world. Not only are fashions here more advanced, but prices are as much as one-half lower than in Paris, says Miss Roth. * * *

Same—As busy as a scenario editor in a bookstore—*

* The George O'Brien unit filming "Robbers' Roost" at Sonora, had no sooner returned to the Fox studio from a week's location in the northern city than the production staff, headed by Director Louis King, embarked for Sonora for additional scenes. * * *

Jerome Sackheim, of RKO, who wrote "When the Bough Breaks," Broadway play starring Pauline Frederick, is writing a new play, "Ghost Ranch." "When the Bough Breaks" was produced by Cecil B. DeMille, who has been appointed to william LeBaron, Paramount producer.

Stuart Palmer, RKO scenarist who wrote "The Penguin Pool Murder," is a prolific writer. His books include "Murder on Wheels," "Ace of Jades," and "Murder on the Blackboard." * * *

RKO Assignments: Arline Judge, Tom Keene, Dorothy Wilson and Rosco Ates for "Lucky Devils"; Theodore Von Eltz, Edwin Stanley and Frederic Burton for "Just a Woman." * * *

Monte Blue has the lead in "Officer 13," M. H. Hoffman production for Allied Filmmakers. * * *

J. P. McCarthy will direct Rex Bell in "Lucky Larrigan" for Monogram. "Even For War," Stanley beach, John Elliott, Julian Rivera and Henry Hull also cast.

"Ladies They Talk About" is the new title of Barbara Stanwyck's "Women in Prison," which Howard Bretherton is directing for Warners.

Al Dubin and Harry Warren, song writers, will play parts in First Nation's "42nd Street." * * *

Columbia Assignments: Mae Clark, Allan Dinehart for "Acquitted"; Ed Le Saint and Nick Cogley for "Reckless Romeo"; C. Aubrey Smith for "No More Orchids"; Thelma Todd, Evelyn Knapp and James Murray for "Air Hostess." * * *

James Cagney has bought a home in Beverly Hills. * * *

B. C. (Babe) Stafford, Mack Sennett director, has been assigned to handle the megaphone on the West Coast Fields comedy short, "The Dentist," now in production. Gene Yarbrough is assisting him. Also in the cast are Babe Kane, Zedra Farley, Elise Cavanna and Baldy Bellmont. Stafford recently completed film "Bring Em Back Home." * * *

R. H. ANIMATION STAND

An Animation Stand which provides a complete, easily used unit for making animated drawings, maps, mechanicals, etc., on 35mm. film, producing film slide negatives, photographing titles, and copying documents, books, and records of any kind, has been developed by Bell & Howell. The stand is particularly for industrial film laboratories.

RKO EASTERN TITLE BOARD

Neil Depinet of RKO has formed an Eastern "title committee" consisting of Depinet, Jules Levy, Bob Sisk, Phil Reisman and Katherine Brown. The committee will select, by process of elimination, all titles submitted for coming productions and report to the coast the results of their findings each week.

PHILLY "NAME" COMPETITION

Philadelphia — The "big name" stage show idea has hit Philadelphia with a bang. Both the Municipal and the Fox are battling for business with strong personalities. The Earle continues with its regular vaudeville policy.

(Continued from Page 1)

SELF-REGULATION URGED
BY NIZER IN RADIO TAIL

(Continued from Page 1)

owner to turn to Washington complaints that they can conduct their business in that way," urged Mr. Nizer. He declared that "the government should operate with the motion picture industry in its program of self-regulation."

TEXAS ALLIED CONVENTION
Will Map Fight on Taxes

(Continued from Page 1)

Nov. 21, at the Baker Hotel here, according to Colonel H. A. Cole, president. Lowering of admissions to pre-war prices also will be an important topic of discussion at the convention. Colonel Cole expects an attendance of about 50 members. New officers will be elected.

ABER TWINS FOR STAGE

The Aber Twins, who arrived in New York recently from the coast, where they have appeared in pictures and in person, will be seen in the revised cast of the musical show "Aurora." They are now being handled by the Leo Morrison office.

COURT SEATS NORFOLK USE

Norfolk, Va. — Craver of Charlotte, N. C., who has houses in several states and is president of Tazewell Theater Corp., as well as Cavalier Theater, Inc., both of the city, is due here next week for the reopening of the Wells, which has just added to his circuit.

FANCHON ROYER BUYS STORY
"Fle Coast Bums, Center of the Film World"

Hollywood—Fanchon Royer has bought "Behind Jury Doors," original story by Frank Fenton, for her Fanchon & Co. series to be released by George W. Weeks. Jack Neville is adapting it.

JUNGLE SATIRE FOR PRINCIPAL

Principal Pictures will distribute "Jungle Gigolo," a feature-satire on adventure pictures recently completed by M. J. Kandel of Prosperity Pictures. The feature was compiled and edited by Alyn B. Carrick.

IRVIN COBB SHORT AT RIVOLI

"An Old City Speaks," featuring Irvin S. Cobb, one of the series of Cinicolor shorts being released by Stanley Distributing Corp., is being shown currently at the Rivoli.

New Incorporations

NEW YORK CHARTERS
Banner Amusement Co., theatricals. H. Kohn, 1501 Broadway, 100 shares of common stock.

Bauer Bros. Co., camera, 222 West 30th Street, 25,000 shares of common stock.

Capitol Theatre Corp., theatricals, 87 North Bway, 100 shares of common stock.

Hollywood, 100 shares of common stock.

DELAWARE CHARTER
The S.M.M.H. Corp., Dover, Del., motion picture apparatus, cameras, Capitol Trust Co. of Delaware, 1,000 shares of common stock.
A FELLER never knows where he is going to get interesting material for a column... sometimes it comes from the unlikely sources... on several occasions we have talked to big screen stars... and come away with an idea...

SO IN this openminded spirit... we approached our Statistical Expert... ordinarily we fight shy of figures... in bookkeeper's columns... not in dress goods... and this statistic bound who keeps track of our Year Book spied some facts that are quite amazing...

WE COULD go on at length with other intriguing sidelights... in connection with the production of this stupendous, all-embracing, authoritative, gigantic Bible of the Film Industry... producers brag about THEIR productions... so why shouldn't we spill superlatives about OURS?... we at least have this in common with the producers... have you noticed how the Good Product is Imitated?... but, like everything else in Showmanship... pompous, pretense always cops the glory... and the dough...

THUS OUR production for the coming year bids fair to top all its predecessors... every territory is sold 100 per cent... including the foreign field... and boy, THAT'S unique!... those days... and it will play day and date for steady runs of 355 days... and is THAT a record?... for it's on every executive's desk or conveniently handy in his library... right through the year... such popularity must be deserved... but we had to EARN it... through 15 years of Knowing How... you can't build an Institution like the Film Daily Year Book in one year... no, nor three or four... ask the guy who owns one... and who doesn't?

NOW COMES Majestic Pictures with their own house organ... modeled after the lil' ole paper itself... called "Majestic News"... giving all the news of the company's product in very attractive, readable form... Charles Reed Jones is the editor... and he doesn't have to be ashamed to admit it...

JUST TO show what W. Ray Johnston thinks of all this depression talk... he has taken the entire third floor of 723 Seventh Avenoo... with enlarged personnel... Ray is going places with Monogram Pictures... and Doing Things...
HON. FRANKLIN DELANO ROOSEVELT
President Elect of the United States.

THE NATION'S CHOICE

YOU ARE THE ENTHUSIASTIC CHOICE OF millions because of their confidence in your ideals and policies. They are sure that you can and will deliver the goods!

YOU MAY BE PLEASED TO KNOW THAT COLUMBIA, through its outstanding pictures this year (such as "American Madness," and "Washington Merry-Go-Round") is contributing its part toward the return of better times to the motion picture industry, and meeting with marked success.

AGAIN, CONGRATULATIONS!

PROSPER WITH COLUMBIA!
Democrats Viewed as Friendly to Film Industry

DENY STEFFES INJUNCTION
IN FILM MONOPOLY CHARGE

M-G-M Studios Are Again Working at Capacity

Five Features in Work and Seven Being Prepared

Schaefer Names Erbb

KENDALL-DEVALY PLANS FEATURES NEXT SEASON

West Coast Bureau of THE FILM DAILY

Vita. Expected to Make 133 Shorts in 1933-34

Starting Radio City Exploitation
Publicity and advance information regarding Radio City will be released starting today or tomorrow, Samuel L. "Roxy" Rothafel told FILM DAILY yesterday. Plans and policies for both theaters are set, including dates and programs for the opening. Roxy will be host to trade and newspaper representatives next week at a luncheon to be followed by a visit to both the Roxy motion picture house and the International Music Hall.

DENY STEFFES INJUNCTION
IN FILM MONOPOLY CHARGE

Koplar Says He Will Ask Reconsideration of Suit

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Addition of 6 Writers Makes 28 for Fox Staff

Addition of six writers brings the Fox scenario staff up to 28, it is announced by Julian Johnstone, vice-president, who is in New York for a month's stay. The six are Sidney Mitchell, Lex Neal, Glenn Perkins, Horace Jackson, Gladys Lehman and Kate Horton. Miss Horton formerly was in the home office reading department. The other 22 include Henry M. Conners, Philip Klein, Sonya Levien, Frank Craven, Regina噴, Arthur Kober, Hans Kraay, William A. Drake, Humphrey Pearson, P. J. Wolfson, Allen Vezik, Howard Green, W. R. Burnett, Doris Anderson, S. N. Behrman, Guy Bolton, Edwin Burke, Henry Wales, Llewellyn Hughes, Bradley King, Dudley Nichols and Harry Sogol.

Walker and Gold Bring Foreign Film Libraries

Johnnie Walker and Monroe Gold, co-producers of Educational's "Do You Remember" series, and the "Great Hokus Mokut" series of Japanese films from Europe, where they visited France, Germany and England and arranged for the complete film libraries of old films which they plan to use in their series.

KLAR IS BRANCH MANAGER

Milwaukee—L. A. Klar instead of Max Wiesner as recently reported, is manager of the local Educational exchange, succeeding J. A. Harris, Warner Bros. representative, who is in Paris and New York city looking for the complete film libraries of old films they plan to use in their series.

DURANTE IN U.S. FILM

West Coast Bureau of THE DAILY DAIL

Hollywood—Jimmie Durante will appear in the "Joe Palooka" feature to be made by Reliance Pictures, headed by Edward Small and Harry M. Goetz, for United Artists release.

BUZZELL DIRECTING CARROLL

West Coast Bureau of THE DAILY DAIL

Hollywood — As a result of the signing of Nanessay Carroll for the role in "Child of Manhattan," Eddie Buzzell has called off his trip to New York and is preparing to direct this Columbia assignment.

CAPITOL FAMILY'S 16TH YEAR

Tenth anniversary of Major Bowes' Capitol Family broadcasting will be celebrated Nov. 20.

VOTE SUNDAY MOVIES

East Orange, N. J.—Sunday movies here won in Tuesday's referendum, but the huge vote was about 2 to 1 in favor.

FILM DISC RECORDING—SYNCHRONIZING

BRUNSWICK RECORD CORP.

313 West 44th Street
CHICAGOLAND 4-2200

Nat Levine Takes Over Majestic N. W. Franchise

Majestic Pictures franchise for Washington, Oregon, Montana and Northern Idaho has been acquired by Nat Levine, producer of Majesty serials and features, who has the Majestic Film Exchange in the Pacific Northwest territory.

With the release of Majestic's first four features and two westerns in Seattle and Portland, the company's product will be getting distribution in 90 per cent of the country, says Herman Glucksman, president of Majestic, in commenting on the Levine deal. Pittsburgh is the only major center remaining unsold.

SHOWING "PERFECT" FILM

"The Passion and Death of Joan of Arc" will be shown at the New School for Social Research on Monday evening in connection with the lecture by Harry Alan Potamkin in his course on Lands, Films and Critics. The picture is described as "perfect" in so far as technique, photography and performance are concerned.

OREILLY HEADS RELIEF UNIT

Charles L. O'Reilly, president of the Theater Owners Chamber of Commerce, has accepted the chairmanship of the Motion Picture Theaters group to help the Emergency Unemployment Relief Committee raise funds for unemployment relief this winter. H. B. Lamy, Jr., is executive chairman of the committee's Commerce and Industry Division.

OSTROW JOINS MONOGRAM

West Coast Bureau of THE DAILY DAIL

Hollywood — Lou Ostrow, formerly production manager for M-G-M and other major companies, has been engaged as production supervisor and also supervisor of story material for Monogram.

RKO SIGNS MENJOU

West Coast Bureau of THE DAILY DAIL

Hollywood—Adolph Menjou has been signed by RKO for the lead in "Now You See It," original by Fulton Oursler suggested by Houdini's life. Dudley Murphy will direct.
EVERYTHING YOU'VE HEARD ABOUT "I AM A FUGITIVE" GOES DOUBLE IN SPADES FOR WARNER BROS.'

EDWARD G. ROBINSON

YOUR CHRISTMAS WEEK SHOW!
WITH BEBE DANIELS,
ALINE MACMAHON.
A FIRST NATIONAL PICTURE
GENIUS brings

Too seldom there comes to the screen a production imbued with all the qualities that make people laugh...cry...and glow with happiness. This is such a picture...a story of what happens when youth meets youth. A drama of young love that is true wherever lonely young hearts answer to the call of romance. No woman can resist its appeal.
Note this story—living to your screen

JAMES BOOTS
DUNN MALLORY

ZASU PITTS
Minna Gombell • Terrance Ray

From the play by Dawn Powell
Directed by
Erich von Stroheim

WALKING DOWN ROADWAY

Watch FOX This Year
"Feathered Follies" (Aesop's Fable) 7 mins.

RKO

Very Good

Among the best of the Van Beuren animated subjects. Shows various birds and other denizens of the forests doing song and dance capers in the form of a musical review. Then a villain, a black cat, appears on the scene and attempts to pounce upon some of the feathered performers. This arouses the birds into a combined attack that ends to the villain, whereup the birds resume their musical diversions.

"Broadway Gossip" (Columnist Newsreel)

Educational

12 mins.

Interesting

Broadway columnist tactics in a measure, are brought to the screen in a very entertaining manner through the medium of this new series. Leo Donnelly is the reporter, recogniz- able in off-stage voice only, and among the items he presents are in- terest bits about Hamilton, Van Beuren, Vallee, ex-Mayor James J. Walker, Roger Wolfe Kahn, Hannah Wil- liams and several others whose names frequently decorate the news columns.

"Snow Birds"

M-G-M

10 mins.

Fine

An excellent number dealing with winter sports, with emphasis on ski- jumping. There are some good thrills as well as beauty in the stunts performed, and Pete Smith supplies running comment that adds to the entertainment value.

"Whoopie Party"

United Artists

7 mins.

Okay

Mickey Mouse in Mickey and Minnie throw a fast- moving party in this latest Walt Disney creation. Minnie's piano playing gets so hot that even the furniture joins in the dance, to say nothing of the police reserves sent to quell the riot. Plenty of laughs for Mickey's fans.

Bernice Claire in "The Municipal Band Wagon" with Ohman and Arden

Vitaphone 7002

10 mins.

NICE MUSICAL

Between Bernice Claire, personable singer, the popular piano team of Ohman and Arden, and the tune- ful orchestra background provided by Jimmy Caruso and his Cafe de Paris-London Orchestra, this one- reeler in the Melody Masters series is a pleasing affair. Good arrangement of numbers and well staged by Director Roy Mack.

Irv S. Cobb in "An Old City Speaks"

Stanley Distribution

15 mins.

Charming

In this second release of the Cine- loc series produced by Lorenzo Del Silio, Cobb tells about one of America's historic cities, Charleston. While Cobb delivers his gen- tle descriptive talk, scenes of the southern city are shown. There is a comparison of the old with the new, mostly the former. The peaceful charm of the early South is everywhere in evidence, and the camaron was quite successful in catching the real atmosphere of the place. An interesting subject with some educational values thrown in.

Mickey Mouse in "The Wayward Canary"

United Artists

7 mins.

Swell

Mickey Mouse, Minnie and their dog are at their best in this animated short. Mickey - a gentleman calling on Min- nie, brings her a canary and its flock of little ones as a present. The little birds eventually fly themselves around the house with con- siderable damage to the place, as they go about their own business, then return to their cage. The remaining youngster leads Mickey and his gang a merry chase before it is finally caught in an amusing fashion by the dog.

Richy Craig, Jr., in "You Call It Madness"

Vitaphone 7203

18 mins.

Plenty of Laughs

A "Big V" comedy, apparently built solely for the laughs, and strong in that respect. The action is largely a succession of gags along the lines employed success- fully by Richy Craig, Jr., in vaude- ville. There is some nonsense at a railroad station, where a nutty girl ticket seller makes Richy buy a ticket to a different destination from the place where he wants to go. Then follows some comedy business on the train and a supported parade of wel- come on his arrival in the town.

"The Lease Breakers"

Vitaphone 7001

9 mins.

Good

With aunt Prudie and Willie Kreager and his band among the performers, this "Melody Masters" short is okay. In order to break their expensive lease in an apartment house which has no other tenants, the lone residents call in a straw man and put on a show. Instead of having the desired effect, however, the amusement attracts a houseful of tenants, whereupon the landlord tells the discontented family that they can have free rent.

"Trouble in Paradise"

with Miriam Hopkins, Kay Francis, Herbert Marshall, Chester Morris, Edward Everett Horton

Paramount

83 mins.

SMART AND FASCINATING COMEDY ABOUT ESCAPADES OF SOCIETY CROOKS. ERNST LUBITSCH AT HIS BEST.

Unconventional both in theme and handling, this satirical comedy of master crooks in the upper strata makes choice enter- tainment. Because of its many touches of dramatic artistry and finesse, it is preferably class fare, but in spite of this Lubits- chian distinction the story is of a type that should meet with general appreciation. Miriam Hopkins and Herbert Marshall, ace crooks posing as titled personages, meet a hitherto unknown challenge in the person of a very rich and lovely heiress, Kay Francis, and their plans work well until Kay vamps Marshall and nearly causes him to walk out on Miriam. Mean- while Marshall's identity is discovered, but he and his girl friend make a graceful getaway with plenty of loot. The acting of both is perfect in harmony with the sophisticated nature of the story.


Director, Ernst Lubitsch; Author, Laszlo Aladar; Adaptors, Grover Jones, Samson Raphaelson; Cameraman, Victor Milner.

Direction, Brilliant. Photography, Fine.

"Payment Deferred"

with Charles Laughton, Maureen O'Sullivan, Paul Gilmore, Neil Hamilton

M-G-M

UNPLEASANT MURDER DRAMA RE- VOLVING AROUND A MAN'S DESIRE FOR MONEY. ACTING IS FINE.

This story appears to have been designed to give Charles Laughton a chance to follow up the hit he made by his acting performance in "Devil and the Deep." It does provide another such opportunity and there is no denying he puts over a strong characterization, but the yarn itself is neither pleasing nor effective as entertain- ment. Action deals with a poor English office worker, Laughton, who poisons a rich relative in order to get his money. With the dole, Laughton speculates in foreign exchange and piles up a fortune. But soon his conscience starts to bother him. His wife and daughter, whom he has sent to the country, return to find him mixed up with another woman. The in- jured wife takes the law into her own hands, and then Laughton is caught in the trickery that brings on his remorse and punishment.


Director, Harry Lachman; Author, Jef-frey Dell; Adaptors, Ernest Lehman and Claudine West; Cameraman, M. B. Ger- sal; Editor, Frank Raiter.

Direction, Good. Photography, Good.

"Mensch Ohne Namen"

"The Man Without a Name"

(Literally German)

Lee Brecher

90 mins.

UFA FILM DISTINGUISHED BY MAS- TERYFUL PERFORMANCE BY WERNER KRAUSS IN HIGHLY DRAMATIC STORY.

The rather outworn Enoch Arden theme is brought back with a new twist and made outstanding by a cleverly contrived plot and a performance of Werner Krauss as the "dead" man who comes back to his old life and surround- ings. Krauss as a German war victim has lost his memory, and after 16 years working in Russia recovers it and returns to Berlin. But so greatly has he changed that no one recognizes him. His automobile factory is now run by his friend and partner, who also has married his wife. The film does not make up its mind whether these two recognize him and play dumb, or whether they really do not recognize this man whose return would upset their lives. It works out with some very fine situa- tions so that Krauss decides to let the past stay dead, and with his new patent ona womb health starts all over again with another woman in his life. The work of Krauss is splendidly throughout. English titles superimposed make it clear to non-German viewers.

Cast: Werner Krauss, Helga Thiele, Helene Thimig, Mathias Wieman, Maria Bard, Julius Farkensteiner.

Director, Gustav Ucicky; Author, Robert Liebmann; Cameraman, Carl Hoffmann; Rec- ording Engineer, Erich Leitsteiner.

Direction, Good. Photography, Excellent.
M-G-M STUDIO ACTIVITY
AGAIN ON CAPACITY SCALE

(Continued from Page 1)

ductions for the next seven films are being made. They are “Buddies,” “Miss Lisbon, Miss Ann,” “The White Sister,” “Tarzan and His Mate,” “La Tendresse” starring Norma Shearer, and an original for Joan Crawford.

Kendall-De Valy Plans
Features Next Season

(Continued from Page 1)


OPEN ST. JOHN EXCHANGE

St. John, N. B.—With opening of a local branch of Empire Films, Ltd., which recently absorbed Ideal Pictures, Ernest A. Whapley, who has been with Regal Films in Toronto, has been appointed manager. He was installed by B. F. Lyon, general manager of Empire. The office will serve the Maritime Provinces and New Brunswick, in which about 75 houses are operating.

GOONA GOONA’S 9TH WEEK

“Goona Goona,” First Division release, is held over for a ninth week at the Cameo, beginning tomorrow.

DISTRIBUTORS TO MAKE
NEW CONTRACT OPTIONAL

(Continued from Page 1)

F. P. Parker and the Light Touch and the Friendly Slant. No direct pounding . . . . super-selling . . . high-pressure stuff . . . extravagant suppletives. . . . for they know that the Era of Hysteria passed out with the stock market crash . . . and the public has to be sold SOOTHTLY . . . for they’re suspicious of any advertising that smacks of the Inflation Period . . . and can you blame them?

Ernest L. Miller Heads
Indiana Exhibitor Unit

(Continued from Page 1)

Keefer, Indianapolis, secretary. Charles R. Metzger continues as attorney and general manager of the organization.

Ross Garver of Terre Haute and J. C. Shilling of Connersville were elected to fill two vacancies in the board of directors.

RKO PLAYERS ON AIR

Katharine Hepburn, Leslie Howard, Gregory Ratoff, Gwili Andre and other RKO players will talk on the “Hollywood-on-the-Air” program tonight. William Wellman, Ernest S. Schoedsack and John Monk Saunders also will appear in the radio show.

NEW EASTMAN DIRECTOR

Rochester—Dr. Ruth Rhoads, president of the University of Rochester, has been elected a director of Eastman Kodak to fill the vacancy caused by the death of George Eastman.

WILL H. HAYS returned to New York yesterday after voting in his home town, Sullivan, Ind.

MARIE DRESSLER is in New York.

THOMAS MEIGHAN has returned to New York from a vacation at White Sulphur Springs, W. Va. MacFARLAND, vice-president in charge of distribution for Powers Pictures, left yesterday for a six weeks’ tour of exchanges. His trip will include offices on the west coast, south and middle west.

JOHN HERTZ left for the coast Tuesday. JOAN BENNETT, Fox star, arrives in New York today from California on the Twentieth Century for a short vacation.

ALICE TERRY has sailed back to Europe aboard the Rex.

HARRY FISHER, Warner district manager in Canada, arrived in town yesterday for conferences.

MINNA GOMBERG, after a short vacation in New York, leaves this afternoon for the Fox studio in New York to resume work on the President Coolidge via the Panama Canal.

ED FAY, theater operator in Providence, West Philadelphia and Rochester, is in town this week visiting Andy Smith, Warner sales executive.

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Nov. 10

Edward H. Wellk
NEW ADMINISTRATION IS Viewed AS FRIENDLY

(Continued from Page 1)


Koplar Says He Will Ask Reconsideration of Suit

(Continued from Page 1)
case because his attorney had been engaged for the past three months in another case. He said that he would ask the Circuit Court to submit the report to referee Barker for further hearing.

DROPPING VAUDE

RKO will take vaudeville out of the Palace, Columbus, on Nov. 18. The house will play a straight picture policy. Loew's 86th St. will drop vaudeville starting next week.

VARIETY CLUB DINNER NOV. 13

Pittsburgh—Eastern representatives of the larger film companies have made reservations for the Variety Club's annual dinner in honor of the retiring president, James G. Balmer, and his fellow officers in the William Penn Hotel, Nov. 13. More than 750 are expected to attend.

SPENCER TRACY RENEWS

West Coast Bureau of THE FILM DAILY

Hollywood—Spencer Tracy's contract has been renewed by Fox. He is now playing the lead with Marian Nixon in "Face in the Sky."

R. C. STEUVE BUYS INTEREST

Findlay, O. —R. C. Steuve has not purchased the Lyceum and Royal theaters from Leslie Theater Corp. He bought Frank Nolan's interest in the corporation. E. C. Flanigen and R. C. Steele continue as other members of the corporation.

LOEW RENEWS CIRCLE LEASE?

Cleveland — It is rumored that Loew has renewed the lease on the Circle for another year and that it has effected a settlement on the leases of the Liberty and Doan.

Big Timers for Ampa

A slate of big-time names is announced for the guest roster at today's Ampa luncheon in Sand's. Among them are H. K. Yoder, William Lane, Johnstone Constance Bennett, Clark and McGonagle, Arthur and Florence Lake, and Art Janett.

By RALPH WILK

HOLLYWOOD

RAMON NAVARRO, now appearing in M-G-M's "Fast Life," formerly called "Let's Go," with Helen Hayes, has been cast for the lead in "Man in the Nile."

Hollywood has won another permanent resident in Lillian Roth, former screen name who returned to the stage last year. Miss Roth, who is now appearing in a Warner production, "Prisoner No. 6142," has purchased a beautiful home in Beverly Hills.

Ginger Rogers will play an important part in the Fox picture, "Broadway Bad," now being prepared. Joan Blondell is featured. The story was written by William Lipsman and A. W. Peetz.

Roy William Neill is directing "Acquitted" for Columbia. Allan Dinharch has the lead. Keene Thompson wrote the story, with Jo Swerling adapting it.

Leonard H. Fields, who went to China a year ago to make a series of short subjects for RKO, has returned to Hollywood.

"Forty-second Street," all-star feature produced as the 1932 version of "Gold Diggers of Broadway," has been changed from a First National to a Warner Bros. production.

The next time Eddie Buzzell is called on to deliver a few remarks over the microphone at one of Hollywood's premiere openings, he plans to recite his latest creation entitled, "Hello friends of radio land, I know I'm going to like this picture."

There are four verses.

The two-reel picture which George Meecker recently completed while at Catalina Islands, taken with his home movie camera, was recently shown at a Wilshire theater following the preview of a feature production. Fox offered to purchase this short subject are said to have been made to Meecker the following day.

Robert Lord's screen efforts have received applause twice in as many weeks. For his scripts on both Radio's "The Conquerors" and War

MASS PRODUCTION OUT, SAYS JACK L. WARNER

(Continued from Page 1)

making is concerned, Warner states that the pattern films no longer can attract important money. The hit picture of today is the one in which the story, direction, photography and camera work each is the work of men and women peculiarly fitted for the respective jobs.

Deny Steffes Injunction in Full Police Daily Charge

(Continued from Page 1)

charged that Publix has a monopoly on first-run pictures. Judge Nord- bye stated that "the entire matter can best be determined by a trial on its merits."

3RD COLUMBIA NOV. RELEASE

Columbia's third national release this month will be "Man Against Woman," starring Jack Holt.

CHARTER IS RENEWED

Richmond, Va.—Certificate for revival of the charter of Sycamore Amusement Co., Petersburg, has been granted. J. F. Harris of Petersburg is president. Grand Theater, Inc., Norfolk, headed by William S. Wilder, also has been granted a charter.

RKO MANAGERIAL CHANGES

St. Louis — Stanley Kreuger is now house manager at RKO's Missouri, while Joseph Klein is at the St. Louis in a similar capacity. Appointments were made by Emil Franke, city manager for RKO.

PARAMOUNT ANNIVERSARY

Sixth anniversary of the New York Paramount Theatre celebrated. Justice Chevalier in person heads the stage bill, with "Evenings for Sale" on the screen.

TO SELL CONN HOUSES

Providence — Properties of Jacob Conn, including the Metropolitan and Olympia theaters, to be foreclosed under court order, will be advertised for sale during the next three weeks.

REBUSFIRM OPENS OFFICE

Kinematrex Inc., which will distribute foreign films, has opened headquarters at 723 Seventh Ave. Roman Rebush heads the company.

Roxy Hearings Slated

The Federal court fought for the right to use the name Roxy for a theater in Radio City has been referred by Federal Judge C. J. Donovan to Joseph Lorenzo of 165 Broadway as special master today. Lorenzo will hold hearings and take evidence.
Drafting of New Contract is Nearing Completion

FILM INDUSTRY SEEN AS THOROUGHLY DEFLATED

Foreign Film Trade Spurt Expected Under Democrats

Stories

... and 'name' writers

By DON CARLETTI

WHILE Road Man and Chief Columnist Jack Alicate is relaxing down in the Florida surf, where he hopes to bag a swordfish and have it mounted for the Motion Picture Club, we are grabbing the opportunity to quote some itinerant thoughts on the story situation.

In the public prints recently George Abbot, author-director-producer, was quoted as saying that in his somewhat extended stay in Hollywood he “found not a single dramatist who was working for any other reason than to make money.”

Perhaps that is one reason why they turn out so much potboiler stuff and so little art. But Abbot adds that he found in Hollywood “no real opportunities for genuine expression for an experienced playwright.” That indicates something is wrong with the present system of handling writers. The movies have played sugar daddy to authors for a long time.

Not only have ‘name’ writers been given features of their own without first being required to show adaptability to screen requirements, but the minute any writer at all turns out a piece that attracts a little attention he is offered a film contract even though his bean may not hold another good idea.

The trouble with the system is that producers are buying writer names instead of stories. Unlike the star system in players, ‘name’ authors mean practically nothing at the box-office.

If the Hollywood climate and routine hamper the style of the Broadway playwrights and Cape Cod novelists, why bring them to Hollywood at great cost?

Why not let them work when and where they choose, and pay them only for such of their output as is acceptable?

Too much fuss is made over writers, anyway.

Since every story can only be a variation of one of the original 36 plots, and the particular individuality of the story lies in the nature of that variation, it would seem that the director's part is far more important. "Trouble in Paradise," which is the

Democratic Tariff Policy Seen as Favorable to Export Business

Modification of various foreign trade barriers and restrictions, including those affecting American-made pictures, is in prospect with advent of a Democratic administration, dedicated to a low tariff policy, according to various foreign delegate executives contacted in New York yesterday. They pointed out many of these obnoxious laws

SIX FEATURE PICTURES BEING MADE BY PIZOR

Six feature productions will be made and distributed this season by William Pizor of the Imperial Distributing Co., told Film Daily yesterday. The first, just completed at the Metropolitan studios on the coast, is "Plunging Signals" featuring John David Horseley, Marcelline

Decision Is Requested

On Probe in Wisconsin

Madison, Wis. — A request has been received by the Federal Court here from Fred M. Wylie, deputy attorney general, for an early decision in the case of whether the state may rightfully investigate trade practices of motion picture producers

Completion of New Contract Expected in Next Few Days

Oak Park Okays Sunday

Chicago—In the fourth time that it has held a referendum on the question, Oak Park, residential suburb known as the largest village in the world, this week voted in favor of Sunday shows.

Work of drafting a new standard exhibition contract, officially acceptable to Fox and expected to meet the approval of other major companies, is likely to be completed shortly.

Will Hays Pledges Aid

Commenting on the outcome of the Presidential election, Will H. Hays, on the Republican side, says: "The principal business of the Republican party now is to make good the promise of early employment and prosperity made on both parties. In a war the army is loyal, whoever is in command. The depression is on the run. We will finish the fight now. Everything else is cheese."

23 OPENINGS LAST MONTH IN THE OMAHA TERRITORY

In line with the general increase in theater reopenings during October, as reported by the Film Boards of Trade, the monthly report from Omaha shows a total of 23 openings and 10 closings in that territory for that month. The Pittsburgh field has 12 openings and 9 closings; San Francisco, 8 vs. 12; Minneapolis, 9 vs. 12; Cincinnati, 8 vs. 6, and Buffalo, 3 vs. 1.

Zane Grey's Own Company

Will Produce His Films

West Coast Bureau of THE FILM DAILY Hollywood—Zane Grey has formed his own company, capitalized at $3,000,000 and taking in the Aladdin National Bank; Edwin G. Bowen Co., contractors; Romer Grey Studios and Flying Spinx Ranch Co. Purpose of the corporation is to manage these companies and produce Grey's own pictures. Lloyd Wright is his attorney.

MORE ALABAMA TOWNS ADOPT SUNDAY SHOWS

Birmingham—As an indirect result of the recently legalized Sunday shows in one Georgia city, three more Alabama towns have opened on the Sabbath. The Geneva city council is now permitting Sunday shows from 2 to 5 P.M. Bessemer and Gadsden also have opened up. Two other towns are now dickerling for Sunday shows.

Financial Survey Regards Movies in Good Position to Share in Upturn

Motion pictures and theaters are listed among a group of industries considered to be thoroughly deflated, according to a survey by Standard Statistics Co., Inc. The compilation also credits the amusement field with contributing 1.1 per cent of the national income, with about 18

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Stories
... and 'name' writers

(Continued from Page 1)

champagne of screen fare, is a director's achievement. "Red Dust" as a story is pretty trite, but the directorial tempo plus Gable-Marlow make it box-office. "Wash"

Dust, with Gable, is "One-Week-

Six Hours to Live" and "Love Me Tonight" also are cases more or less in point. To say nothing of such pictures as "Night After Night," "Madison Square Garden," "Night of June 13," etc.

Consider this along with the fact that writers outnumber directors by about 3 to 1 in production credits and you will realize why it is so imperative to quit buying writer names and stick to buying stories.

Lynn Shore Opening
Test Studio in East

As a test studio for coast pro-
ducers, Lynn Shore will open the West Coast Service Studio, Inc., at 514 West 57th St., New York. He will personally make his production and also make available the plant to companies for regular production work. Tests will be made for producers with Hollywood ambitions. RCA's high fidelity sound system has been installed. The studio's stage is 50 x 100 and 22 feet in height.

"False Faces" Booked
For Twin Paramouts

World Wide's "False Faces" with Lowell Sherman, has been switched from the Rialto to simultaneous showing at the New York and Brooklyn Paramount theaters the week of Nov. 18.

Fire in Mayfair Bldg.

Fire which broke about 9 o'clock last night on the 8th floor of the Mayfair Theatre Bldg., owned by Walter Rende, did not disturb patrons in the theater below. Sale of tickets was temporarily stopped by Mgr. Fred Cruise and the audience was not aware of the fire, which occurred in rooms used by a hab-

KOPFSTEIN OUT
Jack Kopfstein has severed his connection with Powers Pictures.

MATTIE RADIN RETURNING

To Indie Exchange Field

Matti Radin, one-time operator of Capital Film Exchange and later associated with Joe Brandt at Columbium and with other companies, is returning to the independent exchange field in partnership with Charles S. Levin, formerly secretary of Fox Film and Fox Theaters. Radin and Levin operate the Aenome Theatres and are making their headquarters at 56 East 14th St. Inde-

A Column of Successful Showmen!

VICTOR H. BUNZ
New Cinema Waterford, N. Y.

"I am well pleased with your pictures. I feel sure that the coming product will be a pleasure to play, and will give my audiences the kind of pictures they like. I am glad I signed for the 1932-33 season."

JOE HEWITT
Illinois and Star Theatres
Newton, Ill.

"Why did I buy Colum-
bia pictures this year? Here's the an-
swer. When all the hol-olly of glowing promises is handed out yearly by all the com-
panies, and the results are summed up at the close of the season, I find that Columbia has given us a more consistent line of satisfying pictures than most of the others."

FRED DIETZENBERG
Odeon Theatre
East St. Louis, Ill.

"I have just played the last picture on the 1931-1932 prod-
uct and signed for 1932-1933. I want to cooperation Columbia on the last year's product and as for the coming year I feel absolutely confident in what you have in store for the exhibitors."

HARRY H. THOMAS

Leading film executive and President of First
Division Exchanges, Inc., says "O. K. Cen-
tury," when it comes to engraving.

CENTURY PHOTO ENGRAVING, Inc.
340 W. 59th St.
Mc/Davis 3-5131

Eastman Films
J. E. Brulatour, Inc.

Chicago

1227 Indiana Ave.
6700 South Monica Blvd.
HOLLYWOOD 7-4121

New York

1540 Broadway, New York

1585 Broadway

1440 Broadway

2575 Broadway

Bryant 9-712

Long Island City

1732 Broadway

1135 Broadway

1010 Broadway

6000 Broadway

13-712

Stilwell 4-7490

"You will find it fascinating." —Chicago Daily News.

WASHINGTON

MERRY-GO-ROUND
USE YOUR HEAD
and win some of the $200 Prize Money!

DRESSLER-MORAN
PROSPERITY

HOW TO PROMOTE IT!

1. Get the Special Campaign Book (in addition to press sheet)
2. Organize Prosperity Week with city authorities, linking up newspapers, Chamber of Commerce, local merchants. This is outlined in campaign book together with full page cooperative 'Prosperity' mat.
3. Promote a 'Prosperity' street parade with local merchants, civic bands, schools, local military.
4. Run special 'Prosperity' 1-column teaser ads daily five days ahead of opening. Ask for them at your M-G-M Branch.
5. M-G-M has made up special aids for you, including stickers, paper pennants, valances, bunting, banners, cut-out wood letters, 'Prosperity' bonds, compo heads, oil paintings, 'Prosperity' strips etc. etc.
6. Ask for Extra Aid, through Personal assistance or by mail from M-G-M Exploiters listed in campaign book.

RULES OF CONTEST!

1. $200 in prizes for best promotion campaign on 'Prosperity.' 1st prize, $100; 2nd prize, $50; 3rd prize, $30; 4th prize, $20.
2. In case of ties, duplicate prizes will be awarded.
3. Campaigns must be fully documented with proofs of activities, not merely a list of them.
5. Send your campaign to 'Prosperity Contest Editor', 1540 B'way, N.Y.C.
6. The judges are: 'Chick' Lewis, M. P. Herald; Epes Sargent, Variety; Jack Harrower, Film Daily; Red Kann, M. P. Daily.

GO ‘SMILIN’ THRU’ 1932-33 with M-G-M
FILM INDUSTRY IS SEEN ASTHOROUGHLY DEFLATED

(Continued from Page 1)
other industries producing a larger percentage.
In another comment on the movie situation recently quoted by Dow-
Jones, it was stated that the film industry has gone through "the most
drastic reorganization possible" and
is now in a position to make money as
things improve.

U. A. Exploitation Winner
Is Visiting Hollywood

Alvin Hammel, manager of the
Capitol, Frankfort, Ky., is now in
Hollywood enjoying the $1,000 prize
which he won from United Artists
for the best exploitation stunt on
a U. A. picture last season.

Hammel's stunt, staged on Dou-
glas Fairbanks' picture, "Around
the World in 80 Minutes," consisted of
a mobilization of the civic heads of
the city, the newspapers, merchants
and school children in a sort of Old
Home Week, which made the pic-
ture one of the most successful
shows in Frankfort in recent
months.

LASKY SIGNS GENE RAYMOND

West Coast Bureau of THE FILM DAILY

Hollywood — Gene Raymond has
been given a year's contract by
Jesse L. Lasky and his initial as-
signment will be the lead in "Zoo
in Budapest," to be directed by
James Cruze as one of Lasky's pro-
ductions for Fox release.

COLUMBIA SIGNS OURSLER

West Coast Bureau of THE FILM DAILY

Hollywood—Columbia has signed
Fulton Ourser, editor of Liberty
Magazine, to write a number of
stories. He has been working at
RKO for several months.

ERPI WINS IN ARGENTINE

Decisions of the Argentine lower
courts, favoring Electrical Research
Products in the infringement action
brought by DeForest, have been
affirmed by the Supreme Court of
Argentina, Erpi is advised. This
finally dismisses the action; with
16 other suits also being terminated.

HEDDA HOPPER ON LOEW TOUR

Hedda Hopper is to make a per-
sonal appearance tour of the Loew
houses.

• • • • • IT LOOKED like an Arkan convention at the
AMPA luncheon — the honored guests were David O. Selznick, Robert Slask, Constance Bennett, George Cukor, Florence
and Arthur Lake . . .

• • • • • THE GANG was edified by the outspoken
remarks of Mister Selznick. . . . he said that the current crop of
short subjects was playing a large part in keeping people out of
theaters . . . and added . . . "ALL of us are making them." . . . he had some very definite ideas on a "balanced
program" . . . and felt that the problem would not be solved
until producers made a short subject to order to fit in with every
feature . . . for instance, a dramatic subject might be balanced
with a contrasting short comedy . . . the feature and short in
every instance to be sold as a unit . . . Mister Selznick felt that
the present system of building the surrounding pro-
gram of shorts was a very hit-and-miss affair . . . he claims
that the public is dissatisfied with the general run of shorts
as attested by the oft-repeated query at every box-
office . . . "When does the feature go on? I don't care about
the rest of the program." . . . Now you short subject pro-
ducers can battle it out with Mister Selznick.

• • • • • WHEN CALLED on for a speech, George Cukor
merely took a bow . . . very long bow. Hal Horne thanked him on be-
half of the overflow gathering for everything he said.

Constance Bennett did a pantomime speech . . . her silent
actresses was always good . . . Florence and Arthur Lake
did their radio skit . . . the Never Miss Lily Satur Oil . . . Florence's big sales argument was . . . "Affectionate
flies may be swatted two at a time."

• • • • • THEY TOOK Hal Horne's photograph for posterity
standing with Connie Bennett's arm gracefully draped over
his manly shoulder . . . but Hal doesn't know that when the
photographer went outside . . . he discovered he had left the plate out of the camera . . . It's probably just as
well . . . Arthur Lake was confused as to whether he was
attending a plumbers' convention or an advertisers' luncheon.

Hal sez . . . "I sometimes wonder myself."

• • • • • THE NEWS from the proxy about the Half-Naked
Truth Beef Stag at the Park Central on Nov. 15th was very en-
couraging . . . he read off a list of celebrated talent as long
as his arm that was playing to be the Show . . . Hal had
not taken the names at random from a telephone directory
and couldn't guarantee that they would show up . .
the affair has also been changed from a beef-stake to a ribb-
steak . . . a special added feature will be Goona-Goona in
person . . . being a Half-Naked affair, only one Goona will
show up.

• • • • • IT SEEMS that E. G. Lichtblau, general secretary
to Henry Ford has written to Roscoe ("Fatty") Arbuckle
for his photograph for the Ford Museum at Dearborn
one who has played an important part in motion picture
development. The American News celebrated its
Twenty-Second Anniversary the ole Rooster is still crow-
ning lustily.

FOREIGN TRADE SPUR
SEEN UNDER DEMOCRATS

(Continued from Page 1)
were passed in retaliation against
high American tariffs. With these
requirements modified, foreign coun-
tries are expected to take a more
can
attitude toward American
products.

46 Vitaphone Subjects
Being Released by Jan. 1

Vitaphone will release at least 46
of its 78 scheduled shorts by Jan.
1, according to the release schedule
drawn up by Norman H. Moray,
Vitaphone sales manager, nine
"Broadway Brevities" two-reel mus-
cals and six "Big V" two-reel com-
edies will have been shown in the
atmosphere that year. Thirty-one
single reel films will have been re-
leased, including nine "Pepper Pot" novelty reels, four Vitaphone "Sport Thrillers," with Ted Hunting, five
"World Adventures" travel reels by
E. M. Newman, five "Melody Mas-
ters" hand numbers, four "Looney
Tune" cartoons and four "Merrie
Melody" cartoons.

JOLSON FILM RENAMED

Al Jolson's United Artists picture,
formerly called "Happy Go Lucky,"
will be released in the near future
as "Hallelujah, I'm A Bum." It
is announced by Al Lichtman, vice-
president and general manager of
United Artists. Jolson is now put-
ing the finishing touches to his film
in Hollywood and will soon return to
New York to begin his series of
radio broadcasts.

KAY FRANCIS SIGNS AGAIN

West Coast Bureau of THE FILM DAILY

Hollywood—Kay Francis, just
back from New York, is signing a new
long-term contract with Warners.
She returns east in a few days to
resume her vacation until about
Christmas, when she starts "The
Keyhole" with George Brent.

QUITTNER HEARING MONDAY

Trial of Joseph P. Quittner's anti-
trust action against Paramount and
other major distributors begins
Monday in the U. S. District Court,
New York City.

MANY HAPPY RETURNS

Best wishes are extended by
THE FILM DAILY to the fol-
lowing members of the industry,
which are celebra-
ting their birthdays:

Nov. 11

Dave Wexner
Roland Young
Raquel Torres
Pat O'Brien
Edwin Knopf
Bruce G. Coleman

FILM FACT A DAY

Palestine has 16 sound-equipped mo-
tion picture theaters. Popular vaude-
ville is still practically unknown.
MORE ALABAMA TOWNS ADOPT SUNDAY SHOWS

(Continued from Page 1)

operation. It is a William Berke production. Release date is Dec. 1. The second goes into work next week for release Jan. 15.

NEW GEARED MOTORS

Manifield, O.—A newly developed "geared motor," available in various gear ratios, has been put on the market by Ideal Electric & Manufacturing Co. No motor coupling is used as the high speed gear is incorporated directly upon the motor shaft.

CHEST TO PROVIDE RELIEF

West Coast Bureau of THE FILM DAILY

Hollywood—Eighty per cent of the members of the motion picture industry, who seek aid from charity, must apply to the Community Chest for relief, according to Chairman Jack L. Warner of the motion picture division of the Chest.

K. C. CHARITY BALL

Kansas City, Mo.—Local film colony will hold a charity ball at the Pla-Mor on Dec. 5. W. M. Warner is chairman of the entertainment committee and he is assisted by Frank Hensler, Tommy Thompson, Arthur Cole, Ward Scott and June Metcalf.

BOOSTS NEGATIVE COST

West Coast Bureau of THE FILM DAILY

Hollywood — Negative cost of "Penal Code" to be made by Freuler Films will be far in advance of any previous productions made by the company, John R. Freuler told THE FILM DAILY on his arrival from New York. Regis Toomey and Helen Cohan have been cast in the leading roles. "We will not go overboard on negative costs, but we will give the exhibitors full value for their money," said Freuler.

SWEDISH BILL FOR 5TH AVE.

An all-Swedish bill, consisting of a feature entitled "Varmllanningenma," a short called "Skane," and pictorial news, opens Nov. 17 at the Fifth Avenue Playhouse.

OVER QUOTA IN MILWAUKEE

Milwaukee—Monarch Pictures Exchange, headed by William Aschmann and Harry Hart, has exceeded its quota by 52 per cent on first week's contracted business.

"GENTLEMAN" FOR ENGLAND

"The Fighting Gentleman," Freuler Film Associates' production, has been acquired by Captain Harold Austin, acting for Bumbers Film Services, Ltd., for release in the British Isles.

DRAFTING OF NEW PACT IS NEARING COMPLETION

(Continued from Page 1)

late this week or early next week. The Joint M. P. T. O. A.-Allied subcommittee, at work on the matter continued its meetings yesterday at the State Capitol. Felix Jenkins of the Fox legal department is representing his company in the conferences.

Decision is Requested

On Probe in Wisconsin

(Continued from Page 1)

dancers and distributors. The picture concerns asked an injunction to restrain such an investigation. A decision has been pending since the case was argued in Madison last May before Federal Judges F. A. Geiger, George T. Page and Louis F. M. Distler of the U.S. District Court for seven months has prevented investigation by the state.

DUNXE SUCEEDS SUSSMAN

Arthur Dunne, formerly in charge of the Paramount exchange auditing department, has been promoted to fill the vacancy created by the recent resignation of William Susman. Henry Gray, assistant to Monroe Goodman, succeeds Dunne.

ATTENDING PITTSBURGH BALL

Joseph Bernard, J. J. Hoffman and Dave "Skip" Weschner, Warner theatre executives, will attend the annual ball of the Variety Club, Pittsburgh theatre organization, to be held Sunday night.

BRANDTS ACQUIRING CENTRAL

Brandt Bros., who operate the Globe on Broadway on a subsequent run policy, are reported to be taking over the St. George, The Figaro and the Beacon. Formerly, the three were operated by Lord & Stowe, but they have been disposed of by the family, according to reports.

K. C. POLICY SWITCHES

Kansas City—Policies of the Uptown and Plaza are being switched, with the Uptown becoming a first-run and the Plaza play subsequent runs, it is announced by Barney Joffe, manager of the Uptown.

I M M I D I A T E L Y

Available for a connection with any company that values the services of a man who has had real experience in the motion picture business. A newspaperman who has managed theaters, edited pictures, and handled publicity campaigns on a big scale is a newswoman ready and willing to prove worth to anyone who will appreciate ability. Address Box 960. H. C. Film Daily, 1650 Broadway, N. Y.
FATTY ARBUCKLE
JACK DEMPSEY
BOBBY JONES’
New Series
HARRY RICHMAN
prove the truth of
the old saying...

The Greatest
Sales “Map
in History!

WARNER BROS. PICTURES and V
Are the LONG and the SHORT of Pic
Last Tuesday's returns were a Landslide. Arbuckle's return will be an Avalanche! Sensational public preview tests prove millions waiting to welcome him with wide-open pocketbooks! Another box-office boon from Warner Bros. . . . Buy it at Short prices—bill it as a Feature!

"HEY, POP!"

Yours for double-feature business Nov. 19th

APHONE SHORTS

Are Business!
Cleveland—Allen Glenn, one time manager of the RKO Hippodrome, is here doing advance publicity for "Rain," playing at Loew's Allen.

Milwaukee—Adolph Mueller is now manager of Fox-Midwesico's Tivoli, neighborhood house. He succeeds Louis Orlove, transferred to the circuit's Modjeska.

Seattle—The Society has reopened with a 10 and 15 cents scale, first among the suburban houses. Paul Austin has the lease.

Cleveland—George Stevens succeeds Charles Garfield as manager of the Cameo, downtown house operated by Paul Gudzavick and associates.

West Allis, Wis.—E. L. Wiesner is now associated with Eugene Phalen in the operation of the Allis here. Phalen formerly operated the house alone.

Birmingham—Harry Merritt has been made manager of the Royal.

Meridian, Miss.—The Saenger is now operating six days a week with a new scale of lower prices.

Seattle—The Madison, suburban theater, dark several weeks, reopens this week. J. E. Hanson has taken over the lease.

Cleveland—Eugene Bailey, former with Educational, is now with Ezra Skirboll as northern Ohio sales representative for Exhibitors' Screen Service.

Kenosha, Wis.—The Lincoln, dark for several years, is being reopened by Samuel Levinsky and Harry Vogel, operators of the Butterfly in Kenosha.

Alliance, O.—RCA Photophone is being in-talled in the Morrison.

Milwaukee—Thomas and Lello are now operating the Peerless, neighborhood house formerly conducted by Elmer Haskove and G. Lello.

Cleveland—Ernest Schwartz, local attorney and well known exhibitor, and Mrs. Schwartz last week celebrated their 25th wedding anniversary with a reception and dance. They repeated the wedding ceremony with Ben Levine as best man.

Roseville, O.—The Midget, for several years owned by F. M. Treckhiser, has been sold to Carl I. Hardy.

Residential Ban Holds

Minneapolis—City council has refused to reconsider the recent action suspending a 35 mm. service and theater license for a residential district movie.
TO THE NEXT PRESIDENT OF THESE UNITED STATES

★ ★ ★
THE HONORABLE FRANKLIN D. ROOSEVELT
This nation makes you its leader. In your hands will lie the destiny of one hundred and twenty million souls . . . a dauntless people who await only the signal for the mighty onrush of a land reborn . . . Never, in times of plenty or in times of need, has this nation faltered. Out of the smoke of its chimneys, out of the sweat of its fields . . . out of the faith of its people has come America. Wars . . . panics . . . heartaches . . . heartbreaks . . . such were the fires that forged the steel for their swords and their plows, for they come with Conqueror's blood in their veins and banners of courage flying!
Today, they seek a light... and we give you a torch, a blazing beacon to light the path for all America... for now, this indomitable spirit, this irrepressible soul of a great nation finds expression on the screen in a tidal drama deep as human passion, rolling in mighty heart-beats as it echoes the thundering footsteps of America marching onward... a living canvas splashed with Conqueror's blood... starspangled with the faith of a great people... a romance deep-rooted in the soil we love... a saga of courage written eternally in the cities, the fields, the mountains... God-marked with the sign of greatness.
In Defense of Movie Executives

(John S. Cohen, Jr., in "New York Sun")

There is a defense of movie executives—of the Thalbergs, the Goldwyns, the Sheehans, the Warners, the Zukors, the Wangers, the Selznicks, the Laskys, the Zanucks, et al.

Not that they need defense from intelligent analysts of the movie situation in these United States. They need defense, however, from the returned authors and from authors who have never been to Hollywood.

These estimable scribblers have circulated such a barrage of criticism as if the inefficiency and waste of the movie, the general foolishness and tawdriness of the movie situation that it is time that someone came to their rescue.

Authors, playwrights, composers, actors, every one, indeed, save the executives themselves, have penned the stupidity of the movie situation, the stupidity, in fact, of the exhibited products, of movies in general.

"It's just another picture," has been the popular cry.

No returned author, however rich and fat he has become, fails to take his dig at the way the cinema is run, at the stupidity of executives, supervisors, stories, plottings, dialogues, photography, of every item, indeed connected with any motion picture.

Movie executives, since they were shunted into prominence by the movies and the jokes about them—ranging everywhere from Harry Leon Wilson's "Monton of the Movies" to the talkie lampoon, "Once in a Lifetime"—have been a target for criticism, for laughter, from every one.

Yet they shouldn't be.

Consider what they do. Consider the vast toil, the nerve-racking business they are in, in the quantity and quality of their product, the difficulty of making pictures, the trouble difficulty of making good pictures!

Consider what they do in comparison with the average Broadway theatrical producer!

Consider the difficulty of pleasing a great national public, an international one, even! Consider the fact that week in and week out that public must be fed!

A Broadway stage producer can take all the time he wants on a play. He and the author can work on it for three or four months before they bring it in. They can try it out and try it out until they get it the way they want it. Most of the Broadway producers do only one or two plays a season.

And just look at the number of movies that the Hollywood producers must turn out!

How do they do it as well as they do.

Furthermore, they are dealing with the most tempestuous, illogical, mercurial and conceited groups of people that it is possible to find. Authors, actors, writers, directors, all think that their way is the best.

If an actor is fired from a part, he immediately blames it on the stupidity of the management. All authors think that their works are perfectly marvelous and that any one tampering with them is either a fool or thoroughly antiseptic. Most people of talent, which is a glare, an instinct that cannot be analyzed, are that way. Handling them is a job in itself. Handling them in the vast, tearing, rushing business known as the movies is more than a job in itself.

Enough has not been written of the miraculous manner in which the movie executives, gradually trained at producing silent pictures, suddenly turned the studios into sound boxes, their pantomimists into audible actors, their scenarists into writers of spoken dialogue. It was quick, brilliant efficiency.

Hollywood leads the world in ability to produce an unending succession of motion pictures. No other country has been able to do it on the scale or on the high standard which Hollywood has set. Lampon the rushing, maddened, overworked, harried executives if you wish. They have the most difficult perspective on all items of their business—a business which approaches that intangible thing known as an art. It is a doubly difficult business because it deals in human emotions despite the fact that these emotions are filtered through steel, celluloid, electricity before they come to us—all of which makes the process more difficult.

No, the movie executives cannot have the credit due them taken away by ridicule of their antics and their methods which do seem so funny to those on the outside.

The executives have kept the movies alive!
17% Drop in Negative Costs Shown by Gov't Census

FEDERAL FILM BUREAU PLANNED BY DEMOCRATS

Indep’t Equipment Men Band Against Big Electrics

Society for Protection of M. P. Theaters Headed by Robert Robins

Safeguarding the interests of theater owners, especially from the angle of activities of the big electric companies, is the purpose of the newly-formed American Society for the Protection of Motion Picture Theaters. Both theatermen and independent businessmen are members.

(Continued on Page 3)

MPTOA BACKS LIGHTMAN ON NEW CONTRACT FORM

President M. A. Lightman of the M.T.O.A. reports that 100 per cent support of his organization on the exhibition contract which is expected to be signed Monday and formally announced in day or Wednesday, the FILM DAILY learns. Another meeting on the new agreement was held yesterday, with Lightman, Abram F. Myers, Sidney (Continued on Page 5)

Two Radio City Houses Are Officially Named

Merlin H. Aylesworth yesterday announced the official and final names of the two theaters in Radio City. They are the RKO Roxy and Radio City Music Hall. Unofficial opening dates are Dec. 27 for the RKO and Dec. 29 for the larger (Continued on Page 3)

Disputed Count

Two reactions from yesterday's reference to our editorial column to "36 original dramatic situations": Frank J. Wiltach, fact demon of the Mays office, called up to say that the limit of 36 on basic plots had long since been proved an understatement. And an exhibitor, visiting our offices, asked: "Is there a 36 plot, why don't the producers use some of the others 29 once in a while?"

No Tax on Family Ticket

Where a theater admits a whole family for 50 cents, and the price of a single ticket is 35 cents, no tax need be paid, according to recent tax rulings, a digest of which has been made by J. S. Selman, tax expert of Selman & Selman, certified public accountants. Another ruling is that passes must show amount of tax due based on the established price of admission when it is 41 cents or more. Where passes are merely orders for tickets and cannot be used in themselves, no printing of the established price and tax on such passes is necessary, but the regular admission tickets, for which these passes are exchanged, must then show such information.

PRINCIPAL IS ADDING 8 FEATURES TO LINEUP

Principal Pictures will add not less than eight adventure features to its 1932-33 line up, Frank R. Wilson told FILM DAILY before leaving for the coast yesterday. Wilson will confer with Sol Lesser on the selection of the additional product. Principal has already released nine of its schedule of 18 features. With the exception of Carveth Wells' "Mr. Noah's Home Town," the remaining features are recorded and awaiting release.

"I Am a Fugitive" Smashes All Records at the Strand

All opening records at the New York Strand, including the premiere of "Little Caesar," were knocked down Thursday night by Warner's "I Am a Fugitive From a Chain Gang," starring Paul Muni (Continued on Page 5)

Production Costs Are Reduced 17% in 2 Years, Census Shows

Evans and Gulliver Quit Moss Empires

London (By Cable) — Will Evans and Charles Gulliver have resigned from the Moss Empires theatrical interests. There was no quarrel, it is stated.

You will be sure to find it in The Film Daily Year Book.—Advt.

Washington Bureau of THE FILM DAILY

Washington—Film production costs last year amounted to $151,765,913, a drop of 17.6 per cent from the 1929 total of $184,102,419, according to statistics compiled by the Census of Manufactures under the (Continued on Page 5)

The Film Daily Year Book will be out in January as usual.—Advt.

Charles O'Reilly Slated for Important Post in New Organization

Establishment of a federal motion picture bureau, a purpose of which is said to he to be used the scene to publicize various governmental activities, is planned by the New Democratic administration. Charles L. O'Reilly, president of the T. O. C. C. and active in half of Frank (Continued on Page 5)

PROJECTION GROUP PLANS 150 LOCAL ORGANIZATIONS

Organization of 150 local groups identified with the Projection Advisory Council is planned under supervision of Vice-President P. A. McGuire. After the membership campaign launched at a two-day session in New York, the society ex- (Continued on Page 5)

Fox West Coast Revises Rocky Mountain Divisions

Denver—Rocky Mountain division of Fox West Coast Theaters has been put into four districts instead of three planned when the Montana division was merged with the Rocky Mountain division. General headquarters remain here with Frank (Rick) Ricketson as manager. Headquarters of districts 1, 2 and 3 will also be at Denver, while district 3 will headquarters in Salt Lake City. Division managers are Frank Culp, Dave Davis, C. U. Yeager and (Continued on Page 3)
Rivkin and Wolfsen

Writing Cagney Story

West Coast Bureau of THE FILM DAILY

In a series of letters, the writer of this column and P. J. Wolfsen have been signed by Warner to write the screen play for a James Cagney vehicle, not yet titled.

Jeanne Cohen at Columbia

As Eastern Story Editor

Jeanne Cohen, long associated with the stage and screen in scenario and production executive capacities, has been appointed eastern story editor for Columbia with headquarters in New York. Miss Cohen at one time was with paramount as secretary and executive assistant to Jesse Lasky, as well as head of the company's play-reading department.

ONE-REELERS IN DEMAND

"More single reels are being sold than ever before in the history of Educational," says J. H. Skirball, educational sales manager, who leave tomorrow on a tour of the middle western exchanges. "Commitments have increased several hundred per cent on this short product and have raised sales to a point which we have never before equalled."

MRS. GRIBBON DIES

Mrs. Catherine Gibbon, mother of Mrs. Joseph R. M. Gibbon, president of Lloyd's Film Storage Corp., and also mother of Eddie, Harry, John and Charles Gibbon, all in the film industry, died yesterday morning in the Post-Graduate Hospital. Funerals services will be held tomorrow afternoon at 2 o'clock in Campbell's Funeral Church.

LOWELL THOMAS AT FORUM

Lowell Thomas is to be one of the headliners at next Tuesday's Motion Picture Club Forum. Thomas is promised to tell some of his choicest inside stories, including the one about the capture of Hermann Goering by the Irish cavalry regiment.

"KONGO" FOR RIALTO

M-G-M's "Kongo" opens Wednesday morning at the Rialto.

L. A. City Council Adopts Compromise Morality Bill

West Coast Bureau of THE FILM DAILY

Los Angeles—A revised compromise measure, empowering the police commission to revoke the license of any house presenting immoral shows, has been adopted by the Los Angeles city council. The compromise bill is acceptable to theater operators who opposed the original measure.

SHOWING AWARDS FILMS

West Coast Bureau of THE FILM DAILY

Hollywood—Outstanding sequences of five films each from RKO, Paramount, Warner-First National and M-G-M were shown at a special performance this week for the selection of the best film in conjunction with the Academy's annual awards. Two films in the novelty shorts class, where a close run has resulted, also were shown. These were Mack Sennett's "Wrestling Swordfish" and M-G-M's "Swing High."

Showing of 16 films eligible for Academy awards is now in progress on a repertoire basis, continuing for a week.

ALLIED PREPARING THREE

West Coast Bureau of THE FILM DAILY

Hollywood—Three features are now being prepared by Allied Pictures, it is announced by M. H. Hoffman, president of the company. They are: "Roots of Destiny," by Barry Barringer, starring Hoot Gibson; "A Shriek in the Night," by Ben Grauman Kohn, and "Eleven Commandments" from Brandon Fleming's stage play, "The Pillory."

JOE E. BROWN FILM FOR W. G.

First National's "You Said a Mouthful," starring Joe E. Brown, opens Nov. 17 at the Winter Garden, following two weeks of "Scarlet Dawn."

ROXY AIDS FUND

As a result of a recent benefit performance at the Roxy, $871 has been added to the New York "American" Christmas and Relief Fund.

FINANCIAL

NEW YORK STOCK MARKET

High Low Close Chg.

Columbia Picts. Vte 10 1/2 10 3/4 10 1/4 + 3/4
Cons. Ind. 38 3 3 3 3 + 1
East Kodak 53 3/4 53 1/4 53 1/2 + 3/4
Fon. "A" 3 3 3 - 1/4
Gen. Electric Spcl. 11 1/4 11 1/4 11 + 1/4
Keith Albee Orpheum 20 20 20 - 3/4
Loew's Inc. 30 3/4 29 1/4 29 3/4 - 1
Paramount 74 74 74 1/4 + 1 1/4
Pathex. 10 10 10 - 1/4
RKO 25 25 25 - 1/4
RCA 7 7 7 1/4 + 1/4
RCA pf. "A" 28 28 28 + 1/4
RCA pf. "B" 15 1/4 15 1/4 15 + 1/4
RKO 25 25 25 - 1/4

NEW YORK CURB MARKET

De Forest Radio 15 1/2 15 1/2 15 + 1/4
Technicolor 35 35 35 1/2 + 3/4
Trans-Lux 1 3/4 1 3/4 1 3/4 + 1/4

NASSAU • MIAMI • HAVANA CRUISES

$1.15. 11 DAYS. Sight-seeing trips each port, 3 days in Nassau, 2 days in Miami, 2 days in Havana. Or take round-trip to Nassau only and stay 7 days at the Royal Victoria Hotel for $1.25. Portlyight sailings by B. M. Mogen on Saturday.

BERMUDA

$45 Round Trip

 Twice weekly sailings, 21,000-ton S. S. Pan America and sister ships, all staterooms, outside rooms mostly with beds and private baths. 5 days, including stay at Hamilton and 2 3/4 days at St. George. Pan America goes direct to dock at Hamilton. For information on the Pan America Cruise Line, contact my Travel Agent or write the Munson Lines.

All sailings from Pier 64, H. B. New York. For further information see local travel agencies.

MUNSON LINES

67 Wall Street, N. Y. Bowline Green 9-3000

THE DAILY

Action in Advertising

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The independent press book has a dual function. It must be impressive enough to interest the public for samples carrying the Harvey Agency trademark.

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THE INDOCHINESE

Nov. 15: A.M.P.A. Stag Beechcock Dinner Florentine Grill, Park Central Hotel.
Nov. 15: Annual convention of Allied Amusements of the Northwest, Hotel New Washington, Seattle.
Nov. 18: Annual Banquet, Academy of Motion Picture Arts and Sciences, Hollywood.
Nov. 21: Fall meeting of Allied Theater Owners of Texas, Baker Hotel, Dallas.
Nov. 28: Exhibitor meeting under Allied-AMPTOA auspices, Chicago.
Dec. 5: Exhibitor meeting under Allied-AMPTOA auspices, Park Central Hotel, New York.
Dec. 9: Kansas City film colony charity ball, Plaza, Kansas City.
Dec. 13: Mid-winter meeting of North and South Carolina Theater Owners' Assoc., Charlotte, N. C.

Sound Patents Fight

Is Threatened Abroad

Copenhagen—Claiming it owns talker patent rights that are violated by the Western Electric system, Nordisk Telenfilm Co. stopped showing a Paramount film at a local theater. The move is regarded as the first step in a big run-in with Nordisk, whose patents are said to cover films produced in Denmark, Norway, Sweden, Finland and Germany.

ROTH DIRECTING MUSICAL

West Coast Bureau of THE FILM DAILY

Hollywood-Murray Roth will direct "Hollywood Premiere," a Technicolor musical comedy short, starring Eddie Garg. The comedy was written by Stanley Rauh and Roth.
**INDIE EQUIPMENT MEN BAND AGAINST ELECTRICS**

(Continued from Page 1)

are becoming members of the association, which has opened offices at 1456 Brodaway. Robert Robins has been appointed executive secretary. Permanent officers will be selected within a short time.

**Two Radio City Houses Are Officially Named**

(Continued from Page 1)

house. Decision on the injunction proceedings brought by the Roxy to City Radio City from using the name will be handed down by Nov. 18 by Addison S. Pratt, special master appointed by Judge Francis G. Caffey.

**DEEDS FOR DONATIONS**

West Coast Bureau of THE FILM DAILY

Hollywood—Persons with net incomes of $25,000 can deduct 18 per cent of their donations to the Community Chest from their income tax, according to Chairman J. L. Warner of the motion picture division of the Chest campaign. Persons with net incomes of $50,000 can deduct 30 per cent; net incomes of $75,000, 40 per cent, and net incomes of $100,000, 50 per cent.

**ORGANISTS BACK**

Denver—Two of the first-run theaters are using organists. At the Orpheum is West Masters and at the Denver Marjorie Nash. It was reported the Paramount and Taber might also add organists.

**CHI BOARD LAUDS “FUGITIVE”**

"I Am a Fugitive from a Chain Gang," has been passed by the Chicago Board of Censors without a single deletion, and with the congratulations of the Board to Warner upon the handling of the subject. The Chicago censors usually frown on crime films.

**WARNER BAXTER’S NEXT**

West Coast Bureau of THE FILM DAILY

Hollywood—"Dangerously Yours," from a story by Eric Noel, will be Warner Baxter's next Fox vehicle. Miriam Jordan is to play opposite.

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**FEDERAL FILM BUREAU PLANNED BY DEMOCRATS**

(Continued from Page 1)

lin D. Roosevelt during the campaign just completed, will figure importantly in the project, possibly as its head. Formal announcement of details of the plan will be made within a few days.

Fox West Coast Revises Rocky Mountain Divisions

(Continued from Page 1)

Max Goldstein. Bookers will be William Agren, Joe H. Dekker and William Dollinson.

George Frantz will have charge of the ad sales and purchasing department in the divisional office. Joe Haney has been transferred from the Egyptian here to the Kiva, Durango, as manager. He is succeeded at the Egyptian by Chet Lewellen, a newcomer.

**GAUMONT'S FIRST FOUR**

First four of the 40 features to be released in this country by Gaumont British have been finished and will be shown here soon. They are: "The Frightened Lady," by Edgar Wallace; "Rome Express," with Conrad Veidt, and Esther Ralston; "Marry Me," with Renate Muller and Harry Green; "After the Ball," with Basil Rathbone and Esther Ralston.

**MEMPHIS AGREEMENT**

Memphis. Local neighborhoods, numbering 12, and the operators' union have reached an agreement, unsigned yet, settling their difficulties. Contract will provide for salary reductions and will run for two years. Operators have been working without a contract since Sept. 1, when the old agreement expired.

**GREEK FILM CLOSES**

"Stella Violanti," Greek production presented by Londos Film Co. of Athens, closes a week's two-a-day run tomorrow at the Lyric. The picture has English titles.
A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

GEORGE MELFORD has been signed to direct "The Penal Code," a Monarch production starring Regis Toomey, with Helen Cohan, daughter of George M. Cohan, featured. Shooting has started under the personal supervision of Burton King and Edward Manson at the International Studios. Manson represents John R. Freuler during the latter's absence from the coast.

Ralph Farnum, champion aerial commer between Hollywood and New York, now in the east, is making up for lost time on his night clubs. The night he arrived he visited two clubs, six cafes and five speakeasies. His arrival was hailed with delight by headwaiters and cashiers.

Bert Marx reports that his Chevrolet roadster has all attachments, except the sheriff's.

The writer, director to star combination of Murfin-Cukor-to-Bennett is becoming as familiar to Hollywood as the famous baseball catchline, "Tinker to Evers to Chance." Jane Murfin, writer, George Cukor, director, and Constance Bennett, star, have thus far to their credit, "What Price Hollywood," "Roebuck" and a new picture as yet untitled.

John Fulton has completed the process and trick shots on "The Mummy" and "Laughter in Hell." He is now busy on "Destination Unknown.

Frank Melton says he is Hollywood's forgotten man. He's the only unknown in the cast of Fox's "State Fair," which Henry King is directing.

"Kiss of Araby," the second in a group of six outdoor melodramas on Monarch's current program, will go into production shortly.

Ben Holmes is writing the story for Louis Brock's next Headliner comedy for RKO Radio Pictures. Streets Gallagher is to be starred. Mark Sandrich will direct and also collaborate with Holmes.

Helene Madison, champion swimmer, has been signed by Mack Sennett to appear in a two-reel comedy which will be released by Paramount.

Dudley Murphy, who directed Joel McCrea and Marish Marsh in the RKO Radio production, "Sport Parade," is buying a new five-passenger cabin monoplane. Murphy was a first lieutenant in the A.E.F. aviation during the World War.

John Robertson, after editing "Little Orphan Annie," which he has just finished directing for RKO Radio Pictures, left for his orange ranch near San Diego to spend two weeks resting and reading scripts.


The first print of World Wide's "Uptown New York," produced by KBS, with Jack Oakie, Shirley Grey and Leon Waycoff playing the leads, is now on route from Hollywood to the World Wide home office.


Sidney Lanfield has been assigned to direct "Broadway Bad," the Fox picture in which he will play the principal role. Ginger Rogers and Ralph Morgan also have featured parts.

Spencer Charters is the latest addition to the cast of the Wheeler and Woolsey comedy at Columbia, "That's Africa!"

Warren William, after a two-week vacation in Old Mexico, principally in and about Mazatlan, has returned to Hollywood. He was accompanied by Mrs. William.

Anthony Coldeway has completed the script of "The Mysterious Rider," the twenty-fifth Zane Grey story to be filmed by Paramount. Kent Taylor will be featured.

James Finlayson, Walter Catlett and Dorothy Granger have been assigned the leading roles in the Masques comedy, "Through Thin and Thicket or Who's Zoo in Africa," which Louis Brock is producing for RKO Radio Pictures. Supporting cast includes Grace Hampton, Tom Brower, Max Davidson, Crawford Kent, Donald Reed, Tony Merlo, Rex carpet, Barnett, Jim Gordon, Charley McNaught, Lou Payne and Morris Black. Mark Sandrich is directing from a story by Walter Weems.

"Man's Law," the Tristam Tupper production of Peter B. Kyne's story, now in work at Monogram's studio, will be released as "Blind Justice." It features Pauline Frederick, clipping Windsor, Theodore von Eltz, Robert Elliott, Henry Walthall and George Hackathorne.

"The Savage Girl," a Monarch production co-featuring Rochelle Hudson and Walter Byron, is now being edited. This picture was directed by Harry L. Fraser, with Harry Myers and Adolph Milar in the supporting cast and will be released by Freuler Film Associates the last week in November.

Mack Sennett plans to bring the double into his own via the laugh-route in his new comedy "A Holly-
E. Samuelson, Sidney R. Kent and Gabriel L. Hess among those present.

Among clauses expected to be included in the new agreement are the following:

A general plan of voluntary arbitration, through creation of a National Board of Appeals and Conciliation, to which controversies of various national aspect could be taken. Arbitration, in its local aspect, would be much along the same lines as formerly. The national board, a new setup, would handle all cases not decided by the local group and any issues not covered in the contract.

When an exhibitor has purchased all product of one company, to cancel all privileges along this line:

- Elimination of 5 per cent without any payment.
- Elimination of an additional 5 per cent upon payment of 50 per cent of the film rental as paid in the first five years.
- Elimination of an additional 5 per cent, the film and film rental to be transferred to the exhibitor for additional playing time on one or more of the remaining five screens, or to guarantee that the film rental of such additional playing time would at least equal the film rental for each 3 per cent of eliminated pictures. Regarding booking of shorts with features. A fair rule would be the purchase of three reels of shorts for every feature picture. This would be the purchase of one reel for double-feature situations where 15 reels are required and one could be used. News reels to be included.

Regarding pictures not generally released: No change in clause, to continue the same effect as previously.

A clause in the present Fox contract is considered so important by another clause providing that notice be given the exhibitor of the release in the succeeding season of the picture.

Regarding substitutions:

Pictures sold with stars or as star pictures generally cause much trouble or difficulty. A clause similar here would prohibit substitution of such star pictures. The exhibitor, too, should have the privilege of naming the star or stars as to which he would not be obligated to accept substitutions. Regarding exclusives, protection, zoning; a system through which the bigger pictures, approximately 50 a season, should not be sold at less admission than 21 cents. It is suggested that if these put into effect and carried out, protection troubles and trouble elements would be made up by the money to be saved. Even the first runs would raise their admission on these pictures.

Projection Group Plans

150 Local Organizations

(Continued from Page 1)

pects to increase its roster from 3,000 to 10,000 members. In carry-

ng on its work, the local groups will be divided into six sections. Another activity planned by the soci-

ey, of which Thad Barrows of Boxoffice is president, is a national campaign to stress to exhibitors the importance of making equipment replacements made to ensure the best grade projection and reduce fire hazards.

In Character

Because Mrs. Herbert Lehman claimed that the pictures were "looked as a guinan in the movies," said John Wayne, who accompanied the Fox Movietone cameraman to the jurist’s home, 820 Park Ave., to film him up for the camera eye. The shots were made in the nursery.

Seventh Fox Productions

Are Ready for Release

Fox has seven features completed and ready for release, with four now in production and three ready to start: “Tess of the Storm Country” will be released Nov. 20; “Call Her Savage,” Nov. 27; “Walking Downtown, Broadway,” Dec. 4; “Pier Thirteen,” Dec. 11; “Robber’s Roost,” Dec. 18; “Handle With Care,” Dec. 25; “Born to Fight!” and “Second Hand Wife” are finished and awaiting release dates. Now in production are “Face in the Sky,” “Cavalcade” and “State Fair.” In preparation are “Broadway Bad,” “Hell to Pay” and “Car
don Walls.”

Radio City Installation

Installation of two batteries of 27 projectors in the two Rockefeller-

Radio City theaters which RKO will operate has been completed by Con-
tinental Theaters Accessories under supervision of Joe Hornstein. Six-

screen have been placed in the booth at the Radio City theater and 11 at the new Roxy. Novel and unique projection effects will be obtained by these new projectors, Hornstein said yesterday.

Fourth Warner Western

“Haunted Gold,” fourth in War-

ner’s series of Westerns produced by Leon Schlesinger and starring John Wayne, is scheduled for re-

lease Dec. 17.

Macedhen” for Apollo, Chl

Chicago — The Shuberts have booked “Macedhen in Uniform” for the Apollo. It opens Sunday night as a roadshow, following “Strange Interlude.”

“Keep your eye on the parade, and don’t let it pass you”—PHIL REIS-

MAN.

“Who we are is not important. What we do is important.”—BOB SISK.

“There is at least one selling angle in every picture.”—NED E. DEF-

NET.

“Take your job seriously, but don’t take yourself seriously.”— J. J. MCCARTHY.

“Stagnation grows like Spanish moss. It can both strangle and bury you.”—CHAS. B. McDONALD.

“Don’t wait for miracles. Don’t wait for better times.”—HERMAN WOBBERS.

12 Educational Shorts

For December Release

Twelve subjects have been set for December release by Educational, as follows:

Dec. 4: “The Vest With A Tail,” Mer-

maid Comedy starring Tom Howard; “Our Noble Ancestors,” Bray Naturograph; “Michi-

gan,” second in the Spirits of the Cinema series, starring Reimund Werrenrath.

Dec. 11: “A Hockey Hick,” Gleason's Sports Features; “Hollywood Diet,” Terry Toon; and the second in the Broadway Gos-

pin series.


King M. P. Co. on Third

West Coast Bureau of THE FILM DAILY

Hollywood—King Motion Picture Co., which has delivered two of its four features for RKO release, is now making its third picture with Irving Cummings directing Junior Durkin. The picture, as yet un-

titled, follows “Strange Justice” and “Woman Goldie,” J. G. Beckman, Jack Shapiro and Harry Shiffman are in-

terested in the company.

Sign New Para. Contracts

West Coast Bureau of THE FILM DAILY

Hollywood—Paramount has given new contract to Stuart Walker, di-

rector, and Cary Grant, featured player.

Hungarian Film Opens

“The Csardas Princess” Hungarian-

feature, opened last night at the Moscow Theater. Eugene Roder re-
dicted.

Monarch in 2 B. W. Houses

Monarch’s full line of 24 features has been booked into Warner’s State, Sandusky, O., and the Ohio, Mansfield, O.

Fims daily

negative costs reduced

17 per cent in 2 years

(Continued from Page 1)

direction of the Department of Commerce.

Theatrical negatives produced totaled 1,220, against 1,204 in 1929, but the cost was 5 per cent, amounting to $96,741.36. Cost of negative new films produced last year was $1,976,998, an increase of $337,392 in two years before. Negative advertising films cost $2,873,998 last year and $3,377,392 in 1929. The cost of educational negatives made in 1931 was $192,497, against $251,091 two years earlier.

The industry spent $14,728,680 on unfini-

ished productions in 1931 and $17,822,060 in 1929.

The number of studios and laboratories in the industry declined from 242 to 127 be-

tween 1929 and 1931. The number of pro-

ductive employees dropped 23.8 per cent, from 19,714 to 14,547, and the average weekly

payroll fell 17.8 per cent, from $85,037,612 to $69,

589,076.

The amount paid for contract work was $111,043,453 in 1931, a drop of only 2.5 per cent, and a decline of $1,273,746.

The industry spent $31,543,084 last year for materials, fuel and electric energy, which was 17.9 per cent less than the $38,441,025 expended two years before.

“I am a Fugitive” Smashes

All Records at the Strand

(Continued from Page 1)

Long before the picture went on, the house was filled, and by 8:30 P.M. the box-office had to stop selling seats. Audience had almost as many reservations as seats. The picture was received with a thrill by the movie critics yesterday gave the picture a strong send-off.

The house opened at 9 A.M. on Friday and is running until 3 A.M. Reports to the Warner home offices yesterday from about a dozen other cities also indicated record openings for this picture.

More ‘New Type’ Stories

On Warner’s Spring List

More stories containing something entirely different in plot material will be among the Warner-First Na-

tional spring releases, according to Jack L. War-

ner on the coast. To forestall imi-

tation, the nature of the new produc-

tions are being kept secret, says Wilk.

Atwill, Ray at Majestic

West Coast Bureau of THE FILM DAILY

Hollywood—Phil Goldstone has signed Edward Atwill and Fay Ray for the leads in “The Vampire Bat,” fifth Majestic feature of the season.

Also in the cast to date are George E. Stone, Dwight Frye, Albert Gran and Lionel Belmore. Frank Strayer is directing from the story and adaptation by Edward T. Lowe.

Frank Walker’s Choice

Across a luncheon table at the Bilt-

more, Frank C. Walker, treasurer of the Democratic National Committee and Commissioner of Pensions, is a man much concerned over the lack of rumors about his campaigns. He Tate has been in the Rainbow cabinet.

“Mr. Camerford will let me,” explained Walker, “I’m going back to work for him.”
"EVENINGS FOR SALE" with Herbert Marshall, Mary Boland, Sari Maritza, Charlie Ruggles. Paramount 70 mins. DELIGHTFUL ROMANTIC COMEDY WITH A CHARMING LOVE STORY AND SOME GOOD COMEDY HIGH-CLASS FARE. Audiences that like their romance delivered on gentle breezes with only enough natural laughs to accentuate, by contrast, the fundamental charm and formal delicacy of the story, will find this production a soothing tonic at a time when the masses who seem to prefer "socks" in their entertainment, such a frothy offering is likely to go unappreciated. The action is laid in Vienna. Herbert Marshall is seen as a count who, in the overthrow of royalty, is broke and contemplates suicide. Deciding to attend a masquerade ball on his last night, he meets Sari Maritza, daughter of a rich businessman, and they fall in love. So Marshall give up his suicide plans and urged by his one-time valet, Charlie Ruggles, takes a job as gigolo in a cafe run by one of his former household employees. Here he meets a shy but wealthy American widow, Mary Boland, who buys his count's castle at a creditor's sale and decides to convert it into a modern hotel where he will put up as a partner, thereby getting him in a position to ask Sari to marry him.


Students to be Taught Motion Picture Values Columbus, O.—A grant of $10,000 to the state department of education and the Ohio State University for studies in teaching children to judge the value of motion pictures has been received from the Payne Fund of New York. This study is in taste discrimination and will continue for a year. Experiments in criticism of motion pictures will be made in connection with high school pupils in English and groups of adults.

"SILVER DOLLAR" CAMPAIGN First National's special feature for release Christmas week, "Silver Dollar," starring Edward G. Robinson will receive a special advertising and publicity campaign throughout the country.

Ronald Colman in "CYNARA" with Kay Francis. United Artists 75 mins. STRIKINGLY DONE DRAMA APPEALING PRINCIPALLY TO CLASS AUDIENCES. SOPHISTICATION AND ADULT FARE. Produced by Samuel Goldwyn from the Broadway stage play, this one looks like a candidate for listing among the "ten best." Its story, although somewhat thin, has been developed to a highly emotional climax. Among its chief assets is a splendid cast and Colman, in particular, gives one of the most effective performances of his entire screen career. In addition to the Colman name, there's that of Kay Francis, which ought to help at the box-office. Colman does a barrister who, despite his intentions of fidelity, slips into a love affair with a shop girl while his wife is away from London. The affair is exposed with terrific force when the girl, whom he has parted with under others arranged when the situation began to develop, commits suicide and Colman is humiliated before the woman of his life. They agree to separate and as he departs for South Africa she comes to a more sympathetic understanding of his action and joins him on the outgoing liner. The flash-back method is employed in telling the story. Dialogue is smart and yet natural. Cast: Ronald Colman, Kay Francis, Phyllis Barry, Henry Stephenson, Vivian Vatter- sall, Florine McKinney, Carlotta Selwyn, Paul Porcel, George Kirby, Donald Stewart. Director, King Vidor; Authors, Robert E. Sherwood, Gore Brown, H. M. Harwood; Adaptors, Frances Marion, Lynn Starling; Cameraman, Ray June. Direction, Excerpt, Photography, Fine.

"SHERLOCK HOLMES" with Clive Brook, Miriam Jordan Fox. DETECTIVE FILM DISTINGUISHED BY HOWARD'S DIRECTION AND CLIVE BROOK'S CHARACTERIZATION. The master hand of director William K. Howard is everywhere apparent in this entertaining adaptation of a Conan Doyle detective story. The action moves with a brisk, exhilarating tempo, and the suspense keeps tightening right up to the final scene when the great Sherlock Holmes' score with the master criminal, Moriarty. Clive Brook is a rather polished Sherlock Holmes, but his interpretation is altogether satisfactory, for he conveys a sense of competence and authority that one always associates with the fictional character. Ernest Torrence as the fearsome criminal Moriarty is immense. They manage to work in a neat romantic interest with Miriam Jordan, and for the benefit of the kid vote there is H. A. Leech who takes the part of the pupil of the master detective. The theme covers the escape of Moriarty from jail in London, a cunning murder by him, and then his attempt at a bank robbery, which Holmes cleverly thwarts. Plenty of exciting action for the thrill fans.

Cast: Clive Brook, Miriam Jordan, Ernest Torrence, Reginald Owen, Howard Leeds, Alan Mowbray, Herbert Mundin, Montague Shaw, Arnold Lucy, Lucien Prival, Reg D'Arcy, Stanley Fields, Eddie Dillon, Robert Graves, Jr., Brandon Hurst, Claude King. Director, William K. Howard; Author, Conan Doyle; Adaptor, Bertram Millhauer; Dialoguer, same; Cameraman, not listed. Direction, Very Good. Photography, Good.

"DEVIL'S PLAYGROUND" Distributor Not Set 55 mins. EASILY ONE OF THE BEST FISHING EXPEDITION PICTURES. FAST ACTION. SCENIC BEAUTY, GOOD DIALOGUE. This picture splendidly records George Vanderbilt's recent fishing expedition off the West Coast of Panama. In Panama the city the crews encounters its first fight and two 60-pounder sharks are landed each.

Later the crew makes sail for another catch, landing some red snappers and there is an exciting struggle with two monster devil fish that bristle with action. Shifting to Panama Canal there are glimpses of the native customs, and again fishing becomes the order of the day. Sail fish, porpoises, huge turtles and a terrific struggle with a whale proves exciting. The entire whale expedition takes place off a small boat where Vanderbilt lands his monster with a hand harpoon. More action takes place off the coast of Nassau, where Vanderbilt is pulled into the shark infested water trying to land the third a tiger shark. At Young supervised the picture, with narration supplied by Joe Cunningham, music by J. L. Merkus, and score and synchronization by Joe Finston. Accompanying running talk is very appropriate and photography is superb.

Flexibility is Essential In Film Costs, Says Raph Flexibility of negative costs is essential to the production of good pictures, declared Harry Raph, M.G-M studio executive, prior to leaving New York on his return to the Coast. He said that it is impossible to reduce costs to any fixed degree.

LOUD SPEAKER BIZ JUMPS Chicago—Utah Radio Products Co., said to be the largest manufacturer of loud speakers in the United States, reported a decided upward in business. During the last few weeks the company's working force has been more than tripled, according to J. W. Caswell, president of the concern.

New Incorporations

NEW YORK CHARTERS

Casino Operating Corp., same as above, 200 shares of common stock.

Claremont Sound and Film Studios, theatrical business. W. Trop, 60 East 42nd Street, 100 shares of common stock.

Aron Productions, theatricals. H. J. Gluskin, 521 5th Ave, 750 shares of common stock.

NEW JERSEY CHARTER
Arthur B. Creeve, Inc., of Trenton, motion picture, plays, radio productions. Ellis L. Pierson, Trenton. 100 shares of common stock.
THE OLD ERA
WENT OUT WHEN
THIS FILM CAME IN!

HERE are some of the contributions which Eastman Super-sensitive Panchromatic Negative has made to the motion picture industry: greater artistic opportunities for the cameraman... adaptability to any kind of light... lowered lighting costs on the lot and in the studio... lessened strain for director and actor... greater latitude for the laboratory... better prints for the exhibitor... All along the line there have been changes in procedure and improvement in results. In fact, the old motion picture era definitely went out when this film came in. Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE PANCHROMATIC NEGATIVE (GRAY-BACKED)
Stability in Stress Period Cited by H. M. Warner

FOX OFFERING NEW CONTRACT SOON, SAYS KENT

Six Units Will Make Monogram’s 44 on ’33-34 Lineup

Franchise Exchanges Will Handle Monogram Only, Says Johnston

Monogram’s lineup of 44 features for 1933-34 will be produced by five unit supervisors, who will make six each, while the remaining 14 will be specials made by a well-known producing organization, said President W. R. Eben J. Page of Paramount’s RKO.

This will be the first year that RKO will turn Saturday from a trip to a coast and a visit to branch offices. Only the Bob Steele and the Rex Bell westerns were billed as Monogram specials.

TOM BAILEY JOINING FOX AS SPEC. REPRESENTATIVE

Tom Bailey, who recently resigned as Paramount’s district manager handling New England, today joins Fox as special representative working out of the home office.

John D. Clark, former Paramount Western division sales manager, assumes his new duties at Fox today. His post is described as “general assistant” to Sidney R. Kent.

Dembow Is Operating Head Of All Publix Theaters

Sam Dembow is now virtually operating head of all Publix theaters, following the recent resignation of Sam Katz. It is very likely that no successor will be named to the title of vice-president of Paramount Leo Spitz, Chicago attorney intimately associated with John Hertz, who has just arrived at the Coast, has also increased his scope of activities in the organization.

RKO Circuit Economies Reach $6,702,405

Economies effected on the RKO circuit by H. B. Franklin, computed on an annual basis, now total $6,702,405.36, according to a report made by Franklin to M. H. Ayleworth, president of RKO. This includes $3,506,133.32 in actual economies and $3,196,272.04 in comparative economies. The goal originally set was only $2,500,000.

11 RKO Releases Ready by January; 9 Features are Now in Preparation

West Coast Bureau of THE FILM DAILY


RCA Stock Distribution May Take 2 or 3 Years

Distribution of RCA’s stock holdings in General Electric and Westinghouse, in order to satisfy the Government and clear up the antitrust suit against the electric group, would require two or three years, and this period probably will

Aylesworth Is Optimistic Despite $11,224,550 Lossin’32

Zane Grey Heads Another Expedition to South Seas

H. M. Warner is Optimistic

Although Warner Bros. shows a net loss of $11,224,550.88 for the year ended Aug. 27, of which amount $4,794,508.46 was operating loss and the remainder due to depreciation and other write-offs, “the company has been equal to every demand made upon it during the period of this depression,” says President Harry M. Warner in the annual report to stockholders. “Notwithstanding present business conditions, we have not been experiencing any difficulty in renewing first-mortgage

New Agreement Not Being Held Up Until New Selling Season

“Fox will make the new exhibition contract available as soon as possible,” said Sidney R. Kent Saturday. “It will not be held back until the new selling season,” he stated. Copies of the contract will be ready for publication in the trade press early this week.

With Fox acceptance of the new exhibition contract, although not actually signed at this moment, the agreements, due to the marked improvement in feature pictures, four Consolidated Amusement circuit houses on Eighth Ave, and the activity in time playing time to features, holding along with single feature programs for one and two days and double bills for two and three day runs. Among the features billed this week are five independent films. This move is in keeping with a

42 Theater Transfers In N. Y. Area Last Month

Unusual activity in theater transfers took place in the Metropolitan area during October, when 42 houses changed ownership, according to the monthly report of the Film Board of Trade. Major transaction was the acquisition by Springer-Coolis of four Bolte Bros. houses in the Bronx.

Katz Deal Off!

That Sam Katz is likely to join a major company which has been concentrating principally on production and distribution was learned by THE FILM DAILY from an investigative source. Efforts to obtain comment on the report from the former Paramount executive were unavailing as he was out-of-town over the weekend.

Improve: In Product

BRINGS MORE PLAY TIME

Due to the marked improvement in feature pictures, four Consolidated Amusement circuit houses on Eighth Ave, and the activity in time playing time to features, holding along with single feature programs for one and two days and double bills for two and three day runs. Among the features billed this week are five independent films. This move is in keeping with a

Surprise

M-G-M’s “Payment Deferred,” which is supposed to have been delayed a Low week-end, booking on Broadway because it was considered not quite up to standard, was caught in a neighborhood house by William Bothell, “World Telegram” movie critic. He rated it “by far the best of her mystery films that has come to the screen in many a moon.”

Special

VOL. LX, NO. 114 NEW YORK, MONDAY, NOVEMBER 14, 1932 5 CENTS

(The Daily Newspaper Of Motion Pictures Now Fifteen Years Old)
Chicago RKO Circuit Men Pledge Efficiency Effort

Chicago RKO Circuit men have pledged efficiency effort to give RKO's Chicago division edge in competition with rival circuit, by circuit, by various managers and other employees connected with the Nate Blumberg's division. Attached to the pledge are the following names: Harry Goldberg, Max Bruch, William S. Singer, Cliff Rust, Lawrence Leeman, Eddie Hitchcock, Emile R. Franke, George W. Gambrill, Frank B. Smith, Irving H. Groesbeck, H. J. Cavanaugh, John E. Joseph, Lou Golden, Harvey Bailey.

MRS. BREWSTER MORSE BETTER

Pleasant Grover, wife of the screen writer, is recovering from operation recently performed by Dr. Harvey Cushen, noted brain surgeon, in Boston. Morse recently completed "The Savage Girl!" for Freiler Film Associates and is now at work on "The Men," originals for the same company.

AARON SINGER SIGNED

Aaron Singer has been appointed press representative for newly formed American Society for the Protection of the Motion Picture Theater. Singer heretofore has pressagented legitimate shows on Broadway.

H. C. ANDERSON JOINS GREY

West Coast Branch of THE FILM DAILY

Hollywood — Harry C. Anderson, cameraman, has signed a three-year contract with Rorem Grey Pictures Corp., producer of Zane Grey pictures.

Endorse Comerford Stand Against Exclusive Run

Now Haven—Declaration of M. E. Comerford recently against the exclusive sales policy has been officially endorsed by the M. P. T. O. of Connecticut. The association feel that his stand against the sale of the company has been greatly aided by the Comerford statement.

FURMAN LEAVES WARNER

James Furman, who has been handling publicity for the Warner motion picture headquarters, resigned Friday. Lou Goldberg of the home office will absorb Furman’s duties, with Arthur H. Jeffrey and Meyer Beck assisting him.
ADVENTURE
TODAY'S GREATEST B

Now Booking

WITH WILLIAMSON BENEATH THE SEA
surpassing all undersea thrills and beauty

COCK-EYED ANIMAL WORLD
Carveth Wells' incredible record of Australian aboriginals

ZANE GREY'S SOUTH SEA ADVENTURES
thrilling battles with the tigers of the sea—and pictures of unadorned feminine beauty

DANGERS OF THE ARCTIC
flying over the roof of the world

VIRGINS OF BALI
romance of a passionate race

GET THAT LION
hunting the terror of the range with lariats

ISLE OF DESIRE
romantic isle of love, adventure and song

MR. NOAH'S HOME TOWN
Carveth Wells on Mount Ararat, where the Ark landed

VOODOO
Haiti's weird ceremonial orgies—Faustin Wirkus Production

MATTO-GROSSO
astounding exploration along "The River of Doubt"

AMAZON HEAD-HUNTERS
primitive simplicity and weird cannibalism

30-TO BE RELEASE
PICTURES
OFFICE STIMULANT!

LOWELL THOMAS
explorer, correspondent, broadcaster

ZANE GREY
foremost novelist, adventurer, sportsman

J. E. WILLIAMSON
inventor of undersea photography

FAUSTIN WIRKUS
the U.S. Marine who became a king

CARVETH WELLS
gay blade of exploration

BRANCH OFFICES

Boston, Mass., 42 Melrose Street
HARRY RATHNER
Buffalo, N. Y.

Chicago, Ill., 908 S. Wabash Avenue
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Cincinnati, O., Film Exchange Bldg.
FRED STRIEF

Cleveland, O., 21st St. & Payne Ave.
M. R. LEBENSBURGER

Dallas, Texas, 2011 Jackson Street
C. C. EZELL

Denver, Colo.
HARRY KERER

Detroit, Mich., 604 Film Bldg.
FRITZ FRIEND

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STERLING WILSON

Kansas City, Mo., 221 West 18th St.
C. A. SCHULTZ

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R. D. OLMSTEAD

Milwaukee, Wis., 717 West Wells St.
JACK GRAUMAN

Minneapolis, Minn., 335 Loeb Arcade
C. A. MICHEL

New Orleans, La., 1409 Cleveland
F. F. GOODROW

New York City, N. Y., 630 Ninth Ave.
IRVING LESSER

†JOSEPH SKIRBOLL, General Sales Mgr.
JACK BARNSTYN, Foreign Rep.,
1650 Broadway, N. Y. City

Philadelphia, Pa., 1242 Vine Street
CHAS. HENSCHEL

Pittsburgh, Pa., 1701 Blvd. of Allies
GEORGE COLLINS

Salt Lake City, Utah, 258 E. First So.
HARRY KERER

San Francisco, Cal., 298 Turk Street
CARL MILTON

Seattle, Wash., 2422 Second Avenue
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J. L. WHITTLE

Toronto, Canada, 279 Victoria Street
H. G. PRICE

T H I S  S E A S O N  - 3 0
STABILITY DURING STRESS
CITED BY H. M. WARNER
(Continued from Page 1)
gages as they have come due," Warner states. "Moreover, there are annual payments at interest which accounts large blocks of bonds for sinking fund requirements and mortgage installments.

The annual report includes all subsidiaries except Skouras Bros. Enterprises and St. Louis Amusement Co. and their subsidiaries. During the year certain unprofitable properties were dropped and $3,633,895.95 in special reserves against property values were made.

System of amortizing films was changed so that negatives are now written off 51 1/2% in 13 weeks or less; 73% in 28 weeks; 84% in 39 weeks, 93% in 52 weeks, and 100% in 65 weeks. Formerly the company spread amortization over 88 weeks.

42 Theater Transfers
In N. Y. Area Last Month
(Continued from Page 1)
and S-C turned over one Bronx house to J. P. Morgan. Consolidated Theaters, Inc. also took over four New Jersey houses formerly operated in the name of independents. Skouras Theaters turned over its Leonia, N. J., house to Louis Stokat, while Fox Metropolitan Playhouses disposed of its New Atlantic, Brooklyn, to Dean Amusement Co., and the Terminal, Brooklyn, to Terminal Associates, Inc. All other deals involved single independent houses.

Sanford Abrams Gets
Upstate Advertising Post
Sanford Abrams of the Warner advertising department has been appointed advertising manager of the Warner theaters in up-state New York. He takes up his duties today with headquarters in Albany.

SCHOOL USING OPERALOGUES
Educational series of six Opera-
logues, produced by Kendall and De-
Valley, has been made a requisite of the curriculum of the School of Music, Huron, S. D. As a practical means of teaching music appreciation, the school, through the South Dakota Federation of Women's Clubs, has arranged for its students to see each of the Operalogues at their local theater.

New Incorporations
NEW YORK CHARTERS
C. G. Amusement Corp., theatricals.
Alexander & Schwab 123 William St., $20,000.
East Coast Productions, motion pictures. Stick-
man & Samuel, $54 Fifth Avenue. 200 shares of common stock.
Ulitsa-Rivoli-Ulitsa Theater. Tampowsky &
Tampowsky, Ulitsa, $10,000. 200 shares of common stock.

SIGNATURES
Picture Alliance Corp., Delaware, etc., 100 shares of no par.

IMPROVEMENT IN PRODUCT
BRINGS MORE PLAY TIME
(Continued from Page 1)
statement by Lee Ochs to The Film
Daily at the beginning of the buying
season to the effect that if major and independent product improved
in accordance with predictions, the wholesale practice of double featur-
ing by New York City circuits would be curtailed to a great degree.

Aylesworth Is Optimistic
On RKO Circuit Outlook
(Continued from Page 1)
cuit in the position of standing as an example of the benefits which accrue from the system. I know it has always been Harold B. Franklin's plan to have our theaters run from the fields that he favors in the ballast and central force possible, and that only for the aid and guidance of the vari-
ous operating heads in the field. For
six months I have watched the ex-
cellent working out of this most practical concept of theater opera-
tion and it is a pleasure to be able to
express complete and sincere optimis-
ism concerning its future.

To be brief about it, RKO Thea-
ters have met and conquered many
of their major troubles.

"To Mr. Franklin and his entire theater organization I want to ex-
tend my compliments for the direct
and business-like fashion, in which
they attacked their numerous prob-
lems. Speaking for Radio-Keith-
Orpheum, we are grateful for the
economic which has been devel-
oped and proud that in this pursuit
no whip of efficiency will be ag-
gressive the theater operation was sacrificed. Fur-
ther, we have the comforting con-
fidence that the quick ingenuity of
Mr. Franklin and his forces will show even greater results in the near future when adverse conditions will have been tempered."

ERPI EQUIPS CLUB
Electrical Research Products has
been awarded the contract for in-
stallation of a Western Electric
sound system in the Keystone Ath-
letic Club, Pittsburgh, General Sales
Manager C. W. Bunn announces.

MANY HAPPY RETURNS
Best wishes are extended by THE FILM
DAILY to the following members of the
staff who will be celebrating their birthdays:

Nov 14
Nicholas M. Schenck John Meyrink
John O'Brien Eugene O'Brien
Doris Anderson

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By RALPH WILK

HOLLYWOOD

George Raft in “Fly On,” William Beaudine is directing this B. P. Schulberg production.

“South of Sonora,” fifth in Warner’s series of westerns being made by Leon Schlesinger, starts production on location in Southern California this week. John Wayne and Duke the Devil Horse are again featured. The picture will be directed by Mack V. Wright.

Ben Stoloff discovered Mary MacLaren working in the extra ranks in “The Devil Is Driving,” a Charles R. Rogers-Paramount production. He assigned her a few lines, the first she has ever spoken into a microphone. Stoloff has promised her a more important part in his next picture.

Clarence Hennecke, veteran comedy writer, wrote the original story for the newest “Taxi Boys” series subject, which has just gone into production at Hal Roach’s studio, with Del Lord directing. Ben Blue is starred. Hennecke recently wrote a story for an Andy Clyde-Educational comedy. Hennecke has worked at Eastern, as well as coast studios.

Jack Gallagher, president of Fanchon Royer Pictures, Inc., announces that Jose Crespo, noted Spanish actor who starred in M-G-M’s foreign versions and also played featured roles in English speaking films, has been signed to play featured parts in at least five English versions on Fanchon Royer’s new program.

Booth MacCracken, who formerly assisted John Francis Dillon at First National, is now assistant to David Howard, Fox director, who will direct George O’Brien in “Canyon Walls.”

Charles Sellon was engaged last week by Columbia for a featured role in “Acuted.”

A shift of players at Paramount has put Stuart Erwin into the leading role of “The Crime of the Century.” Erwin, who recently completed the lead in “He Learned About Women,” replaces Jack Oakie, who will join Gary Cooper and Dorothy Jordan in this production.

Unusual you say! Yes it is for the Film Daily is a publication whose readers want to read advertisements as well as news. This is a fast moving, quickly changing industry. Big things happen over night. A policy of complete coverage, accuracy of reporting, independence of spirit, and a believed in show room for industry advertising has given Film Daily a full 15 years of reader interest and confidence that refuses to be shaken by whispers, hard times or innuendos.
RCA Stock Distribution
May Take 2 or 3 Years
(Continued From Page 1)

be specified, according to Wall St. Postmen, because of direct competition in the market in large blocks is considered unlikely. The alternative is distribution in some manner to the stockholders of the electrical companies. In addition, RCA must take care of a loan of about $18,000,000 from General Electric and Westinghouse and deferred obligations to RKO arising out of the recapitalization last December. Hearing of the suit is scheduled for tomorrow in Wilmington, and the electrics are understood to have worked out a plan for eliminating exclusive licenses on patents.

CHICAGO GERMAN HOUSE
Chicago—A German film policy has been resumed at the Victoria, 3146 Sheffield Ave. World's Trade Exchange of New York is supplying product.

"CROOKED CIRCLE" HELD OVER
San Diego—"The Crooked Circle," World Wide mystery-comedy, has been held over at the Plaza for a second week.

200 Day-and-Date Openings
On M-G-M's "Prosperity"
M-G-M's "Prosperity," starring Marie Dressler and Polly Moran, is being released Nov. 18 simultaneously in 200 houses. In New York, due to "Smilin' Through" and "Red Dust" being held over at the Capitol, opening of "Prosperity" at this house will not take place until Nov. 25.

N.Y. HIPP MAKES 5 FOR COOPER
Reopening of the Hippodrome, New York, on Nov. 9 will give A. I. Cooper interests in five theaters. Cooper now operates houses at Youngstown, Elyria, Ashtabula, Dayton and Columbus. In the Hippodrome venture he will be associated with William A. Carroll. House will operate on a combination policy, playing seven acts of vaudeville. Operating company will be known as the C. & C. Amusement Co.

BACK TO STRAIGHT FILMS
Akron—RKO Palace, after a try at vaudeville and films for six weeks, has returned to straight pictures and has lowered admission to the summer scale.

RKO CIRCUIT CHANGES
RKO closes the Capitol, Cincinnati, on Dec. 4. The Albee in the same city will drop Fanchon & Marco units Dec. 9 and two weeks late, will begin playing regular vaudeville and pictures.

L. THOMPSON'S MOTHER DIES
Cleveland—L. Thompson, manager of American Display Corp., has been appointed booker for American Display Corp.

Six Units Will Produce
Monogram's New Lineup
(Continued from Page 1)

gram's studios. The Pathé and another major company lot are to be used for the others.

John H. Warner said that Monogram franchise exchanges would concentrate exclusively on Monogram properties next year.

Trem Carr will continue as vice-president in charge of the coast organization. Lou Ostrow heads the story department.

Herman Riffkin of Boston accompanied Johnston on his trip.

Erskine, Min.—The Star has been acquired by J. O. Jewrul from Earl Jorgensen.

Mountain Lake, Minn.—Schroeder & Martens has transferred ownership in the State to William Stern.

Red Lake Falls, Minn.—The New Lotus has been bought by Robert Herman from A. Highland.

Colfax, Wis.—C. H. Speckman has succeeded N. D. Strong as manager of the Colfax theater.

George Ia.—The Gem has been acquired by George Schroder from Fred Elflin.

St. Paul—Julius Volk is new owner of the New Ray, having purchased the interest of Irvin Gilman.

Minneapolis—A. E. Fox has been transferred from S. F. Eslin to Turnstall & Mugridge.

Minneapolis—A. E. Fox has been named manager of the Metro, owned by the Choran estate.

Cleveland—Majestic Pictures has taken over the Ohio distribution of Tower features. Fred Schram formerly handled this product. Schram now specializes in sound equipment.

Cleveland—S. H. Stecker, Myer Fire and John Urbansky of Associated Theaters attended the exclusive Variety Club annual banquet in Pittsburgh on Sunday.

Akron—Charles Brill has taken over the Doll theater, now called the Savoy.

Kent Says Fox Will Offer
New Contract This Season
(Continued from Page 1)

next step in efforts toward adoption of the contract by all distribution will be submission of the agreement for its examination by sales managers and company counsel. The will be started immediately.

Allied leaders, in some instances have a problem on their hands in the matter of "selling" their units on the contract. Several of them are pledged to support the "new deal."

"CIMARRON" AT 1512 MEET
KO's "Cimarron" will be shown next Saturday's meeting of the Andrew Jackson Chapter, New York County, U. S. Daughters of 1812, and members of other patriotic organizations, at the Stoddard theater, Broadway and 90th St. Arthur H. Debra of the Hayes office will speak on "From 1812 to 1932 in Motion Pictures."

SO IT'S LAUGHS YOU WANT!
... So It's Laughs You'll Get

at
The Motion Picture Club Forum
NEXT TUESDAY, NOVEMBER 15th.

LOWELL THOMAS
--has been prevailed upon to tell you the inside story of

"The Capture of Jerusalem"
By The Irish Cavalry Regiments! ... A series of yarns which make the "Cohens and Kellys" look like characters at a revival meeting!

SPECIAL ADDED ATTRACTIONS!
LUNCHEON $1.00 per person
Ask a Member of the Club to Bring YOU Along!
**Anti-Censorship Group Finds Growing Liberality**

**ARBITRATION SETUP POSSIBLE IN 30 TO 45 DAYS**

**Warner Bros. Sign Cleveland Zoning Agreement**

**Conclusion on Monopoly Action Announced by Samuel Horwitz**

Cleveland—Receipt today of contract signed by Warner Bros. brings to a successful conclusion the Cleveland monopoly suit, it is announced by Samuel Horwitz, attorney for the exhibitors. The agreement provides for arbitration and equitable maximum protection based on theater classification.

**GEORGE BOOTH TO BUILD FILM STUDIO IN TORONTO**

Toronto—George Booth, president of Booth Canadian Films, has obtained an Ontario charter for his company and announces he will build a modern studio here. First picture to be produced will be a three-reeler, "Under the Circumstances," a story of Canada under the French regime, starring Claire Maynard.

**Jack L. Warner Predicts Four Years of Prosperity**

West Coast Bureau of THE DAILY FILM DAILY Hollywood—Like the rest of industrial America, the motion picture industry has turned the corner and "is now on the threshold of the most prosperous four years of its existence," declares Jack L. Warner in (Continued on Page 8)

**GOV'T-RCA SUIT PUT OFF WITH SETTLEMENT LIKELY**

Wilmington, Del.—Possibility of a settlement in the Government's anti-trust suit against RCA and affiliated electric companies was reported yesterday as word went out that the hearing, scheduled to open here today, will be continued. The Government is expected to appear in Federal Court today and ask for the continuation, and it is expected the court will grant until Monday at the latest. Breakup of inter-company (Continued on Page 8)

**Ampas Expecting 400 At Tonight's Shindig**

A turnout of about 400 is expected at Ampa's Half-Naked Truth Dinner and Beef-Stag at the Park Central tonight. Despite the classy nature of the affair and all the celebs who will be there, Hal Horne, Ampa presy, points out that informal dress will be the uniform of the day.

**Censors Getting More Liberal, Anti-Censorship Group Finds**

A tendency on the part of censors to be more liberal in their handling of motion pictures is noted by the National Council of Freedom from Censorship, which is actively en (Continued on Page 7)

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**National Conciliation Board Will Settle Hard Cases**

Setting up of national arbitration machinery can be accomplished in between 30 and 45 days in connection with the new standard exhibition contract. The system, use of which will be optional with exhibitors, will include a National Board of Appeals and Conciliation to settle cases which fail of local solution.

With signing of the new contract (Continued on Page 8)

**EXHIBS URGED TO BLOCK TELEVISION MONOPOLY**

Declaring that theater owners must be protected from a monopoly when television comes in, Robert Roberts, executive secretary of the American Society for the Protection of Motion Picture Theaters, yesterday asserted that exhibition interests will be jeopardized unless action is taken at once. Unless theaters safeguard themselves they will find television in the hands of A. T. & T. (Continued on Page 2)

**RKO Nine Months' Loss Is Set At $4,964,331**

Net loss of $4,964,331.06 is reported by RKO and subsidiaries for the nine months ended Sept. 30. Third quarter loss was $1,120,796.30. Loss from operations in the nine months was $1,582,428.78. Depreciation, amortization, and interest on gold notes and debentures accounted for most of the deficit.

**RKO Roxy Nut $90,000**

Although no official announcement on the matter has been made, it is understood that the new RKO Roxy open Saturday, Oct. 15, will grossing over $50,000 each week. This, the record for the theater is between $140,000 and $145,000 a week if it does capacity.
Taxes
...and team work

(Continued from Page 1)

Tuesdays of this industry and foster the prog-

of its friends. This great business

need not sit back and turn the other cheek

for it has the most potential weapon of

modern times in the ten thousand screens

of the country. NOW is the time to use

them.

EXHIBS URGED TO BLOCK
TELEVISION MONOPOLY

(Continued from Page 1)

and General Electric subsidiary in-

terests, he said, and will experience a

repetition of the days when sound

dawned on the industry.

Fear of lawsuits and adverse pub-

licity has so far prevented the big

electric companies from putting tele-

vision on the market, declared Robins.

He discounted the frequently-advanced

reason that business conditions are

not right for the commercial intro-

duction of television.

Ralph Valter, attorney, has been

appointed general counsel of the

society.

Death of A. E. Lefecourt
Not Affecting Remington

Death of A. E. Lefecourt, prominent

New York resister and head of

the recently formed Remington

Pictures, will in no way affect the

plans of the company, it was stated

at the Remington offices yesterday.

Jack Bellman of Hollywood Pictures,

Louis Schneider and Sam Friedman,

independent exhibitors, also are

interested in the company. J. D. Trop

is sales manager. Funeral services

for Lefecourt, who died Sunday at

the Savoy Plaza, will be held at 11

A. M. in Temple Emanu-El.

HOMER B. WRIGHT DEAD
West Coast Bureau of THE FILM DAILY
Los Angeles—Homer B. “Bustey”
Wright, veteran theater manager,

died here Saturday of heart trouble.

He had managed houses in New

York as well as on the west coast.

NEW MASCOT QUARTERS

After Dec. 1 Mascot Pictures will

be located in new quarters at 1776

Broadway.

SEES 60 FILMS SUPPLYING
60 PER CENT OF RENTALS

In less than three years, 60 per

cent of all film rentals will be

obtained from between 50 and 60 out-

standing pictures each year, declared

President M. A. Lightman of the

M. P. T. O. A. in New York yester-

day. This situation will develop re-

gardless of how many pictures are

produced, he declared.

Lightman bases his conclusion on

prospects of extending playing time

on outstanding pictures, advanced

admission prices and a more accu-

rate understanding of public tastes.

Earl Wingart Resigns
From Paramount Publix

Earl Wingart, publicity manager for

Paramount Publix, resigned yester-

day. He winds up his duties at the

end of the week and will take a

brief vacation before announcing a

new connection. Wingart was

recently married and went

Paramount in 1919 when its Long

Island studio was opened. He

subsequently left the company for

two and a half years, then rejoined it

and has been there ever since.

E. V. Richard in New York
On Saenger Circuit Deal

Announcement is expected to be

made within a few days of the re-

linquishing of the Saenger circuit in

the New Orleans territory to E. V.

Richards. Negotiations in the deal

were resumed yesterday when Rich-

iards arrived in New York to confer

with Sam Dembow. Richards has

been hunting in Mexico.

FOX BUYS PLAY
“I Loved You Wednesday,” current

Broadway play, has been ac-

quired by Fox.

FOR SALE
Four complete cartoon cameras in

cluding mechanism, stand and lights, also

several Bell & Howell cameras.

INKWELL STUDIOS, INC.
1600 Broadway
New York, N. Y.

One of the few New York Hotels with

Alternating Current throughout.

The New
Hotel Victoria
7th Ave. and 51st Street

1000 Rooms—1000 Baths
Radio, Servo, Circulating Ice Water
Bed Reading Lamp in Every Room

RATES:
Single $3.00—$5.00—$7.00—$9.00
Double $4.00—$6.00—$8.00—$10.00
Parlor and Bedroom $12.00—$20.00

A Randezvous of the Motion Picture
Professionaries for the 16 M.M. M.
D. B. MULLIGAN
Executive Vice President
LOUIS LOW
Resident Manager

WASHINGTON MERRY-GO-ROUND

A Column of Successful Showmen!

HARVEY “DOC” ARLINGTON
Kay-Bee Theatre, Anderson, Ind.

“Columbia’s last year’s product was okay
and the new product for this season is
as near perfect as possible. So far each one has clicked for us at the box office and that is what counts.”

HAIK KAVOOKJIAN
Auditorium Theatre, Highlands, N.J.

“Columbia has produced and is producing
the kind of pictures I want. They are the kind of pictures my audience likes. I can make money for g nan at a fair price.”

E. J. CALLAHAN
Auditorium Theatre, Crockett, Tex.

“We have played all your releases to date, including that gem ‘Washington Merry Go Round’. They’re all audience pictures of a high caliber.”

JOE STERN
Marlow Theatre, Ironton, Ohio

“Columbia pictures have appealed to me because they combine pleasing entertainment and moderate rentals. Columbia has always been a money maker for me.”

“It moves! It says something! It gets there!”

PAUL McGUIRE
Pittsburgh Press.
Well! WHAT MOUSE BE, MOUSE BE!

SANTA CLAUS HAS ASKED

MICKEY MOUSE

to help make this the merriest

Christmas of all time and Mickey’s gonna do it!

Be sure to book a New WALT DISNEY MICKEY MOUSE for Christmas Week but be sure it’s a

UNITED ARTISTS PICTURE
Short Shots from New York Studios

By "C. A."

THE cutting room at the Brooklyn Vitaphone studio is one of the busiest spots in the movie-making industry. With 13 Vitaphone short subjects edited there in the past fortnight, there are at present 14 new subjects being completed.

The one-reel subjects include two issues of the "Rumbling Round Radio Row" series; "Old Time Sport Thrills," a compilation of "sports our fathers knew," which will be included in the "Pepper Pot" novelty series; "Hone's Tricks" with George Owen and his gang, "That's the Spirit" with Noble Sisles and his band, Hannah Williams in "The Audition" with Phil Emerson and his band and "Hot Companions" with Harry Barris, Joyce Whitman and "The Continentals," all four included in the "Melody Masters" band series.

The two-reel pictures being edited include Ruth Etting in "Along Came Ruth" and another as yet untitled; Phil Baker in "The Poor Little Rich Boy"; Russ Columbo in "That Goes Double"; "A Young Man's Fancy," a condensed version of "Spring Is Here," with Pearl Osgood, Lanny Ross and Nancy Welford, all five two-reelers being part of the "Broadway Brevities" series; Frank Orth and Ann Codee in "Trouble Indemnity" and Jack Haley in "Wrong-Orilla," both "Big V" comedies.

"Gentlemen Be Seated," a minstrel show in two-reels, will be put into production at the Brooklyn Vitaphone studio today. "Pick and Pat," from Station WOR, will be featured. Roy Mack will direct.

TAKING "ROXY" TESTIMONY
Addison S. Pratt, special master appointed by Judge Francis G. Caffey to hear testimony in the cross petitions of RKO and the Roxy Theaters Corp. regarding the use of the name "Roxy," will start taking testimony Monday. Several witnesses have been summoned. Pratt will report to Judge Caffey and a decision is expected not later than Friday.

Showman's Daily Reminder

A chrysanthemum show will dress up your lobby most attractively.

THE FILM DAILY

Tuesday, Nov. 15, 1932

NEWS of the DAY

New Haven, Conn.—Sandy Corp. has been formed here to operate a house on Legion Ave. Anna G. Freedman is president and treasurer, and Jerome Freedman, secretary. Max Cohen of Bridgeport is a director.

Sparta, Ga.—"The Grand," owned and operated by D. T. Clary, has been reopened following improvements.

Kansas City—Louis Salberg has leased the Fairmount at Independence Road and Ash Ave. for two years from J. F. Neupert.

Huron, O.—John Schieffenheimer of Chagrin Falls, has purchased the lease and equipment of the Ritz and will open after remodeling.

San Antonio—Joe Miller, formerly manager of the Capitol, Dallas, has been transferred to the RKO Majestic there. Al Reynolds succeeds him in Dallas.

Dallas—Jim Landers, former manager of the Old Mill, which has been closed all summer, has been transferred to Beaumont, where he will manage the Jefferson.

San Antonio — W. W. Parsons, formerly on the staff of the Texas Theater, took over the managerial reins of the State when it opened recently.

SENNETT SIGNS SWIMMER
West Coast Branch of THE FILM DAILY

Hollywood—Helene Madison, swimming champ, has been signed for a Mack Sennett short to be released by Paramount. It is announced by H. Lee Hugunin, assistant general manager for Sennett. Clyde Bruckman will direct. Marie Beacon and Frank Eastman also are in the cast.

LILLIAN GISH TOUR OFF
Tour of Lillian Gish in the stage revival of "Camille" has been called off following the two weeks' engagement on Broadway.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Nov. 15

Lewis Stone
Grover Jones
Samuel Orlitz
Joseph P. Reddy
Hal Dansen

With PHIL M. DALY
ALONG THE HILLS

- - - - BIG SURPRISE!!... just to give you an idea what the Talent thinks of this Half-Naked Truth Dinner and Beef-Stag at the Park Central this evening... those celebrated entertained known as the Radio Ballyhooligans... Charles Jordan and Johnny Woods... are rying all the way from Columbus, Ohio today... in order to be in the lineup along with the other Big Names... the stunt was arranged by Tom Kennedy, "The Voice of Arkayo." - - -

- - - - IN ORDER to allay some wild rumors to the effect that only "half-truths" will be told at this gala-gala tonite... proxy Hal Horne delivers himself of the following pronouncement...

- - - - IF THE boys have an idea that the beefsteaks will be the only things put on the pan... they are misinformed... this is not going to be any pink tea... the Half-Naked racket will have plenty of color... including a deep indigo... a lurid crimson for the hot-chatalement... some red for the muggs who are at present in it... with a final black-out that will leave the gang groggy... - - -

- - - - SOME DIRTY cracks have also been made about the proper clothes for the occasion... some have even suggested bear-skins and skunk as being au fait... including the new indigo... some red for the muggs who are at present in it... with a final black-out that will leave the gang groggy... - - -

- - - - HOWEVER, IN the event that you can't take it ear-muffs will be permitted... this might be a wise precaution... and the lights will be plenty of the shining lights of the industry taken for a sleigh ride... no one will be immune... and this includes the outstanding screen, radio and stage personalities... they'll take it... and like it... incidentally... this monster, massive, Marvelous Mobilization of everything that's up-to-the-minute in the season's new styles in Fancy Ribbing... has resulted in a sell-out... and don't tell us we didn't warn you... we tipped you off over a week ago...

- - - - IN A recent editorial remark in the lil' ole paper allusion was made to the 36 possible dramatic situations and that erudite scholar... Frank J. Wilsbach... proffers some very interesting data on the subject...

- - - - HE STATES that this controversial question dates back to Goethe... the German sage once told Eckerman and Soret that an Italian playwright named Gozzi... had asserted the existence of only 36 possible tragic situations and that Schiller had taken pains to prove that there were more only in the end to find himself unable to gather even as many as Gozzi had collected...

- - - THEN ABOUT 50 years ago... M. Georges Polti, a Frenchman, published a book on the "36 Situations Dramatique"... since then writers and playwrights have supplied 10,000 "new plots"... but they are all subdivisions of Gozzi's Original 36... so write to the screen all you have to do is consult Gozzi... and twist the 36 around to suit yourself.
THE WHOLE INDUSTRY IS STANDING PAT

BUT THEY WON'T BE ABLE TO STAND HIM FOR LONG!

So they're sending him over with the rest of the ribbers to help turn the

A. M. P. A. BEEF-STEAK

into a

RIB-STEAK

at the

HALF-NAKED TRUTH DINNER and STAG

to be held at the

PARK CENTRAL HOTEL

TONIGHT AT SEVEN O'CLOCK!
ANTI-CENSORSHIP GROUP FINDS MORE LIBERTY

(Continued from Page 1)

gaged in fighting all forms of cens-

orship and at present has a special

campaign under way dealing with

films. In a study of censors' deletion

now being conducted by Gordon W.

Moss, secretary of the organization,

the data thus far obtained shows

that more than 90 percent of the
deflections made in the past year, with

comparisons showing how each pic-

ture fared at the hands of respec-

tive boards, and this data will be

made available generally for propa-
ganda against censorship as it is now

practiced, and also for the

guidance of producers. Complete in-

formation on this has been obtained

from the New York state board.

Among the reasons for fewer de-

letions now being made in pictures, ac-

cording to Moss, is the fact that pro-
ducers are learning to be more sub-
tle in the handling of delicate situa-
tions. On the other hand, methods of

exploitation, which frequently create

the impression that a picture goes

beyond moral bounds, when in fact

it is entirely within propriety, are

doing more than anything else to uphold

the cause of censorship, says Moss.


M-G-M Unit in China
To Film "Good Earth"

Shanghai—What is said to be the

first attempt by an American com-

pany to make a motion picture with

an Oriental cast is now under way

here with the arrival of M-G-M rep-

resentatives to arrange for the film-
ing of "The Good Earth" from the

Pulitzer prize novel. Film tests of

native artists are being made, and

the entire cast probably will be Chi-

nese.

MORE ALA. SUNDAY SHOWS
Birmingham—Sunday movies have

been established in Fairfield, local

suburb, following a petition spon-
sored by N. H. Waters, exhibitor.

The Strand in Montavello also has

instituted Sunday shows, with

performances from 2 to 6 P. M.


Punch Sequence

It happened at the Brooklyn Vitas-

phone studio the other day in the

filming of "Win, Loose or Draw." Henry Gerkin,

heavily wounded, was supposed to

be knocked down by Jack Dempsey. He

was told to fall in a certain manner and

roll over at the count of eight. Six

times Dempsey knocked Gerkin down.

Each time he fell incorrectly. The

seven time Dempsey let go a real

haymaker, and Gerkin went down for

keeps. As he was unconscious at the

count of eight the scene had to be

taken all over again after the dazed

Gerkin had recovered.


One-Third Originals
West Coast Bureau, THE FILM DAILY

Hollywood—Out of 35 features now

in production at both major company

and independent studios, 13 are based

on original stories, according to a sur-

vey just made by THE FILM DAILY.

Bizzelle Joins Mattson;
Activities Being Expanded

John R. Bizzelle, former export

manager for Pacent Reproducer

Corp., has become associated with

Ernest Mattson, Inc., which is ex-

tending its export business to all

parts of Europe, South America,

Latin-America and the Far East. In

addition to films and equipment,

Mattson is handling radio and elec-

tric equipment. Prospect of tariff

adjustments under the new admin-

istration is expected to aid the com-

pany's business.

CHEVALIER PACKS 'EM IN
After breaking the New York

Paramount's 1932 opening day at-

endance by drawing 14,900 on Fri-

day, Maurice Chevalier in person

with "Evenings for Sale" on the

screen set a new Saturday morning

record for this year, filling up com-

pletely and having a line of 2,200

along 43rd St. by 1 o'clock. Police

reserves had to be called to handle

the crowd. The entire show is be-

ing held over for a second week.

GET NEW M-G-M CONTRACTS
West Coast Bureau of THE FILM DAILY

Hollywood—William Haines and

Walter Huston have been given new

contracts by M-G-M. Robert E.

Hopkins and Thorne Smith also have

been signed as scenario writers. Sam-

uel and Bella Spewack are other

recent additions to the writing staff.

VONDERSCmidt HOUSE FIRE

Bedford, Ind.—Fire backstage in the

Von Ritz destroyed the interior of

the building and damaged two

stores and an office building. Loss

was estimated at $150,000. The the-

ater is owned by H. P. Vonderschmidt

of Bloomington. Carl
Hughes is manager of the house.

FILM NAMES FOR PLAY
"The Lady Is Tired," by Frances

Marion, is now slated to be produced

on Broadway by Arch Selwyn, with

Henry Roland heading the cast. Also

likely to appear in this stage offer-

ing are Robert Montgomery, Lupe

Velez, Edna May Oliver and Arthur

Byron.

NEW WESTINGHOUSE V. P.'s

C. E. Stephens, formerly commercial

vice-president with headquar-
ters in New York, and N. G. Sym-

monds, formerly commercial vice-

president located in Chicago, have

been elected vice-presidents of West-

inghouse.

BRINGS RUSSIAN FILMS

Margaret Bourke-White, specialist

in industrial photography with

offices in the Chrysler Building, is

back from Russia with about 20,000

feet of motion pictures taken by her

in that country.
ARBITRATION SYSTEM POSSIBLE IN 30 DAYS

(Continued from Page 1)

by Fox pending, President M. A. Lighatin of the M. P. M. yesterday signed a draft of the agreement to five distributing companies for their examination. General sales managers, in conjunction with their legal counsel, will read the agreement. Efforts are being made to secure adoption of the contract by all companies immediately as the dates for the two exhibitor mass meetings approach.

Alice White is Signed For Paramount Picture

West Coast Bureau of THE FILM DAILY

Hollywood—Alice White has been signed by Paramount for the lead in "Luxury Liner," a B. P. Schulberg production with George Brent, Zita Johann, John Halliday and Richard Bennett. Lothar Mendes will direct.

"SIGN OF CROSS" FOR RIALTO

Paramount's "The Sign of the Cross" has been definitely set for opening here at the Rialto on Nov. 30. The feature will play two-a-day with the house scaled from 90 cents to $1. Milton Feld of Paramount Publix will supervise the running of the theater during the few days previous to the opening while the house is closed. Joe C. Pilla is handling publicity and exploitation for the picture.

SCHOOL TO GIVE SHOWS

New Britain, Conn.—Sound film equipment will be installed in the auditorium of the Senior High School here, its cost to be defrayed by film entertainments for which admission will be charged. The project has been opposed by George LeWitt, supervisor of a theater in Plainville and a member of the board.

COFFEE SERVED AT THE ROXY

Starting yesterday the Roxy Theater added a new service for the convenience of its patrons. A hot cup of coffee and wafers are now being served in the Lounge during all performances.

COLUMBIA FILM FOR GLOBE

"That's My Boy." Columbia release starring Richard Cromwell with Mae Marsh, opens Nov. 21 at the Globe on Broadway.

HARRY WARNER arrived in New York yester-

day from the Coast.

SIDNEY BLACKMER is on his way to the coast for picture work.

S A M G O D L I N . U.S.B. productions ar-

rived from the coast yesterday to discuss new productions and stars with WilliamSelz. Bis-

ch will be in New York for about a week.

THE Film

DAILY

TUESDAY, NOV. 15, 1932

GOV'T-RCRA SUIT PUT OFF WITH SETTLEMENT LIKELY

(Continued from Page 1)

control, involving chiefly RCA, General Electric and Westinghouse, has dropped its cross-licensing in connection with radio, electric and talking picture patents, constitute the Government's prima facie case. The electric companies are understood to have prepared a plan for meeting these requirements, thus avoiding the huge expense of a trial which would probably last several months.

Advices from Washington yesterday stated that the Department of Justice has been considering a plan submitted Saturday by David Sar-

noff for reorganization of the RCA patent arrangement. The plan was described as "a good proposition," thus indicating the likelihood of an amicable settlement.

JACK L. WARNER predicts Four Years of Prosperity

(Continued from Page 1)

statement thanking all members of the industry who worked for the election of Franklin D. Roosevelt and his administration as being especially important for pictures, saying, "Barbarism must be fought, trampled under foot and driven from the land."

MIDDLETOWN HOUSES LEASED

Middletown, Conn.—Fifteen-year leases, running from Sept. 1, have been taken by Middletown Theaters, Inc., on each of the three houses which it was recently formed to operate, the Capitol, Middlesex and Palace.

GOTTESSMAN GETS HOUSE

Al Gottessman has acquired a house in Ossining, N. Y.
Legislation to be Alternative, Says Abram Myers

TEXT OF NEW EXHIBITION CONTRACT ANNOUNCED

Decision on New Contract is Asked by This Saturday

Companies Asked to Accept or Reject Pact by End of This Week

In the submitting draft of the proposed new standard exhibition contract, request has been made to distributors, both major and independent, that they register their acceptance or rejection by Saturday. Last companies contacted in connection with the agreement, now officially adopted by RKO, are Monogram and Majestic.

GAGS, RIBBING RUN RIOT AT AMPA HALF-NAKED FEST

One of the most riotous jamborees of satirical wit and robust Rabelaisian story-telling was pulled off by Am(APP) last night at its Half-Naked Truth Dinner in the Florentine Grill of the Park Central Hotel. The turnout was about 400, not counting the waiters or Hal Horne, Am(APP) prexy and master of ceremonies.

Federal Film Council Head Favors Gov't Supervision

Federal Film Council head, formerly a member of the Senate for Federal regulation and supervision of motion pictures was advertised for Mrs. Robbins Gilman, president of the American Motion Picture Council of America, in an address before the

Myers Says Chi. Meet to Weigh Distib Concessions vs. Bill

Independent exhibitors attending the Allied-MPTOA mass meeting in Chicago on Nov. 28-29 will be called upon to choose “between what the producers, as a result of the recent negotiations, are willing to yield, and

Details of New Standard Pact Given Out by Sidney R. Kent

Greatly resembling the 5-5-5 standard exhibition contract, the new licensing agreement drafted by the M. P. T. O. A. and Allied, sitting in conferences with Sidney R. Kent representing Fox, was formally announced in detail yesterday. Announcement of the complete text of

LIMIT OF 2 ROADSHOWS PROVIDED IN NEW PACT

Limiting of two roadshows to each producing company is provided in an optional clause in the new standard exhibition contract, which Fox is the first to adopt. Only exception applies to pictures shown in New York and Los Angeles.

L. M. Ash Is Appointed U. A. Southern Manager

L. Maurice Ash, formerly vice-president and treasurer of Saenger Theaters for 20 years, has been appointed southern division manager for United Artists, it is announced by Al Lichtman. Ash started his new duties this week with headquarters in New Orleans.

Disney Short Wins

"Flowers and Trees," Walt Disney's first Silly Symphony in Technicolor for United Artists release, will be given the animated cartoon award by the Academy of Motion Picture Arts and Sciences this week, according to word received by United Artists.
Deny William Goldman
Quitting Warner-Stanley

Emphasis denial was made yesterday by Warner theater executives both in New York and Philadelphia of a report that William Goldman, in charge of the Stanley-Warner circuit, is resigning. Goldman has a contract running for nearly three more months. The story mentioned the resignations of others identified with the Philadelphia operation.

W. C. HUNT IN LEGISLATURE

When the new Jersey Legislature convened William G. Hunt, circuit operator, will be a member of the House of Representatives. Hunt, who headquarters in Wildwood, is the head of the theaters in Cape May, Trenton, Philadelphia and Audubon.

PHILLY TAX HEARING

Philadelphia — Finance committee of the City Council plans to hold a public hearing on the city's tax levels which, in its present form, places five per cent assessment on admissions over 20 cents. Exhibitors are hopeful that the bill will be abandoned.

M-G-M RE-MAKING "LADY"

West Coast Bureau of THE FILM DAILY

Hollywood—“The Lady,” based on Martin Brown’s play which was acclaimed some years ago by Norma Talmadge, will be produced as a talker by M-G-M with Eliza Dushku and Philip Holmes in the leading roles, directed by Charles Brabin. Miss Dusku is due back from New York in about two weeks.

MARKS, LANDE QUITS POWERS

Jerry Marks has resigned as western division manager of Powers Pictures, and Jerry Lande, district managers were in Chicago. Harry Lande, branch manager in Chicago for Powers, also has resigned and has formed with primitive Feature Attractions to handle the distribution of independent pictures in Wisconsin, Northern Illinois and Indiana.

TORONTO STUDIO SITE

Toronto—Site of the studio planned here by George Booth, president of Booth Canadian Films, is announced as the Yonge-Eglinton. First unit of the studio will be a dome shaped structure of steel, concrete and glass, 120 x 85 and 80 feet high. Donald G. French is the author of the first production, “Under the Circumstances,” which will star Claire Mapleford, Col. O. A. Wilcox and his wife with premier Feature Attractions to handle the distribution of independent pictures in Wisconsin, Northern Illinois and Indiana.

"MILLION" FOR RIVOLL

Paramount’s “If I Had a Million” will have its premiere at the Rivoli following “Trouble in Paradise.”

"FUGITIVE" HOLDOVER

First holdover request received by Warners for “I Am A Fugitive from a Chain Gang” has come from the Stamford Theater, Stamford, Conn.

Eddie Goldstein Joins Jack Bellows Forces

Eddie Goldstein, for nine years with Warners, where he recently was a metropolitan sales executive, has joined Jack Bellows Film Exchange as special home office representative. Goldstein will contact major situations throughout the state.

New Contract Explained At N. J. Allied Meeting

Explanation of the various phases of the new standard exhibition contract was made by Sidney Samuelson, president of Allied Theaters of New Jersey, at the units meeting yesterday afternoon at the Hotel Waldorf. Although no action was taken in the matter, it is understood that members present were favorably impressed by the plan. Explanations are that 20 members of the unit will attend the exhibitor meeting scheduled for Dec. 1 in New York.

ARTHUR H. JAMES ON BENCH

Scroton—Arthur H. James, part- owner of M. E. Comerford and formerly lieutenant-governor of Pennsylvania, is being congratulated on his election to the Supreme Court of this state. He will serve a 10-year term.

BURR FILES PETITION

West Coast Bureau of THE FILM DAILY

Hollywood—Voluntary petition in bankruptcy has been filed by C. C. Barr, listing liabilities exceeding $63,000 and assets of $13,345.

MORE NAMES FOR MAJESTIC

West Coast Bureau of THE FILM DAILY

Hollywood—The addition of Mollny Douglas, Maude Khourne and Robert Frazer to the cast of Majestic’s “The Vampire Bat” is announced by Fred Goldstone. Also signed are Leon Harms and Joe Hay. All the party from the expedition to “Sing You Singer,”" by Wilson Collison, author of “Red Dust.”

LEWEN PIZOR RECOVERED

Philadelphia—Lewen Pizor has returned to work following a serious illness.

PATHE PROFIT $28,609

Net profit of $28,609 is reported by Pathé Exchange, Inc., for the 13 weeks ended Oct. 1.

MAKING UNDER-WATER SHOTS

Paul Burress, who photographed the Goerge Vasekert fish picture “Devil Playhouse” is now working on some under-water shots which he hopes to complete by New Year’s. Burress returns today to Palm Beach, Fla.

WARNER’S BUY "RED MEAT"

“Red Meat,” by David Karrner, author of “Silver Dollar,” the First National picture starring Edward G. Robinson, has been bought by Warners. Kenyon Sutherland is writing the screen story, based on the life of a world famous Chicago meat packer.

RAW TEXT END
Watch our "Red Dust" as we go "Smilin' Through" 1932-1933 on our way to "Prosperity"
You can have the turkey!

Give me Joe E. Brown

"You said a mouthful for Thanksgiving!"

Louder and funnier than "Local Boy" and "Fireman", in a big production that will set him up as the screen's ranking laugh star! Clean as a dinner shirt before dinner! "FARINA" of Our Gang for sure-fire kid appeal... Ginger Rogers and bunches of bathing gals for IT appeal! Hundreds of key houses have grabbed it as the best family show on the market... You owe it to your holiday audiences!

Let's give thanks for

Warner Bros.
"Loaded with guffaws."
—Hollywood Herald

A First National Picture with Ginger Rogers, Preston S. Foster, Sheila Terry, 

3 CLEVER WAYS TO SAY "BROWN'S IN TOWN!"

This picture spells "Joe E. Brown"—use it to make Joe E. Brown spell heavy dough!

Use a real pumpkin for this "Some Pumpkin" holiday lobby display.

Our big Thanksgiving Attractor
JOE E. BROWN
YOU SAW A MOTHER

Something new for a street bally-hoo. These merry masks will help get a houseful for "Mouthful."

And scores of other money-making ideas in the Merchandising Plan. Get it today!
Kent Announces Details of New Exhibition Contract

(Continued From Page 1)

the contract came from Fox, which is served, and so it is treated, with a part upon a per-
centage of the admission receipts of said
theatres, such receipts shall be paid to the Distributor as liquidated damages for each day the Exhi-
bitor fails to exhibit such motion pictures.

Liquidated Damages—Percentage

If the Exhibitor fails to exhibit any said motion pictures for exhibition in conflict with the
"run" or prior to the expiration of the "pro-
tection" period, as defined in the Schedule, the Distributor shall designate such date or dates by mailing written notice to the Exhibitor.

Protection and Run

The Distributor agrees not to exhibit or grant a license to exhibit any of said motion pictures for exhibition in conflict with the "run" or prior to the expiration of the "pro-
tection" period, as defined in the Schedule, without the written consent of the Distributor.

Selection of Play Dates

Exhibitor shall select such dates as are herein defined and/or otherwise provided for, in the Schedule, the exhibition date or dates of each of said motion pictures shall be law.

Acceptance by Distributor

The Distributor shall accept the said motion pictures in accordance with the Schedule provided, in the Schedule, the motion pictures shall be law.

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Pictures Not Generally Released

If any of the said motion pictures described in the Schedule shall not be generally released by the Distributor, the Distributor shall be liable for the expressly stated amount, and any additional charges agreed to by the Distributor, which shall be paid by the Distributor to the Distributor, and the additional charges agreed to by the Distributor.

WOBBER ENDS DUTIES DEC. 1

Sidney W. Kent, who is now on a business trip to Hawaii, ends his duties with Param-
dec. 1. He joins Fox under Sidney R. Kent early next year.

FALSE UNIFORMS' FOR CAMEO

A first-class advertisement, "False Uniforms for Cameos," is now in the West, goes under the name of "False Uniforms for Cameos." It is illustrated with pictures of various theatricals and will be followed by "Beneath the Sea," a Principal release.

"SILVER DOLLAR" DEC. 21

Premiere of First National's "Silver
Dollar," starring Edward G. Robinson, scheduled for Dec. 21 at a Broadway theater coincident with the opening in several other major cities.

QUITTNER HEARING SET

Witnesses called in connection with Joseph E. Quittner's suit against his former employers have been scheduled to appear tomorrow in the U. S. District Court. Case had been scheduled for last Monday.

NEW Incorporations

NEW YORK CHARTERS
Mount Vernon Pictures, N. Gammott, 70
Piccadilly, New York, N. Y., 1000, and
New York, N. Y., 1000.

NEW JERSEY CHARTERS
Mac Air Conditioning Corp., Atlantic City, N. J.,
1000, and 1000.

THE DAILY
Wednesday, Nov. 16, 1932
Civic Union of St. Louis. Mrs. Gilman, who also is chairman of the Motion Picture Committee of the National Congress of Parents and Teachers as well as U. S. correspondent to the Cinema Committee of the International Council of Women and the Welfare division of the League of Nations, says the chief fault of films today is that they create a false conception of life in the minds of children, that they undermine American prestige abroad and portray the American family, women and marriage falsely.

—THOMAS H. BARTLETT

CHICAGO MEET TO DECIDE ON LEGISLATIVE COURSE

(Continued from Page 1)

what the exhibitors can hope to gain by pursuing the legislative program mapped out in Chicago a few weeks ago," says Abram F. Myers, general counsel of Allied, in a statement urging all independent theater owners in the territory west of the Alleghenies to attend the confab.

The forthcoming confab will afford exhibitors the opportunity "to accept or reject proposals for reform in the motion picture business that will vitally affect their interests for years to come," Myers declares.

"Hence it is not mere ballyhoo to say that it is the positive duty of every theater owner in said territory to attend this meeting. Allied, by insisting on open discussion of the present situation (for the theater owners the right virtually to legislate with reference to the rules under which they will do business during the next three years—probably permanently)

"Every theater owner should be as much concerned in voting on the measures coming before this meeting as in voting for the men who will control the Government.

"This is not an Allied meeting, or a M. T. O. meeting, but a mass meeting of all independent exhibitors. The purpose is not to adopt resolutions but to act on concrete proposals of the greatest importance to every one in the business.

"Mr. Sagerman and his associates have done everything possible to insure a comfortable time at a minimum expense.

"Every theater owner who reasons the matter out will conclude that he can not possibly afford to stay away.

Federal Film Council Head
Favors Gov't Supervision

(Continued from Page 1)

GAGS, RIBBING RUN RIOT
AT AMPA HALF-NAKED FEST

(Continued from Page 1)


The proceedings started off at 7 P. M. with music and good cheer. During a gorging of beef-steak there was musical entertainment on the stage. Following the eats a burlesque "Goona-Goona" film was shown. Then the ribbing and gaggling started in earnest. At midnight the merriment was still going strong.

Compliments were bestowed on the Dinner Committee for the swell job in putting over the affair. This committee included Hal Horne, AMPA president; Paul Benjamin, chairman; "Chick" Lewis, Larry Weiner, Ed Finney, Marvin Kirsch and Ed MacNamee.

Committee man for speakers was Larry Weiner, assisted by Monroe Greenthal; for entertainers, Edward Edelson, assisted by Ken Hallam; for staging, Edward Finney, assisted by Al Sherman.

The food was great, and plenty of it, with fast service by an efficient corps of waiters directed by Banquet Manager Schmidt of the Park Central.

Six RKO Productions
Are Set for Release

RKO has set six new features for release in the next three weeks. They include: Constance Bennett in "Rockabye," with Joel McCrea and Paul Lukas; Mitzi Green in "Little Orphan Annie," Richard Dix and Ann Harding in "The Conquerors." Leo Carrillo in "Men Are Such Fools," with Vivienne Osborne and Una Merkel; "Sport Parade" with Joel McCrea, Marian Marsh and William Gargan; Tom Keene in "Renegades of the West."

"INTERLUDE" HELD OVER

St. Louis—H. G. M.'s "Stranger Interlude," being roadshowed at the Shubert Rialto, has been held over for a second week.

Sunday Shows Aid Stores

Birmingham—Merchants here are eighth in line for all the business resulting from Sunday movies. Since the town is ordered to do without them, downtown streets have been thronged with spenders and window-shoppers who formerly stayed home or went out of town on Sundays.
Hooray!
There IS a Santa Claus!

You'll see him in this grand and glorious cartoon—and you’ll feel his presence at the box-office when you show it. It is the PERFECT short feature for holiday time or any time programs!

Watch old Santy bring all the famous nursery rhyme characters to life. And watch young and old alike eat it up.

Holiday dates will soon be filled.

BOOK IT NOW!

Educational Film Exchanges, Inc.
E. W. Hammons, President

Educational’s Short Subjects
Put the Happy Holiday Spirit in Your Shows at All Times!
### Publix Home Office Reorganized Under Local Plan

**MPTOA - ALLIED MAKING SURVEY ON EXCLUSIVES**

Independents Are Unable to Utilize New Contract

Johnston Says Each State Right Exchange Must be Contacted

Because most independent distributing companies do not make contracts directly with exhibitors they are unable to adopt the new standard exhibit contract just completed. As indicated in a letter sent yesterday by President W. Ray Johnston of Monogram Pictures to M. A. Lighthart, M. P. T. O. A. (Continued on Page 6)

### HORWITZ PRAISES HAYS AID IN CLEVELAND SETTLEMENT

Cleveland—Cooperative efforts of the Hays office in settling the Cleveland zoning controversy are acknowledged and praised by Samuel Horwitz, attorney for the exchange, in his statement announcing conclusion of the settlement. Horwitz says in part:

“I want especially to give credit to W. H. Hays, Gabriel L. Hess and Charles Petru, ...” (Continued on Page 6)

### Mickey Mouse Gets Disney Special Academy Award

West Coast Bureau of THE FILM DAILY Hollywood—Walt Disney has been awarded the “extra special” award by the Academy of Motion Picture Arts and Sciences for his creation of Mickey Mouse. The only like awards in the past were won by Warners, for pioneering in sound, and Charlie Chaplin, for “The Circus.”

### Hertz Expected to Eliminate Long Term Contracts at Para.

Four Key City Roadshows Set on “Farewell to Arms”

Roadshow openings on Paramount’s “A Farewell to Arms” have been set for four more cities in addition to New York. They are: Chicago, Boston, Philadelphia and Los Angeles. This is in addition to New York: Hertz is understood to be opposed to commitments covering a long period.

### Columbia Signs Deal With Publix

Columbia has signed contracts for the playing of its 1932-33 product in 350 major Publix houses from coast to coast, and is that by Jack Cohn, vice-president of Columbia.

### Assign Police Protection

In Akron, Ohio, Bombing

A.Kron, O.—All neighborhood theaters here are under police surveillance and detectives are prepared (Continued on Page 4)

### Sam Dembow, Jr., Announces Publix H. O. Reorganization

To facilitate the functioning of the decentralized units of the circuit and make the home office essentially an organ of service, advice and information to the field, a new organization setup of the Publix New York offices is announced by Sam Dembow, Jr., acting head of Publix Theaters. The changed setup at the home offices in no way minimizes the local autonomy and responsibility of each division, says Dembow.

David J. Chaskin and Milton H. Feld (Continued on Page 4)

### Exhibit Units Contacting Distrbs for Views on Single Runs

A survey of distributor views on the exclusive selling policy being made jointly by the M. P. T. O. A. and Allied. Requests for expression on the matter are contained in letters sent to various distributing companies, both major and independent, in connection with the campaign toward the general adoption of a standard exhibition contract.

The letter reads in part: “If these proposals commend themselves to you, we will appreciate your advising the respective presidents of the two exhibitor associations by letter not later than Nov. 15.” (Continued on Page 4)

### WIDRANGE REPRODUCTION PLACED ON MARKET BY RCA

Following development of an entirely new sound head that utilizes a rotating drum instead of a gate for sound take-off and with the exist- ing highly successful all AC operated equipment as a basis for design and performance, RCA Victor announces the introduction of what is referred to as Highest Fidelity Photophone sound reproducing equip-

### “Most Dangerous Game” For Two Paramounts

RKO’S “The Most Dangerous Game” yesterday was booked to open tomorrow for a simultaneous run at the New York and Brooklyn Paramount de luxe. Maurice Che- valier in person is being held over at the New York house.

Katz Still Free

“Nothing new yet,” said Sam Katz to THE FILM DAILY last night, indicating he has not as yet made definite plans for future activities in the industry. He now expects to make a formal announcement in about a week.
Kansas City Branch Wins Monogram Sales Contest

By selling 82 per cent of the entire year's quota in ten weeks, the Monogram branch in Kansas City has won the company's sales contest based on the most business writing by its four member offices. Eighty-two per cent of each office's quota, it is announced by Eddie Golden, general sales manager, who supervised the branch. St. Louis and San Francisco sold 67 per cent each, and Washington 63 per cent. Entire Monogram system averaged slightly above 60 per cent. The results indicate that the company's $3,684,840 quota for the year is a possibility, says Golden.

Says Latins Don't Like Spanish Films Made Here

Latin-American audiences do not want the present type of Hollywood-made Spanish pictures, declares Robert Sosa, motion picture editor of "La Nacion," Buenos Aires newspaper, on his return to New York from a five months' trip through South America. Castillo is the Spanish is not acceptable to picturegoers in Latin America, he said, and audiences prefer the Argentine language as it is generally understood more thoroughly. Spanish pictures made in the United States are not played by the Class A and B houses, asserted Sosa.

M-G-M ADDS PROPERTIES

Says rights to "Another Language," current Broadway stage hit, has been acquired by M-G-M. The company also has bought talker rights to "He Who Gets Slapped," which M-G-M made as a silent eight years ago.

HAROLD KEMP RESIGNS

Harold Kemp, director of the Warms, Artists Bureau, has resigned to become an assistant to George Engels of the National Broadcasting Company's Artists Bureau.

BICKERTON ON BANK BOARD

Joseph B. Bickerton, producer and attorney, has been elected a member of the advisory board of the Chemical Bank & Trust Co., Times Square Office.

"FALSE FACES" OPENS NOV. 24

Opening of World Wide's "False Faces" at the New York and Brooklyn Paramounts has been changed to Nov. 24.

Afram F. Myers Analyzes Northwest Zoning Opinion

On the contention that testimony shows the Minneapolis zoning and protection schedule was approved at a joint meeting of directors held in that city in September, 1930, it has been definitely proven that "there was a combination or conspiracy" in violation of the anti-trust laws, according to Abram F. Myers, general counsel of Allied. In an analysis of the opinion of Judge Nordbye denying a temporary injunction to A. I. Steffes in his suit against the Minneapolis Film Board of Trade, et al. The sole issue, says Myers, was whether Publix obtained its protection as a result of a combination or as a result of separate bargaining with the several distributors, and he declares the fact that the schedule was agreed upon jointly is ground for the injunction. The court ruled that, because of conflicting evidence, the issue could best be determined on final hearing.

SUMMONED IN QUITTNER SUIT

Adolph Zabor and Sam Dembow, Jr., are among the witnesses summoned in connection with Joseph P. Quitter's action against Paramount. Suit may go to trial today in New York.

ERPI SHIP INSTALLATION

Electrical Research Products, which installed two Western Electric system for talking pictures, radio reception and a public address system including microphones and loud speaker amplification on the Manhattan, has been awarded the contract for similar installation on her sister ship, the Washington, now being constructed, it is announced by General Sales Manager C. W. Bunn.

WEXLEY SIGNED BY M-G-M

John Wexley, playwright who wrote "The Last Mile" and "Steel," has been signed by M-G-M to write an original.

OSWEGO HOUSE REOPENS

Oswego, N. Y.—The old Gem has been remodeled and reopened as the "Gem." It is under the management of Harry Simon, formerly manager of the Richardson.
A "SHORT" STORY of BROADWAY

It will take you One Minute to read it!

At the CAPITOL THEATRE,
M-G-M SPORT CHAMPION "Football Footwork"

At the ROXY THEATRE,
M-G-M SPORT CHAMPION "Snowbirds"

At the RIVOLI THEATRE,
M-G-M HAL ROACH COMEDY—ZASU PITTS AND THELMA TODD
in "Show Business"

At the NEW YORK THEATRE,
M-G-M SPORT CHAMPION "Blocks and Tackles"

THOSE GALS!
Potts and Todd are pulling a Laurel-Hardy! Bigger and bigger every day. The N.Y. Daily Mirror reviews them above the feature (not M-G-M!) saying: "THEY ARE WORTH THE PRICE OF ADMISSION!"

SHORT but Sweet!
M-G-M
REORGANIZATION EFFECTED IN PUBLIX HOME OFFICES

(Continued from Page 1)

will serve as New York contacts for the field, dividing the territory between them. Chester takes New England, New Jersey, Connecticut, Atlantic States, Sanger, Pacific and Texas, Indiana, Ohio and Kentucky. John C. Warner will be in charge of New York City, Upper New York State, Detroit, Toledo, Chicago, Great States, Central States, Ohio, Los Angeles, Kansas City, Indianapolis, Iowa and Nebraska.

Dembrow in addition to his other duties, including general supervision of the entire circuit, will continue to contact directly with all partnerships and affiliated groups.

Leon Zetter continues in charge of the bookkeeping department. Budget control will remain in New York.

Changes are planned in the advertising department to conform to the present setup into a service unit primarily giving information and advice to all theaters. Chester Stoddard continues as supervisor of the personnel department.

Complete new circuit setup is as follows: John Zetter in charge of the B. & K. Theaters in Chicago, Stoddard in charge of the Illinois and the Canadian operations.


Mr. and Mrs. J. Donaldson and W. K. Jenkins are handling the Texas Theaters not included in the Passfield Division.

John J. Friedl and L. J. Ludwig have been placed in charge of the Northwest Division.

George Walsh is in charge of the Cormé Division, and G. Ralph Branston is in charge of the Nebraska territory.

Assign Police Protection In Akron, Ohio, Bombing

(Continued from Page 1)

(To be continued)

to cope with the recent outbreak of sabotage and vandalism aimed at small theaters whose proprietors do not employ union picture machine operators. The warning was inspired by the bombing early Friday of the Palace and one of the two Small theaters managed by P. C. Buben.

VERNON IN BURLINGTON

St. Louis—Wally Vernon, master of ceremonies, after a week's run at the Fox here with a Fanchon & Marco unit, has been added to the burlesque bill at the Garrick here.

CHARLIE RUGGLES Paramount comedian, arrives in New York this afternoon for a brief vacation.

A. W. SMITH, Warner sales executive, left yesterday for a tour of Warner exchanges in the East. He will be gone from 10 to 14 days.

ALEXANDER KIRKLAND leaves New York today for the Coast to attend a conference in Los Angeles.

MORT BLUMENTHALL is leaving today for Philadelphia for a Warner theaters advertising conference. He will be gone all next week.

SOL EDWARDS of Educational has returned to New York from Charlotte, N. C.

FRANK L. GATES, manager of the Warner exchange, attended a conference in Cleveland, Chicago and San Francisco.

IRENE DUNNE, star, leaves New York for Hollywood yesterday after a brief visit to her husband, Dr. Francis Griffin, who is on the way to recovery from an emergency operation at St. Vincent's Hospital.

HERE IS one of the most fantastic stories ever to come out of Hollarwood... it concerns Mannie Soff, co-author of "Blessed Event,"... he was signed in the east to go out to the studio and write for Paramount... now, for years Mannie has been listening to these stories about writers being signed up for pictures and sitting around idly for weeks and months... drawing down heavy jack for loafing.

AND SO Mannie arrived in the Town of Twiddle-Your-Thumbs... after practicing all the way out on the train... so he could sit for hours doin' nothin' but twiddlin'... he got so he really at Sandy's... and kept figuring to himself, "Pretty soon I'll be drawin' down about $1.78 for each twiddle. Not bad. Not bad."... so the next mornin' after his arrival he dropped into Paramount stude at 9 o'clock sharp... merely as a polite gesture... and to serve notice that he had officially started on his Twiddlin' Schedule... and doggone it, they up and put him right to WORK on a story assignment!

IT SEEMS that the advertising dept of the N. Y. "Times" get together occasionally... go over the day's issue... and vote upon the most distinctive ad in the rag... the other day they selected The Kid From Spain... basing their choice on text and illustration... effectiveness and beauty of the ad... and suitability for newspaper production... and they so notified Lord & Thomas who placed the ad... which was written and laid out by Lynn Farnol advertising impresario for Mister Goldwyn.

NOW THAT the hurricane of wits and nits has subsided with that Half-Naked Truth Half-Dinner and are we half-footloose, has the guests, speakers, entertainers and waiters are still wondering who really got the ribbing and betting odds seem to favor the guests... well, they sold ya a Ribbing Party, didn't they?... wot a delightfull sense of humor those AMPA boys have... Lester Allen had a word for it... "Let the buyer beware!"... instead of aprons they should have given the guests B. V. D's... so they would be in costume for the Spirit of the Affair... they, it was IMMENSE!

SO THE pressagent return to normal tomorrow with their lunch... as the official secretary's notice of the meeting says the AMPA "are determined to continue the good work"... with Sue Carol, Nick Stuart, Ken Murray and Arthur B. Revie as the talent... and an Added Surprise... Surprise bell... one surprise a week is enough...

THERE IS a concerted movement on the part of all newspapers to sound only the Optimistic Note... what you might call taking the PRESS out of Depression...
More lovable than ever in
Their Greatest Story

If Janet Gaynor and Charles Farrell were unknown players, this picture would make them famous. Never have they been more appealing than in this sublime tribute to enduring love... the perfect story for America's leading star team.

Janet GAYNOR
Charles FARRELL
in
TESS of the STORM COUNTRY
Directed by ALFRED SANTELL

Watch FOX This Year!
“Sailing a Square Rigger" (Magic Carpet of Movietone) Fox 8 mins. Okay There is not much to this release outside of a series of cleverly taken shots aboard of Polish four-mast. However, it should hold interest due to the unusual and daring camera angles and the novelty of the subject matter. Seamen atop the masts, standing at breath-taking angles to furl the sails. Shots of deck and of the square rigger, especially those in silhouette, give this a high rating as a picturesque short.

“Ricksha Rhythm" (Magic Carpet of Movietone) Fox 8 mins. Very fine Shanghai and its hurrying people as it is seldom shown in travel pictures is brought to the screen in colorful style in this release. Human interesting shots, and unusual camera angles add greatly to the reel’s value. Natural sounds augmented by a melodic music form a background for the Oriental places of interest and the activities of the nates.

“Sicilian Sunshine" (Magic Carpet of Movietone) Fox 8½ mins. Unusual Italy’s garden island of Sicily is the locale of this fine release. Humble homes and palaces, modern streets and mountain trails, natives of diverse and distinctly Latin in appearance all go make up eight minutes of magnetic entertain- ment. Sicilian island sunshine, in lights in striking manner the natural foliage of the land. The reel ends with some unusually thrilling shots of tuna fishing by net.

“From Kashmir to the Khysar" (Magic Carpet of Movietone) Fox 8 mins. Old World Beauty Starting in Persia, this release wanders through India and Afghanistan. Native industry is shown in intimate shots of rugmaking. Mas- ter craftsmen embroider handsome pieces while the youth of the nation looks on and learns. Trails into the Afghan country are pic- tured with mule packs carrying huge loads. Several shots of British mil- itary men and their activities end this very interesting short.

“Berlin Medley" (Magic Carpet of Movietone) Fox 8 mins. Fine Germany’s great city by day and night is vividly brought to the screen in this thoroughly interesting reel. From the time the city awakens to turning out of the last street light at night, the reel shows Berlin in life in many quarters. Many human interest shots and clever editing provide that “something different” for which this series is noted. Music replaces the usual narrative heard in most travelogues.

“Gorges of the Giants" (Magic Carpet of Movietone) Fox 8 mins. Majestic The canyons and gorges of the Yangzte River forms the beautiful background of this release. The spectator takes a smooth ride up the river, past magnificent palisades and huge cliffs. At the gorges, shots are taken from shore showing the na- tive boatmen directing their frail crafts through the treacherous cur- rents. This reel carries beauty, in- teest and a punch.

“Smash Your Baggage" Vitaphone 7000 9 mins. Wrong Stuff This third of the Melody Masters series features an all-colored cast of Smill’s Paradise Entertainers in a railroad terminal background. The president of the Baggage Smashers’ Benevolent Association has made a “bad pass” so the boys have to put on a benefit to build up the treasury. The show takes place in the station and consists of the usual tap dancing and girl chorus numbers with music by the porters’ band. Directed by Roy Mack.

“A Great Big Bunch of You" (Merrie Melody) Vitaphone 6883 7 mins. Good Cartoon A discarded clothes dummy is thrown on the city dump and proceeds to enliven things by singing and dancing to the tune of “A Great Big Bunch of You.” Good-down pianos, bed springs, statues, tin soldiers and miscellaneous junk is brought to life to play in the orchestra and to sing and dance. Produced by Leon Schles- inger.

“Captain Frank M. Hawks in Contact" Vitaphone 6982 10 mins. Just Fair In this “Pepper Pot” novelty an attempt was made to work the noted aviator into a story, but the result is not very successful. Captain Hawks’ race to fetch a doctor from an operating or a boy is supposed to supply the chief suspense, with the airman incident- ally displaying some of his stunt ability.
“KONGO”  
G-M  
85 mins.  

FAR-FETCHED TROPICAL MELODRA- 
MA WITH VENGEANCE THEME THAT’S 
THE SPICY-SPICY!!  
Not very palatable entertainment. 
It is a disagreeable theme, the chief 
characters are in a state of squalor 
all through the story, and it is cut with 
high-l欢迎您 to the tropical hide-

by and proceeds to inflict vile punish-
en on her. Just as he is about to com-
te his vengeance on the girl and her 
husband father, he learns that she 
was his own daughter. He then helps 
her escape with a doctor who has fallen 
in love with the girl. Virginia Bruce is 
the girl and Conrad Nagel plays the 
doctor. Lupe Velez has a Tondelayo role.

Cast: Walter Huston, Lupe Velez, Con-ond Nagel, Virginia Bruce; C. Henry Gor-

min, Mitchell Lewis, Forrest Kelley, Cur-

tu, Nero.

Director, William Cowen; Authors, Chez-

o, M. DeVonde, L. Low;aption 

Gordon; Cameraman, Harold Rossen; 

C. A. Nervig; Editor, Conrad A. Nervig.

Direction, Okay. Photography, Good.

“THE AMAZON HEAD 
HUNTERS”  
49 mins.  

UNUSUAL AND HIGHLY ENTERTAIN-
MENT ADVENTURE FILM FEATURING 
WILD CANNIBAL TRIBE.

This film covers four years of travel 
and adventure by the Marquis De Warvin, 
Belgian explorer, who took his expedi-

tion through the wild Amazon region in 
South America. His final objective was 
to peak the Head Hunters far in the moun-
tains interior where few white men have 
ever penetrated. As far as these adventure 
pictures go with their attempts to pho-

tograph primitive tribes, this one is 
easily the most successful. De Warvin secured 
the mass of detailed material showing the 
brutal heads of their enemies. To some 
his may appear gruesome, and it is doubt-
ful that it can exert any feminine appeal 
or this reason. It looks like a picture 
which may be interesting and strong. But an early sequence 
showed a novel and sensational bull-baiting 
in a public square of a town in Ecuador. 
Here are hundreds of natives all baying 
the bull like regular matadors, and every 
meal being in a whiz the bull gets a 
standing ovation. The incidental material 
leading up to the Head Hunter sequences has real enter-

tainment in novel scenic shots never before 
done. Wild horses in boats down raging 
rapids, crossing perilous chasms on 
road improvised bridges, etc. This lad De 
Warvin certainly had courage, and the 
film shows it all the way.

No credits, except Marquis De Warvin, 
ed of expedition, and Frederick Shields, 
doing the competent narration which is 
every entertaining.

Thursday, Nov. 17, 1932

FIFI D’ORSAY IN 
“THE GIRL FROM CALGARY” 
Monogram  
64 mins.  

FIFI D’ORSAY GETS OVER PLENTY 
OF SEX APPEAL IN LIVELY DRAMA 
WITH MUSICAL FEATURES.

This is quite a pretentious picture in the 
indie field, with some rather elaborately 
aged musical numbers, bevies of chorus 
girls, and Fifi D’orsay as the star of the 
stage revue singing several hot-pot-na 
umbers in her vivacious French manner. 
The theme is that of Fifi as a girl in the 
town of Calgary in Canada who is taken in hand 
by a self-appointed press manager. Paul 
Kelly plays this part, and puts her over as 
the winner of the beauty contest at Atlant-

city. Then he sells her into a Broad-

way musical production as the star. The 
backer of the show is a big financial man 
who falls hard for Fifi. The press agent 
and the girl love each other. But when 
her slyly learns that the big shot wants 
to marry Fifi, he goes to Chicago to give 
her a free hand and not spoil her chances. 
But the rich gent tries to pull a fast one 
on the girl, the boy friend saves her, and 
then the usual happy ending. A pop num-
ber with plenty of sex, music and action.

Cast: Fifi D’orsay, Paul Kelly, Astrid 
Alwyn, Robert Warwick, Edward Feather-
stone, Ed Maxwell.

Directors, Phil Whiteman, Leon D’usseau; 
Author, L. D’usseau; Editors, Sig Schlaget; 
Adaptors, same; Dialogue, same; Camera-

man, Harry Neumann.

Direction, Fair. Photography, Okay.

“MAN BRAUCHT KEIN GELD” 
(“His Majesty, King Ballyhoos”)  
In German)  
87 mins.  

LIVELY COMEDY OF GERMAN VIL-
LAGE LIFE FEATURING HEINZ RUE-
MANN.

A pleasing little travesty on American 
promotion methods which carries a lot of 
light comedy touches and amusing char-
acterizations. Heinz Ruhemann, the young 
comedian, carries the bulk of the picture, 
and does it very satisfactorily. He plays 
the role of a bank clerk who adopts 
American promotion methods. The father 
of his sweetheart has sold everybody in town 
stock in his oil wells, which go blooey, 
and everybody is sore and busted. Along 
comes their millionaire Uncle Hoffman 
from Chicago for a visit. They soon learn 
that uncle is also penniless. But the bank 
clerk conceals the bad news from the 
town, and starts to promote the oil wells 
all over again on the strength of uncle’s rep as 
a millionaire. The comedy centers around 
the poor uncle’s terror at being found out, 
and his attempts to escape and go back 
across America. But the clerk per-
sells, the bankers and business men 
the idea that uncle deserves unlimited 
credit. So everybody buys stock, the oil 
wells start booming, and the clerk becomes 
a great business genius in the eyes of 
everybody.

Cast: Heinz Ruhemann, Hans Moser, 
Hans Junkermann, Ida Wust, Hedy Kies-

ler, Carl Bose; Author, F. Alten-

kirsche; Adaptors, Karl Noti, Hans Wil-

helm, Dialogue, same.

Director, Satisfactory. Photography, Good.

THE CONSOLIDATED 
Guards Your Investment

Our New York and 
Hollywood plants 
are especially 
tuned to de-
velop negatives— 
to render a COM-
plete film labora-
tory service.

YOURS are safe at Consolidated . . . protected by the latest 
scientific devices against every possible hazard. The same unrelenting 
care protects the originality of your ideas. There is no possibility that 
they will be revealed to trade or public until release date.

“Certified Prints” are absolutely guaranteed. Quality is 
CONTROLLED. The results of every process are predetermined. There is no guesswork. We 
employ only the most skilled operators with years of experience. The finest 
raw stock and chemicals are used.

Yet we’re constantly striving for improvement. Day in and day out in our own 
costly research laboratories, our chemical and technical engineers seek the 
means of improving the quality and prolonging the life of “Certified Prints.”

Our entire organization realizes the importance of speed. They are trained 
to meet the instant demands characteristic of the industry. Our plants are 
equipped to operate twenty-four hours a day when overnight service is 
required. They have a yearly capacity of over a billion feet of film printing.

Working capital is ample to carry out the largest release printing contract, 
to provide loans to our customers and to finance independent production on 
a large scale.

Until you visit Consolidated Park, the world’s greatest film laboratory, you 
can never appreciate how Consolidated has advanced the art and science of 
film printing. Let us know when you can conveniently call and we shall 
assign one of our staff to escort you through the plant and explain in detail 
the operation of this branch of the industry.

CONSOLIDATED FILM INDUSTRIES, INC.  
NEW YORK  HOLLYWOOD
THE PICTURE OF 1932

FAREWELL TO ARMS

By ERNEST HEMINGWAY

with HELEN HAYES
GARY COOPER
ADOLPHE MENJOU

Produced by FRANK BORZAGE, Director of Seventh Heaven

Paramount Picture
Nationwide Zoning Probe Planned by Government

4 STATE SUBSIDIARIES FORMED BY PARAMOUNT

1,100 From Film Industry Attending Awards Dinner

Lionel Barrymore Will be Toastmaster at Annual Academy Banquet

At Cast Bureau of THE FILM DAILY Hollywood—About 1,100 members of the film industry will attend tonight's annual awards dinner of the Academy of Motion Picture Arts and Sciences. Greetings by long distance will be received from Marie Dressler and David O. Selznick in New York, and Alfred Lunt and Lynn Fontanne in St. Louis. Selz—(Continued on Page 12)

POSITION TO CONTRACT EXPECTED AT CHI. CONFAB

Some opposition to the new standard exhibition contract, although not serious in character, is expected to develop at the Chicago exhibitor association meeting scheduled for Nov. 29. On the other hand the New York exhibitor gathering, on the(Continued on Page 10)

KO Circuit Signs World Wide Product

Under a deal closed by Joe Goldberg and Budd Rogers for World Wide, and Phil Reisman, John O'Nion and Max Fellerman in Ko, the World Wide Opportunity group will get first-run time in KQ houses in Boston, Chicago, (Continued on Page 10)

Arthur Loew's Pilot Killed

Captain James S. Dickson, pilot of the Hal Roach plane which Arthur Loew has been using in his round the world tour, was killed yesterday when the machine crashed against a tree as it was taking off near Victoria Falls, Rhodesia, South Africa, according to reports reaching here yesterday afternoon. The Loew offices in New York said last night that word had been received that Arthur Loew and his two other companions, hearing the crash, had been killed. Captain Dickson, a well-known flyer, had piloted the Roach plane on many long trips.

THE CENSOR HAS HIS SAY

Being the views, presented as a friendly critical forum, of prominent members of Censor Boards from several States on Problems of the industry, particularly production.

TODAY—MRS. ALONZO RICHARDSON, Atlanta Board of Review

S0 THAT the industry might see itself as others see it, The Film Daily during the past year has queried many representative men and women, on industry problems, its CRITICS’ FORUM, in which some 300 of the foremost journalists of the country aired their views on matters good and bad, destructive and constructive, relative to the motion picture industry, was one of the news highlights of the past season. In an endeavor to follow through from another fruitful source of suggestion, the censor boards of the country have been contacted. Their enthusiastic views of production and production problems are interesting and important. Best of all, their attitude of being practically 100% pro-industry may change the minds of many who have heretofore considered the state censor board as the natural enemy of the industry. In presenting these comments, Film Daily offers its columns as an industry forum in the belief that only through a sympathetic comprehension of the views of the other fellow can the conflicting elements of the industry be brought together upon a platform of harmony, helpfulness and mutual understanding.

—JACK ALICOATE

“STOP, LOOK and LISTEN”

By MRS. ALONZO RICHARDSON, Atlanta, Ga.

The greatest fault in present-day pictures is the failure to bring to the audience the relaxation needed in these times of depression. People wish to be amused, made to think, if you please, along lines that are diverting, but to be entertained, certainly.

There is too much that is sordid and wholesome, too much of the glorified mistress. Decent women are really attractive, could be made so in pictures, we believe.

Films can be made more acceptable for public consumption by appeal to the masses, that is, the general audience composed of people from all

Department of Justice Plans Nationwide Probe of Zoning

Ben Berk is Appointed Atlas Studio Manager

Ben Berk has been appointed general manager of the Atlas Sound Studio. He succeeds George S. Gullette, who resigned recently.

Goldstein N. E. Circuit Turned Back by Publix

Nathan Goldstein, one of the owners of the former Goldstein Brothers Circuit in New England, has acquired an interest in those houses

Publix Parent Company is Withdrawing from Some States

In carrying out its decentralization plan, Paramount Publix yesterday announced the formation of four new subsidiaries to carry on certain of the company's operations. These subsidiaries, details of which were

RICHARDS-SAENGER DEAL IS CONFIRMED BY ZUKOR

Signing of the deal whereby E. V. Richards, formerly a principal owner in the Saenger Circuit, again acquires an interest in the southern group of theaters, was formally announced yesterday by Adolph Zukor, (Continued on Page 12)

Goldstein N. E. Circuit Turned Back by Publix

Nathan Goldstein, one of the owners of the former Goldstein Brothers Circuit in New England, has acquired an interest in those houses

(Continued on Page 4)

“The Kid From Spain”

Sam Goldwyn's surprise package had its world's premiere last evening at the Palace Theater before the smartest and most sophisticated audience of the season. It will not be hailed as the greatest picture of the year but it fills its mission as grand entertainment. The world of atmosphere, color, thrills and laughter, it starts with a bang, slows up in the middle and ends with a laugh riot. When tightened up for popular consumption, it should have better entertainment. The “Kid From Spain” is a less voluble and more subtle Eddie Cantor. Still himself as a comic diener. Upon no stage or screen has a better or more representative collection of unusual feminine architecture been displayed. And by the way, this opening left us with two outstanding thoughts. First, The “Kid From Spain” changes the time honored policy of the Palace from veduto of two-a-day pictures, and, Second, The “Kid From Spain” may have heard of the colorful Mr. Goldwyn so one could wonder if the excuse of not being a truly good producer of motion pictures. JACK ALICOATE.
Need of Meeting Release Dates 
Burden's Studios, Says McCarey

National Exchange Lineup Is Completed by Majestic

Concluding a coast-to-coast lineup of exchanges and franchise holders, Majestic will open on Monday a return engagement at 625 Van Brant, with Charles Schwerin as manager. Majestic now has 22 branches, 11 of them under the Majestic banner and handling only Majestic and Tower features. Ninety per cent of the entire country is now covered by branch houses, all being franchise holders and stockholders. It is stated that the Capitol Exchange representing New York and New York state territory will be renamed Majestic Exchange after the new year.

5 More Openings Are Set
On "Strange Interlude"

Five more out-of-New York openings on "Strange Interlude" have been set by M-G-M. The are: Al
dine, Pittsburgh, Nov. 21; Auditorium, Baltimore, Dec. 21; Strand, Milwaukee, Nov. 5; Seattle and San Francisco, Nov. 20. Pictures opened at the Al
dine, Philadelphia, Wed
dnesday night.

HOWARD WITH PICKFORD

Hollywood—Leslie Howard has been signed as Mary Pickford's leading man in "Secrets," which Frank Borzage will start directing next week for United Artists release. Miss Pickford hopes to finish the picture in time to go to Berlin for Christmas and meet Douglas Fairbanks, who is now on his way there from the Orient.

AUTEN RELEASING FILMS

Two British productions are being released in the U. S. through indep
endexchanges by Captain Harul
ald Atnon on behalf of Basil Dean. The first, "Woman in Chains," based on "The Impassive Footman, by William Archer, has been released here. "Footsteps in the night" will be released Dec. 1.

HEARING AGAIN DELAYED

Start of the Joseph P. Quitter action against Paramount, scheduled for yesterday, was again deferred, this time until today.

NEW SCHOEDSACK EXPEDITION

West Coast Bureau of THE FILM DAILY

Hollywood—Ernest B. Schoedsack leaves next month for the New East to produce a new Merian C. Cooper-Schoedsack feature for RKO.

MATSON WRITING BOOK

Henry Matson of "Inside Facts," Hollywood, now in New York for a brief stay, is writing a book with the film capital as its background.

Necessity of meeting release dates imposes a tremendous handicap upon studios as they endeavor to turn out high-quality product, declared Leo McCarey in New York yesterday. The director, whose latest picture, "The Front," has its premiere last night in New York, declared that burdening of studios with too
large programs also injures qualit
ies and adds cost to production, as only a fast rate, declared the director.

McCarey believes that pictures are still considered to a large ex
tent upon dialogue rather than pantomime. Use of conversation to handle a certain scene is frequently admission of failure to work it out successfully in pantomime, he declared.

Double features, with subsequently exaggerated-length programs, is a detriment to the box-office, in McCarey's opinion. He finds that the public is being satisfied with over
long comedies, with real laughs, are pretty much near the public's taste, said McCarey.

The director plans to remain in New York about a week before re
turning to the Coast.

MONARCH BUFFALO OUTLET

Hollywood Film Exchange, Inc.

of Buffalo, of which Harry Lott is the branch manager, will distribute Monarch productions in that territory. President Jack Bellman an
ounced. Franchise covers the com
plete Relemer Film program of 24 features.

"GAMBLING SEX" RELEASED

"Gambiling Sex," a Monarch melodrama starring Ruth Hall with Grant Withers, Mason Williams and Grant Stirling, is a New York before release. The Savage Girl," with Rochelle Hudson, Walter Byron, Harry My
ers and Adolph Steiner, will be re
leased at the end of the month.

C. CUMMINGS AT PARAMOUNT

West Coast Bureau of THE FILM DAILY

Hollywood—Constance Cummings, Columbia contract star, has been bor
rowed by Paramount for the feminine lead in "Billion Dollar Scandal."

3-M-G-M DEC RELEASES

M-G-M has scheduled three features for release during December. They are: "Flesh," Dec. 3; "Fast Life," Dec. 10, and "Seven

JACK PEGLER A DADDY

An addition to the Jack Pegler family arrived at 5:15 o'clock yester
day morning. It is a boy weighing eight pounds, father is with Lord, Thomas & Logan.
PICTURE OF A MOVIE THEATRE

playing

"I AM A FUGITIVE
FROM A CHAIN GANG"

with

PAUL MUNI

RUINING RECORDS EVERYWHERE! ALREADY 2nd WEEK ON BROADWAY AFTER TOPPING "LITTLE CAESAR" FIGURES AT STRAND! VARIETY REPORTS—"RECORD OPENING IN NEW HAVEN"—"LEADING EASILY IN NEW ORLEANS"—"HIT OF YEAR IN COLUMBUS!"

And now comes

JOE E. BROWN in "YOU SAID A MOUTHFUL"

Warner Bros.' second Broadway smash in six days, with raves like this: "You'll shriek with delight" (News)—"Tremendously funny" (Post)—"Hilarious film" (Journal)—"Funniest thing he's done" (Sun)

And then comes

WARREN WILLIAM in "THE MATCH KING"

Already hailed as "swell, alluring, exciting" by Hollywood Reporter at coast preview!

WARNER BROS.

will bring back those "Fugitive" crowds week after week!

VITAPHONE, INC., DISTRIBUTORS
FORM 4 SUBSIDIARIES IN PARAMOUNT BREAKUP

(Continued from Page 1)

not given out at the time, will be qualified in certain states and the parent company withdrawn. In addition certain companies formed in some states for local purposes will be eliminated.

The statement was given out coincident with announcement of the closing of the deal for E. V. Richards to take over the Saenger houses, and another deal in which Nathan Goldstein takes back the Goldstein theaters in New England.

75,000 Weekly in Houston
Attend 5-to-15-Cent Shows

Houston—Theaters playing under a 5-cent to 15-cent scale here draw an average of 75,000 patrons weekly, says Will Horwitz in one of his newspaper ads columns attacking exclusive runs. Horwitz has been fighting exclusives through daily paper ads for the last several weeks.

MORE "MAEDCHEN" OPENINGS

Three more openings are planned for "Maedchen in Uniform" for November. Dates are as follows: Nov. 21, Majestic, Brooklyn; and American, St. Louis; Nov. 28, Majestic, Boston. The picture, being distributed by Playchoicex, premiered at the Apollo, Chicago, last Sunday. Its Broadway closing at the Criterion soon is due to the fact that Paramount is bringing "Farewell to Arms" into the house, it was stated at Playchoicex yesterday.

"FUGITIVE" 18 HOURS A DAY

An 18-hour daily grind is being followed at the New York Strand with the showing of Paul Muni in "I Am a Fugitive from a Chain Gang." House opens at 9 A.M. and shows run to 3 A.M. Warners expect the picture to hold for five weeks at this stand.

Showman's Daily Reminder

Are you promptly returning used ad accessories to Accessory Departments?

GOV'T ZONING PROBE NATIONWIDE IN SCOPE

(Continued from Page 1)

companies, as published in yesterday's Film Daily, is the beginning of a nationwide investigation by the Government into the protection situation, according to Department of Justice officials. Among the companies involved in the coast order are, in addition to Fox West Coast, are Fox Film, M-G-M, Paramount, Publix, United Artists, First National and Vitagraph (Warners).

The companies have signed a consent decree admitting many of the alleged trade practices which the Government charges are in violation of the Sherman anti-trust act. Independent exhibitors are the investigators of the probe, and officials of the Department of Justice here have an investigation going on the complaints for several weeks.

Goldstein N. E. Circuit

Turned Back by Publix

(Continued from Page 1)

and will assume charge of them as general manager, it was announced yesterday by Sam Dembow, Jr., acting head of Publix theaters. Goldstein will make his headquarters in Springfield, Mass.

BEAUTY WINNER SIGNED

Chicago—Mary Ann Boyce, beauty contest winner who was "Miss Michigan," has been signed for pictures by Harry Cohn.

"SILVER DOLLAR" CAMPAIGN

Warners' publicity and advertising department is preparing a special campaign on Edward G. Robinson's vehicle, "Silver Dollar," which will at least equal the campaign Charlie Einfeld drew up for "I Am a Fugitive From a Chain Gang."

JACK SWARZ ADDS HOUSE

Louisville—Jack Swarz, operator of the Grand and Palace here, has taken over the Elks in Jeffersonville.

Showman's Daily Reminder

Are you promptly returning used ad accessories to Accessory Departments?

Nov. 18

Claude Menagan
Francis Marion
Margaret Seddon
Eugenia Gilbert
COMES A PICTURE GOD-MARKED WITH THE SIGN OF GREATNESS
RICHARD DIX ANN
THE CONQUER

EDNA MAY OLIVER
Donald Cook "Skeets" Gallagher
Marilyn Knowlden Julie Haydon
Directed by WILLIAM WELLMAN from
with

GUY KIBBEE
Walter Walker
Harry Holman
Wally Albright
Jason Robards

the story by Howard Estabrook
LOVE MADE THEM CONQUERORS! . . .

Wars!...Panic!...Heartache!...Heartbreaks!...Such were the fires that forged the steel.
for their swords and their plows...for they came with Conquerors' blood in their veins and banners of courage flying! Out of their hearts flamed the faith of a dauntless nation...and out of the thunderous hours they lived has come a drama deep as human passion!
A soul-stirring romance rolling across the screen in mighty heart-beats... America's story, its saga of courage, written eternally in the cities, the fields, the mountains... star-spangled with the faith of a great people.

**DESTINED TO TAKE ITS PLACE AMONG THE GREAT ATTRACTIONS OF ALL TIME**

Proudly Presented by

**RKO-RADIO**

**DAVID O. SELZNICK**

Executive Producer
Love...  

"RICHTHOFEN"  
(German Silent)  
Symon Gould  
75 mins  

OUTDATED SILENT GERMAN FILM IS VERY AMATEURISH AND CRUDE IN ALL DEPARTMENTS AND TITLE MISLEADING.  
From all appearances this film must have been made right after the war, and gives the impression of a lot of old library shots. The film gives every indication of age, but is all loose cut and not fitted together for a thing of beauty. Photography is pretty terrible. The acting technique is that of the early silent days, and that goes for the direction. The only possible appeal is the name of Richthofen for the title, figuring that German audiences might go for a screen story of the great war flyer. But the title is very misleading, as Richthofen plays practically no part in the picture. A fictional story has been wove around a young German flyer who is supposed to be in the Richthofen squadron during the war. His romance with a French girl furnishes the motive for the action. It is amaturish, dull. A character representing Richthofen is occasionally worked in with the war scenes, principally airplane shots, and very few Richthofen deals are re-enacted, then his military funeral in Berlin, being old newsreel shots. A weird mixture of fact and fancy atrosciously edited. English titles. There seems no possible excuse for showing this one. In one sequence where German and British air squadrons are supposed to engage in combat, a title reads: "Richthofen sings out a British flyer for combat." Then two planes are shown circling in the sky—both are German. This is a fair sample of the junky way the entire picture is put together. No cost or other credits available.  
Direction, Weak. Photography, Poor.

JOE E. BROWN in "YOU SAID A MOUTHFUL"  
with Ginger Rogers  
First National  
75 mins  

GOOD LAUGH ENTERTAINMENT IN COMEDY WITH A SWIMMING RACE FINALE THAT IS PLENTY FUNNY.  
In a comedy situation that gets funnier and builds up suspense as it goes along, Joe E. Brown delivers another load of his particular brand of comedy entertainment for the whole family. Story starts with Joe as a shipping clerk who is being made the butt of practical jokes by his fellow workers. An aunt in California dies and leaves everything to him, but on his arrival there he finds that all he is heir to is a colored boy, Farina. While out after a job, Joe is mistaken for a swimming star coming to compete in a Catalina swim sponsored by a millionaire whose daughter, played by Ginger Rogers, takes Joe in hand. Love develops, but Joe can’t swim and his efforts to dodge the race result in plenty of comedy action. How he wins through and wins in the end is a riot of laughter.  

Wanda Tuchock, scenario writer for KKO Radio Pictures, has left for Mexico on a short vacation after completing the script of “Little Women,” soon to go into production.  
A new American citizen was born on the KKO lot. Kubee Glasmann, who in a few short years rose meteorically from a tough neighborhood drugstore clerk to his high place in the writing world, has received his citizenship papers.

Simile—As helpless as a crawler without a megaphone.  
Alan Birmingham, who appeared in many Broadway successes has been cast for an important role in “A King’s Holiday,” which John M. Stahl will direct for RKO. George Arliss will be starred.  
George Meeker, accompanied by father and brother, is enjoying the rigors of outdoor life at June Lake.  
/package
Neil Hamilton and Glenn Rominger, sound engineer, indulged in some odd bets on the U.C.L.A.—St. Mary’s game. Their wagers involved the winner of the toss, whether an odd or even-number place should be chosen, whether that team would be penalized first, what team would score first and whether U.C.L.A. would be in position of the ball at the end of the game.  
Walter Lang, who directed “No More Orchids” for Columbia, will direct “Warrior’s Husband,” Jesse L. Lasky’s semi-melodrama for Fox.  
Maude Fulton, who has written many screen hits, is adapting “Broadway Bache,” a stage comedy, made by Fox, with Sidney Lanfield directing.  
Clive Brook will see his first American football game, when U. S. C. plays Notre Dame in Los Angeles, Dec. 10.  
Ernest Scheadsack, who will make a new trip to the Near East, had a good laugh when Ernste Westmore, make-up man, wanted to accompany the director and make up the natives in the silent continent to look like Hollywood extras.  
James Cagney’s next Warner picture is titled “Picture Snatcher.” Danny Ahern wrote it, with adaptation by Allen Rivkin and P. J. Wolfson.  
Lona Andre, one of the Panther women contestants, has received a Paramount contract. Berna Hillie, another Panther Woman finalist, will appear in “Madame Butterfly.”

**NEws of the DAY**

Buffalo—Robert Wagner is now serving as special representative of Filarmeta exchange for upper New York state.

Rosedale, O.—The Ross, largest movie here, has been sold to Paul Kotonrizer by C. A. Young, Sr. House will be improved.

Amherst, O.—The Colonial has been sold to Jerry Steel by Miriam B. Deviney.

Akron, O.—After a week’s trial at vaude-film, offering the same program for seven days, the Civic has changed to split-week policy.

Buffalo—Shea’s Great Lakes has reduced admission prices to 25 cents a performance from the A.M. to 6 P.M. After 6 P.M. the price for adults is 40 cents, a reduction of 25 cents from the old scale. Sunday, the price will be 35 cents for adults, 25 cents for children.

Niagara Falls—The Colonial, owned by M. T. Korpolinski, has just reopened after a fire. The Catarack, of which Herman Lawrence is manager, also has reopened.

Buffalo—Harry Berman, publicist for the Buffalo Evening News, is on the downtown staff of the Buffalo. Eddie Mead is doing publicity for Shea’s Community theaters.

St. Louis—Harry Redmon, residing at Hotel Jefferson here and owner of the Majestic theater building in East St. Louis, Ill., and Dr. Walter C. Wilhelm, prominent physician of East St. Louis, were held up near Cape Girardeau by three bandits with sawed-off shotguns.

**Going On**

HARRY D’ARRAST returns to Hollywood to direct John Barrymore in “Topaz” for RKO. ROBIN IRVINE, British film producer and husband of Ursula Jean, who is in Hollywood playing a part in “Cavalcade” for Fox, is on his way here from London. On his arrival in New York he will go to the coast.

ROBERT RITCHIE, representing Jeannette Mac- Donald, has left for the coast after arranging a European tour for the star.

CECIL B. DE MILLE arrives in New York tomorrow from the coast.

NOEMIA TALMADGE, after a rest in Palm Beach, leaves in a few days for the coast.

GEORGE JESSEL is on a visit to New York. “Hollywood Inside Facts” is in New York for the coast for a visit.

Capitol projectionists yesterday on his return to the Coast. He will next make “Kick of the Air.” Will Rogers picture, for Fox. GEORGE BATCHELOR leaves for the coast tomorrow to direct on Chesterfield’s tenth and tenth features in its line-up of 12 pictures.

CLAUDE MACGOWAN will return Monday from the West Coast.

ARTHUR DENT will arrive Tuesday from London on the Berengaria.
OPPOSITION TO CONTRACT EXPECTED AT CHI. CONFAB

(Continued from Page 1)

THE CENSOR HAS HIS SAY

(Continued from Page 1)

steps of life. This can be done, has been done, as evidenced by certain successes. Life, as it is lived, is the best model for the picture, and the continuous slapping of women (supposed to be ladies), slapping these in most unexpected places, be considered justifiable. It is wide of the mark, for it isn't either a theater in society in which the men and women move composing the audience.

Men and women still love action, romance and bokum (to be sure), and the guffaw which greets an indecent remark from the screen is always from the moron of the audience. One who studies audience and their reaction can visualize this person and rarely does the description remain.

For the general audience, the stories are often too sophisticated. This has been overdone. Many really good continued in death in the effort to get in the sophisticated conversation and wisecracks.

There is entirely too much sex.

In the most beautiful romance of the day (picture) the armor of the girl, in the modern love scene, takes away much of the fascination of an exquisite picture. This criticism has come into my office from many quarters. The sex suggestion of an exquisite thing was entirely out of place. Why a picture which shows the mechanics of the trade of prostitution can be considered entertaining, is more than the average picture fan can conceieve. Why such pictures? Human interest goes far beyond and above sex. This will always take care of itself.

Often in my work I suggest to the manager the elimination of a particularly vulgar, sexy scene. These for the most part are injected into a picture for "just no reason at all." The manager is quick to see the advisability of the elimination. It is made, the picture is improved, and the.offensive scene is not disturbed in the least. The scene was unnecessarily injected, therefore better eliminated.

We have banned several pictures during the year. Sex and filth, which could not be eliminated, made it necessary, for the picture could go no further. There are some things which I would say to the producers of which the average audience is very tired, viz:

Too much drinking.

Too many HELL Titles.

Too much glorified prostitution.

Too much over-emphasis of sex.

I could give concrete illustrations, names and places of all I have said, but in fairness to the managers of my city, who are so unfallingly courteous, so cooperative, and so willing to do their share, I will not name the industry who are in Atlanta, I could not go into detail. There exists in the Board of Review the managers and the representatives of the industry definitely sympathetic understanding, and entire cooperation. Atlanta is having for the most part, pictures which are acceptable to her audience. Expressing objection to pictures I find easier is to name the many fine wholesomes things the industry has given us in the past year. I believe if I were to make two lists, one of the objectionables, one of pictures which are fine, artistic and wholesomely entertaining.

For the "B" shows, the longer list. There are objections, but we are always hoping that the industry will realize that at heart the great American audience is clean-minded and decent, and that decency is not a matter of geography.

These comments are from the South—Southern Provincial, too perhaps. Not the least really funny thing to us is the effort of the stars to talk as we do. Not long since a quite a solemn scene was literally laughed off the boards by the pitiful effort of the star to talk as Southern girls are supposed to talk. Also the injection of Negro cabaret scenes, offensive to the South.

"Hallujah!" is an apt comment.

The Harlem cabaret scene in a recent very fine picture is extremely offensive and would lose the value of the picture to a Southern audience. The South knows, understands and helps the Negro as no other section can, but half-naked Negro women do not appeal.

After all, to quote one wiser than I, "the pictures are no better, no worse than the times in which we live." The people are shopping for pictures these hard times as never before, and if the published statistics of the pictures for the past year are to be believed—the ten best success—those which have stood the acid test of the box-office, then to the industry I would say "Stop, Look and Listen." Remem ber, America is a country of homes, of decent citizens, who are going to take their pleasure in the place where the family will be entertained.

To the managers, I know what the community wants, to have the good-will and cooperation of the community organizations, seems to me the answer to the question.

"KAMERADERSCHAFT" CITED

National Board of Review's Committee on Exceptional Photoplays has awarded "Kameradenschaft" ("Comradeship"), German-French picture at the Empire, major recog nition.

ARRUCKLE PRESS BOOK

Warner's publicity department is giving the public a special " GNOME" writing plan on Roscoe "Pappy" Arruckle's first Vitaphone two-reeler, "Hey, Pop!"

M-G-M PLAYERS WALK OFF WITH 1932 ACTING HONORS

M-G-M stars and featured players walk off with half a dozen acting honors this year, according to the monthly "Best Performances" selections made by Photoplay Magazine. A tabulation of the two-page list shows the following players cited four times each:


FRANK R. ADAMS JOINS M-G-M

West Coast Bureau of THE FILM DAILY Hollywood—Frank R. Adams, novelist and short story writer, has been added to the roster of scenario writers at M-G-M.

Finish Roxy Testimony

Addison Pratt, special master appointed to take testimony in the Roxy Hearings on "do or die" to be held Nov. 24 and 25, has been retained with regard to the legal right to the use of the name. A hearing on the question was postponed pending testimony yesterday and will re schedule the matter next Tuesday. Mr. Jacky Shura and Mr. Henry Koshc, recover for the Roxy was chief witness yesterday.
The RCA Victor Company

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Complete list of nominations on which the members of the Academy of Motion Picture Arts and Sciences cast their votes for this year's awards as follows:

Best performance by an actress: Marie Dressler in "Emma" (M-G-M); Lynn Fontanne in "The Guardsman" (M-G-M); Helen Hayes in "The Sin of Madelon Claudet" (M-G-M).

Best performance by an actor: Wallace Beery in "The Champ" (M-G-M); Alfred Lunt in "The Guardsman" (M-G-M); Fredric March in "Dr. Jekyll and Mr. Hyde" (Paramount).

Best direction: "Bad Girl," Frank Borzage (Fox); "The Champ," King Vidor, (M-G-M); "Shanghai Express," Josef von Sternberg, (Paramount).

Best photography (Cinematographers' award): "Arrowsmith," Ray June, (Samuel Goldwyn); "Dr. Jekyll and Mr. Hyde," Karl Struss, (Paramount); "Shanghai Express," Lee Garmes (Paramount).


Best motion picture adaptation: "Arrowsmith," Sidney Howard (Samuel Goldwyn); "Bad Girl," Edwin Burke, (Fox); "Dr. Jekyll and Mr. Hyde," Percy Heath and Samuel Hoffenstein, (Paramount).

Best produced picture: "Arrowsmith" (Samuel Goldwyn); "Bad Girl" (Fox); "The Champ" (M-G-M); "First String" (First National); "Grand Hotel" (M-G-M); "One Hour With You" (Paramount); "The Smiling Lieutenant" (Paramount); "Shanghai Express" (Paramount).


Short Subject Nominations
Nominations in the short subject field, taken from 69 shorts submitted by 17 companies, were:

Comedies—"The Music Box," Laurel and Hardy; "The Loud Mouth," Mack Sennett; "Scrat Set As Catch Can," RKO.


The short subject nomination groups consist of:

Comedies—Walter Disney, Leon Schlessinger, Sol Lesser, Jack Cummings, Walter Futter.


News—Arthur Ripley, Roy Disney, Oliver Hardy, Henry Ginsberg, Charles Christie.

PREVIOUS ACADEMY AWARDS

1928


Warner Brothers for "The Little Giant," marking an epoch in motion picture history; Charles Chaplin for his versatility and genius in writing, acting, directing and producing "The Circus." 1930


Walter Farley for producing "The Jazz Singer," marking an epoch in motion picture history; Charles Chaplin for his versatility and genius in writing, acting, directing and producing "The Circus." 1931

Hayes, March, Borzage, "Grand Hotel" Win Awards

PARA. OPERATIONS SPLIT UNDER 4 V.-PRESIDENTS

Katz-Columbia-Educational Deal Reported in the Air

WINNERS OF ACADEMY AWARDS

West Coast Bureau of THE FILM DAILY

Hollywood—Winners of the 1931-32 season awards of the Academy of Motion Picture Arts and Sciences were announced last night as follows:

Best Performance, Actress, HELEN HAYES, ("Sin of Madelon Claudet")

Best Performance, Actor, FREDRIC MARCH, ("Dr. Jekyll and Mr. Hyde")

Best All-Around Production, "GRAND HOTEL," (M-G-M)

Best Direction, FRANK BORZAGE, ("Bad Girl")

Best Original Story, FRANCES MARSH, ("A Star Is Born")

Best Art Direction, EDWIN BURKE, ("Bad Girl")

Best Photography, LEE GARMES, ("Shanghai Express")

Best Art Direction, GORDON WILES, ("Transatlantic")

Best Sound Recording, PARAMOUNT, ("Shanghai Express")

Best Short Subjects, "Flowers and Tress," (DISNEY), "A Wrestling Swordfish," (SENNETT), Laurel and Hardy in "The Music Box," (ROAD). Special Award, WALT DISNEY, for creation of Mickey Mouse. Certificate of Honorable Mention, TECHNOCOLOR. Extra Award, EASTMAN KODAK.

ALLIED UNITS TO ACT ON NEW PACT BY DEC. 15

Allied's procedure in acting on the proposals worked out at the recent conferences between exhibitor leaders and S. R. Kent will be to have regional associations send delegations to the Chicago and New York mass meetings, where the proposals will be fully explained, and those attending the mass confabs will report back to the regional units, which will vote on the proposals at meetings to be held shortly thereafter. It is announced by Abram F. Myers, Action by the individual exhibit units is expected by Dec. 15.

M. Kenworthy Elected

Northwest Allied Head

Seattle — M. Kenworthy of Moscow, Idaho, was elected president of Allied Amusements of the Northwest at the annual meeting here this week. He succeeds John Danz. Other officers are: W. G. Ripley, Al Rosenbaum, Arthur Bishell, vice-presidents; Jim Hone, secretary-treasurer; John Hanrick, Benjamin Fey and Loren-Wahl were elected trustees.

The Film Daily Year Book is used by Everyone in the Industry—Advt.

OSCAR MORGAN APPOINTED PARA. DISTRICT MANAGER

Oscar Morgan, Paramount branch manager at Philadelphia, has been appointed district manager with headquarters in Atlanta. He succeeds Harry Ballance, resigned. General Sales Manager George J. Schaefer has not yet appointed Morgan's successor at Philadelphia.

M. Kenworthy

Executive of Allied

Meeting in Des Moines

Des Moines—Annual convention of Allied Theater Owners will be open Monday at the Hotel Kirkwood here. A television demonstration by U. A. Sanabria of Chicago is one of the programmed features.

GOLDEN LEAVING W. W.

DUNAS QUITTING EDUCAT'L

Joe Goldberg, general sales manager for World Wide is leaving the company Dec. 2. The FILM DAILY learns, Goldberg, now in San Francisco, is expected to return soon to New York. It is understood that Phil Dunas leaves Educational-World Wide today.

Schaefer, Shauer, Cohen, and Seideman Head Separate Units

Under the new Paramount Public decentralization setup, the company has been broken up into four separate corporations with vice-presidents in charge. George J. Schaefer becomes vice-president in charge of operations of Paramount Distributing Corp. Emil E. Shauer and J. H. Seideman have been selected vice-presidents of Paramount International Corp, which will handle

BANKERS REPORTED TRYING TO DUPLICATE AFFILIATION

Bankers representing Sam Katz and a group of motion picture executives are making efforts to merge with Paramount-Wide to form the nucleus of a producer and distributing company, with Balaban & Katz houses and several other circuits from coast to coast on the exhibitor end. The FILM DAILY learns. Inasmuch as the Chase National Bank and

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5 CENTS

Goldman Leaving W. W., Dunas Quitting Educat'L

Joe Goldman, general sales manager for World Wide is leaving the company Dec. 2. The FILM DAILY learns, Goldberg, now in San Francisco, is expected to return soon to New York. It is understood that Phil Dunas leaves Educational-World Wide today.

World Wide Program

Is Signed by Warner

Warner has contracted to play World-Wide's Opportunity Group of features in 65 key cities. The deal was made by J. H. Goldberg, Phil Dunas and several branch managers for World-Wide and by Lester Krieger, Clayton B. Bond, J. T. McCreery and Max Hoffman representing Warners.

New Amortization Plan Being Adopted by Loew

A new plan of film amortization, modified to conform with present rate of income, is being adopted by Loew's, Inc., the M-G-M parent company. This is understood to be the reason for delay in the company's annual statement, which is now expected within two weeks.
Para. Splits Operations Under 4 Vice-Presidents
(Continued from Page 1)
foreign distribution. Emanuel Cohen is vice-president of Paramount Pictures Corp. and Paramount Productions, Inc. Formation of these companies will eliminate the use of the name Paramount Publix Corp., is designed to effect further efficiency and economy in the various activities of the corporation. Present officers in Paramount Publix will occupy the same positions in the four new companies.

NEW RKO STORY EDITOR
Rosalie's vaudeville point appointed RKO scenario editor on the coast, it is announced by David O. Selznick. She leaves for Hollywood Dec. 1. Kenneth Macgowan, who has been story head, will concentrate entirely on associate producer work.

PARA. BUYS COWARD PLAY
 Paramount has bought Noel Coward's play, "The Queen Was in the Parlor," for Claudette Colbert. Edw-in Justus Mayer will adapt it.

VITA. SIGNS AL. ST. JOHN
Al St. John has been signed by Vitaphone for a short to be made at the Brooklyn studio.

BARKAS QUITS STANLEY
Sonny Barkas has resigned from Stanley Distributing Corp., where he was booking officer and sales director handling city business.

HIPP. OPENS AT 25¢ TOP
With a gross of $250 at 25 cents top, the Hippodrome is being reopened today by A. J. Cooper.

HANLINE, HERZIG SELL STORY
Maurice Hanline and Sig Herzig have old an original, "Lottery Baby," for Frances Shalt for a French production.

BAYARD VEILLER JOINS PARA.
 West Coast Bureau of THE FILM DAILY Hollywood — Bayard Veiller has joined the Paramount writing staff.

CLARENCE WALL JOINS RCA
Clarence Wall, formerly technical director for M-G-M, has been placed in charge of sound recording operations at the New York studio of RCA Victor Co.

ERPI WIRE M-G-M TRAIN
An elaborate Western Electric sound system has been installed in the M-G-M trackless train which starts soon on a tour of the world.

OSTRER, WOOLF JOIN MOSS
London—Mark Ostrer and C. M. Woolf of Gaumont-British have been elected to the board of directors of these companies, Ltd., succeeding Will Evans and Charles Gulliver, resigned.

STANLEY ACQUIRES SHORTS
Six single reels in color called "Wonderland of California," and a three-reeler entitled "Ziltar," dealing with Mexico, have been acquired by Stanley Distributing Corp.

Sam Katz May Figure In Proposed Merger
(Continued from Page 1)

Erpi are heavily interested in Educational World Wide and as K. B. S. is producing the major part of the company's output, it is said that no expression as to the company's attitude has as yet been voiced. Harry Cohen and Sam Reichenbach are both in New York and it is understood that the matter is now under official advisement.

F. NEWMAN RECUPERATING
Seattle, Wash. — Frank Newman, Sr., manager of northwest division, Fox West Coast Theaters, is recuperating from a major operation.

C. B. STICKLEY DIES
Concord, N. C.—C. B. Stickley, old-time Washington exhibitor, died recently. He operated the only movie here for over 20 years.

"CRUSADER" RENAMED
Majestic's "The Crusader" is being released in several territories under the title "Should a Woman Tell?"

FILMS CLICK AT DENHAM
Denver — Although failure was predicted for the film policy established recently by Lou Helborn at the Denham, former dramatic stock stronghold, the house has been doing business far beyond expectations. Helborn also has organized a company to reopen the Broadway. First show will be the musical comedy, "Sally."

BOB COULTER BETTER
Richmond—Robert H. Coulter of the Coulter theaters has recovered from a heart attack which kept him in the hospital for four weeks.

FIRST-RUNS ON DUAL BASIS
Syracuse, N. Y.—RKO Strand on Dec. 3 will adopt a policy of double- featuring first-run films on a full-week basis, says Leonard Sang, managing director.

CINCY CAPITOL CLOSING
Cincinnati — RKO will close the Capitol on Dec. 2. House has been a leading first-run.

UNITED AMUSEMENT PROFIT
Montreal — United Amusement Corp. for the year ended Aug. 31, reports revenue of $464,586, and net profit of $175,267, available for common share dividends, against requirements of $137,618.

COMING ON 50TH
CHARLES ROSENZWEIG of Columbia leaves for South America trip as soon as possible. JERRY SAFRON leaves Nov. 28 for the South.

ALLAN DWAN sailed from New York last night on the Europa.

SIDNEY KENT leaves today for a 10-day vacation at White Sulphur Springs.

LOLA LANE has arrived in New York from the coast to do stage work.


GEORGE CUKOR leaves Tuesday for the coast to direct "Our Betters" for RKO.

JOSEPH M. SCHENCK is due Monday from the Coast.

300 Studio Disputes Settled by Academy
West Coast Branch of THE FILM DAILY Hollywood — Three hundred production disputes have been settled by the conciliation committee of the Academy of M. F. Arts and Sciences since its inception, it was stated by J. Theodore Reed, chairman of the committee, in an address broadcast early yesterday morning. Other Studio Academy officials who spoke were Conrad Nagel, M. C. Levee, Howard J. Green, Frank Capra, B. P. Schulberg and Mary Pickford.

M-G-M STUDIO ON WHEELS
Dedication of M-G-M's traveling m. p. studio took place last night with a buffet supper and entertainment at 217 West 57th St., with Major Edward Bowes as host. Several screen and voice tests were made.

WILLIAM JOY DEAD
Toronto—William Joy, 75, native of Ohio, former proprietor of old Beaver theater, died this week.

DATE BOOK
Nov. 21: Fall meeting of Allied Theater Owners, of Texas, Baker Hotel, Dallas.
Nov. 21: Allied Theater Owners annual convention, Hotel Kirkwood, Des Moines, la.
Nov. 28-29: Exhibitor mass meeting under Allied-MPTOA auspices, Hotel Sherman, Chicago.
Dec. 1: Exhibitor mass meeting under Allied-MPTOA auspices, Park Central Hotel, New York.
Dec. 5: Kansas City film colony charity ball, Pla-Mor, Kansas City.
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OUT IN Hollerwood recently Leach Cross, the ex-lightweight champ who has gone movie... was attending a whoopee party when he bumped into a stranger who started wisecracking so fast that he had Leach hanging on the ropes.

**WHEN** he recovered his business instincts started working... saw this mugging up with some stude as a gag man... so he herded him into a quiet corner and started the sales talk.

**BUT** the prospect didn't have a thing about studying or gag men so Leach explained everything at length and painted a glowing picture of the dough he could make if he would let Mister Cross act as his agent... and Leach rushed over and called up a studio official because he knew very well

**FOR ABOUT** fifteen minutes Leach sold his client with the old high pressure stuff... repeating several of the "I'm in the music business, you know..."

"Wot's his name?" Leach turned and yelled across the room.

"Hey, fella, work your butt off, and the mugg yelled back: "Al Boasberg!"

**SEVERAL MINUTES** later they brought Mister Cross around with cold applications, he's out of the agency business.
DeMille Says Public Wants 'New Deal' in Film Fare

THEATER GROUP PROTESTS RCA CONSENT DECREE

Columbia Not Interested in Any Merger—Harry Cohn

No Affiliation With Any Other Company Will Be Considered

Regardless of merger ideas entertained by bankers or anyone else, Columbia "is not interested in affiliating with any company under any circumstances," declared President Harry Cohn on Saturday. This was his comment on the story that a banking group had proposed a financial combination involving Columbia, Educational, World Wide and Sam Katz, with the B. & K. houses as an exhibition nucleus.

VITA. SHORTS TO PLAY 400 PUBLIX THEATERS

Vitaphone shorts will be played in 400 Publix houses this season as the result of a deal closed Saturday by Norman H. Moray, representing Vitaphone, and Louis Notarius for Publix. Vitaphone trailers will also be used in Publix houses playing Warner-First National pictures.

Norman Thomas to Speak At Club Forum Tomorrow

Norman Thomas, Socialist candidate for President, will be the principal speaker at tomorrow's luncheon Forum at the Motion Picture Club. Another speaker will be H. V. Kaltenborn, radio personality and noted authority on political and current events.

New Roxy-Fox Contract Is Approved by Court

Harry G. Koch, receiver for the Roxy, has been authorized by Federal Judge Francis G. Callely to sign a contract with Fox Film calling for payment of $5,000 a week in advance for films other than specials, for which $7,500 are to be paid in advance. The agreement, which also specifies a percentage of the gross, replaces the former contract and runs until Dec. 15.

30,000 Soviet Movie Theaters

There are now more than 30,000 movie theaters in Soviet Russia, according to the special anniversary issue of "The Moscow Daily News." About 60 per cent are located in villages. In addition there are 11,000 traveling movie theaters and 6,000 theaters in workers' clubs.

COLUMBIA LINEUP BOOKED 12 WARNER PRODUCTIONS CURRENTLY UNDER WAY

Columbia's lineup of features and shorts will play the Warner Bros. circuit nationally under a deal announced Saturday by Jack Cohn, vice-president of Columbia, Charles Rosenzweig and Clayton Bond handled the negotiations for the respective companies. This makes the fourth big circuit to sign for the new Columbia product. Others are Publix, Fox-Skouras and RKO.

U. A. Will Act Tomorrow On New Exhibition Pact

Definite action on the new standard exhibition contract will be taken by the United Artists tomorrow at a meeting of its board of directors. Whether or not Al Lichtman will attend the New York exhibitor meeting Dec. 1 to discuss exclusive sales will be made known tomorrow.

Hollywood Studios Heeding 'New Deal' Demand--DeMille

Declaring that the public wants a change in screen entertainment just as it voted for a "new deal" in Government, Cecil B. DeMille, who arrived in New York on Saturday from the coast after finishing "The Sign" (Continued on Page 4)
Monday, Nov. 21, 1932

A Column of Successful Showmen!

JACK SIEPKER
Ozark Theatre
Webster Grove, Mo.

"Last year I bought one half of Columbia pictures. They were all good pictures. This year bought them 100 per cent."

SAM KOHM
Miners Theatre
Collinsville, Ill.

"Why did I buy Columbia product for 1932-1933? For the same reason I bought the 1931-1932 product and why I will buy Columbia every year. There is none better."

DAVID S. NELSON
Wellston Theatre
Wellston, Mo.

"I honestly believe that no other film company will surpass 'American Madness' in entertainment value and box office receipts... Your 1931-1932 pictures were all good, screenable pictures with a variety to do the showman the most good."

"Smashing Drama"
Washington Eve. Star.

WASHINGTON
MERRY-GO-ROUND

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The Film Daily

Vol. LX, No. 120

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THE FILM

New York Stock Market

[Returns as of Saturday] High Low Close
Columbia Pts. vict. 97½ 97 97¼ 1¼
East. Kodak 58 58 58 2½
General Electric 16½ 16¼ 16¼ 2¼
General Electric spl. 11½ 11¼ 11¼ 1¼
Lipps’s Inc. 20 19 19 15¼
Madison Sq. Gard. 3 3 3
Paramount 3½ 3½ 3½ 1¼
Pathex Exch. de “A” 21½ 21 21¼ 1¾
RCA 7½ 7½ 7½ 7¼
RKO 4½ 4½ 4½ 1½
Warner Bros 2 2 2 1¼

NEW YORK CUBE MARKET

Deforest Radio 1½ 1½ 1½ 1¼
Trans-Lux 1½ 1½ 1½ 1¼

NEW YORK BOND MARKET

Paramount 6s 47 23 20½ 23 23 20½
Par Br. 7½ 43 43 43 43 43 43
Par. 5½ 50 20 20 20 20 20
Pathex 7½ 10½ 10½ 10½

PARA REMAINS HOLDING CO.

Paramount Public will continue as the holding company for the four new Paramount subsidiaries, thus perpetuating the name which has been identified with the enterprise for a number of years.

Eastman Films

J. E. Brulotaur. Inc.

Chicago 6727 Indiana Ave.
Hollywood 7000 Santa Monica
CALumet 3882
HWylwood 4121
Augmented Stage Company
At Roxy Starting Friday

Changes in the Roxy stage company starting Friday will bring in Mary Read, for years associated with John Tiller, as supervisor of the precision dancers; Theodore Adolphus as ballet master, who will stage additional special dances and ensembles, and Catherine Littlefield as premiere danseuse, it is announced by Frank Cambia. The Roxettes will be increased to 54, divided into precision dancers and toe dancers. Clark Robinson continues in charge of production and scenic embellishment, while Gorden Weld will design costumes, which will be made under the direction of Anne Elliott.

4 RKO HOUSES DROP VAUDE

Vaudeville has been dropped at the RKO Palace, Columbus, and the same orders go into effect at Proctor's, Schenectady, Nov. 25, and the Palace, Albany, and Keith, Boston, two weeks before Christmas. Fanchon & Marco units have been clicking at the RKO Keith Boston, and it is reported they may be extendedly booked for other RKO houses.

PHILLY TAX HEARING

Philadelphia—A public hearing on the pending theater tax bill will be held today by the finance committee of the city council. Representatives of the M. P. T. O. of Eastern Pennsylvania will be present to protest against the levy.

RKO CIRCUIT STAFF SHIFTS

Following changes in staff on the RKO circuit are announced: John J. Patterson replaces J. C. Sheridan at the Greenpoint, Brooklyn; Earl E. Pleita succeeds Patterson at the Royal; Sheridan goes to the Central, Cedarhurst; Thomas Meehan becomes city manager of the Victory as well as the Albee, Providence.

O'HERON AS STUDIO REP.

Frank O'Heran has been relieved entirely of the supervision of branch operations for RKO and appointed New York representative with headquarters at the coast studio. He leaves for the coast Saturday.

WIS. M. P. T. O. RELIEF SHOW

Milwaukee—A film frolic, with Fred S. Meyer, president of the M. P. T. O. of Wisconsin and Upper Michigan as general chairman in charge of arrangements, will be held Nov. 26 at the Hotel Schroeder to raise funds for relief in the trade.

CURRAN-GAFFNEY SELL STORY

"Ad-Man," an expose of the advertising field by Charles Curran, Warner ad writer, and Arch Gaffney, advertising agency man, has been bought by Fox. Howard J. Green will adapt it.

S. B. TRILLING WITH WARNERS

Stephen B. Trilling has been appointed head of the Warner Artists Bureau, succeeding Harold Kemp.

IT TAKES ARTISTRY to make a picture — to present a story humanly and convincingly. But it takes science to project that story onto the screen. Without perfect release prints many of the effects that artistic directors strive for would be lost.

"CERTIFIED PRINTS" unfailingly reproduce these effects. They are painstakingly made of the finest raw stock and chemicals by the most skilled operators. Their quality is controlled. They're SCIENTIFICALLY correct.

We maintain a costly research laboratory where a full corps of skilled chemical and technical engineers constantly seek additional ways of advancing the science of film printing.

Science has given us modern devices to protect your negatives and prints every inch of the way against all possible dangers.

And science has helped us develop Consolidated's unusual plants and machinery to a yearly capacity of over a billion feet of film printing. They can run twenty-four hours a day when overnight delivery is required.

By reason of its ample working capital, this large, specialized organization — scientifically planned and operated — is prepared, not only to take care of the largest release print contract, but to grant loans to its customers and to finance independent production on a large scale.

For twenty years Consolidated has been giving scientific expression to the art of the producer. The quality of "CERTIFIED PRINTS" and the dependability of Consolidated's service reflect this wide experience.
THEATER GROUP PROTESTS
CONSENT DECREES BY RCA

(Continued from Page 1)

that the decree will give the elec-
tric "unfair advantages" especially
development of television.
Any consent decree hearing upon the
situation should allow "equal oppor-
tunity to theaters," says the tele-
grams.

Washington Bureau of THE FILM DAILY
Washington—Settlement of the
Government suit against RCA and
affiliates is expected to be effected
through a consent decree to be en-
tered in the U. S. District Court,
Wilmington, according to officials of
the Department of Justice. This
would enjoin the corporations, which
also include General Electric and
Westinghouse, from cross-licensing
in the matter of electric, radio and
talking picture patents. Department
officials insist that, if the case is
dropped, it would not mean that a
compromise has been made, but that
RCA agrees to conform with the
government's anti-trust law require-
ments. The Wilmington hearing in
the action was continued last Mon-
day until today.

S. M. P. E. SPRING MEETING
Next meeting of the S. M. P. E.
is tentatively scheduled for late
April or early May in New York.
Details will be worked out by the
society's board of governors.

Cleveland Protection Plan
Presented to Exhib Ass'n

Cleveland—At a special meeting of
the Cleveland Motion Picture Ex-
hibitors' Ass'n last week the new lo-
cal protection plan, resulting from
the out-of-court settlement of the
theater owners' monopoly suit, was
presented.

Double features, which under the
plan would be curbed to a minimum
by pushing back protection in the
event of double features from 36
and 57 days to 63 days, will continue
to be a policy factor in Cleveland,
because the plan governs only those
pictures which have had a downtown
first run. It will be possible for
subsequent run houses to play double
features without losing their classi-
fication provided the double features
so shown have not had a first run.

THIRD CHANGE IN ENDING
Warner Bros. are making a third
ending for "20,000 Years in Sing
Sing." Picture recently was pre-
viewed at the Warner in Ridge-
wood, N. J., and the Palace, South
Norwalk, Conn.

JAY HUNT DIES
Jay Hunt, veteran actor, died Friday
night.

Cleveland Protection Plan
Presented to Exhib Ass'n

"Fugitive" Sets Record

All New York Strand house records at current prices were shattered last
week by Warner's special, "I Am a Fugitive From a Chain Gang." House has
been grinding from 9 A.M. to 3 A.M.

Warner Bros. Open
Branch in Holland

Opening of a Holland office, lo-
cated in Amsterdam, is announced
by Warner Bros. The territory will
be under the direction of J. Wessel,
with Phil Kaufman of the Belin
office supervising. This brings War-
ners' foreign offices up to about 60,
in more than 25 countries, says
Sam E. Morris.

No Saenger Staff Changes
Expected Under Richards

No important changes in person-
nel of Saenger circuit is expected
to occur when E. V. Richards takes
over houses. Sam Dombow and
Richards have gone to New Orleans
to work out details in connection
with the transfer of the circuit from
Publix.

Kane Coming to Discuss
New Joinville Program

Production program of the Para-
mount studio at Joinville will be
mapped out when Robert T. Kane,
who is in charge of the plant, comes
to New York from France in Decem-
ber. He will confer with Emil H.
Shauer, Joseph H. Seidelman and
other Paramount executives.

DeMille Says Fans Want
"NEW DEAL" IN MOVIE FARE

(Continued from Page 1)

of the Cross" for Paramount, said
that Hollywood is abandoning old
ideas and adopting new methods and
new treatment in entertainment with
the result that a dozen or more pic-
tures of a "different" nature will
come from various companies this
winter. DeMille says that, from his
observations and contacts on his trip
east, he is confident pictures still
maintain their hold on the public
and attendance will make a strong
come back as conditions improve.

12 Warner Productions
Currently Under way

(Continued from Page 1)

Chester Morris; and James Cagney in "Hard to Handle."

In preparation are: "Grand Central Air-
port," for Richard Bartheskme and Sally
Ellers; "The Mind Reader," for Warren Wil-
rin; "The Mirror," for Constance Cummings; Joe E.
Brown's "Elmer the Great;" Bette Davis' "Radio Girl;" "The Blue Moon Murder
Case," for Glenda Farrell; "The Keyhole,"
for George Brent and Kay Francis; "South of Sonora," western, with John Wayne.

TEACHING WITH FILMS
As part of the course of instruc-
tion in modern languages in New
York schools, Leo Brehcher, director
of the Eastman Carnegie Playhouse,
announces that a series of Saturday
morning showings has been ar-
ranged.
Marco Plans 2-a-day Legit. Shows for Film Houses

BRANDT withdraws FROM WORLD WIDE PICTURES

RCA Consent Decree Assures Freedom for the Talkers

Charity
... begins at home
By Jack Alicate

The Christmas season with its many calls for charity and relief will soon be upon us. With so much unprecedented suffering and distress in evidence this column is directed to those fortunate enough to be able to help their fellow man.

The Film Daily Relief Fund is just concluding its fifth and by far MOST TRYING year.

The members of its committee have done their best to SPREAD the small amount at its disposal where it would do the MOST good.

The fund is down to its LAST few dollars. It has had MANY more calls this year than ever BEFORE.

YOUR help is needed. NOW.

No charity dollar can buy MORE human relief than RIGHT HERE in YOUR industry.

Regardless of how TOUGH you are, let one of you send a small box to the Relief Fund. It can be used.

The committee MUST have money to carry on. It has no one to turn but YOU.

Don’t put it off. Send in your check today. NOW.

It’s a chance you feel so rich to feel a whole lot BIGGER and BETTER for having done so.

Make checks payable to the FILM DAILY RELIEF FUND.

The COMMITTEE having the work in charge consists of Don Merseecue, "Red" Kann, Billy Brandt, Al Lichtman, Bert Adler, Hal Horne, Lee Ochi, and the writer as Chairman.

Protection Society Will Continue Patent Vigilance, Says Robins

Under the consent decree signed yesterday in Wilmington in the Government’s suit against RCA and other electric companies, greater freedom is assured in the relation of the electronic arts to motion picture entertainment, according to a tele-gram received yesterday by Robert Robins, executive secretary of the American Society for the Protection of the Motion picture Theater, from John Lord O’Brian, assistant to

(Continued on Page 3)

83 CENTS ADMISSION TOP SET FOR RADIO CITY ROXY

Top admission price for the RKO Roxy in Radio City will be 83 cents. Samuel L. "Roy" Rothafel is expected to tell a group of fan and trade paper representatives at a luncheon to be held at the St. Moritz today. Presentation, vaudeville and

(Continued on Page 3)

L. B. "Uncle Lou" Remy Dies in Dallas Hotel

Dallas—Louis B. "Uncle Lou" Remy, widely known film and theatrical man, died Saturday in his apartment at the Southland Hotel following an illness of several

(Continued on Page 3)

Newark Theater Files
$300,000 Trust Suit

Newark, N. J.—Suit for $300,000, triple damages, charging conspiracy in restraint of trade has been filed in Federal Court by Clinton Amuse- ment Co., operating the Mayfair, against Warner Bros. Theaters, Warner Bros. Pictures, Fox, United Artists, RKO, Columbia, Universal

(Continued on Page 3)

Willy-Kincey Circuit

Adds Two More Houses

Birmingham — Willy-Kincey will take over the Strand and Galax here on Dec. 3. The two houses have been operated by Birmingham The- atrical Amusement Co., under an agreement with Publix, from whom Willy-Kincey recently acquired 23 theaters. There are now about 60 southeastern houses in the Willy- Kincey group.

Schenck Here to Confer

On U. A. 1933-34 Lineup

Planning of the United Artists program for 1933-34 will be started within a few days, President Joseph M. Schenck told THE FILM DAILY yesterday, following his return to New York from the Coast. He will confer with Al Lichtman, Harry Buckley and other company executives.
Earl Wingart at Fox

As Publicity Manager

Earl Wingart, who resigned from Paramount last week, yesterday joined Fox and was welcomed by Charles E. McCarthy, director of advertising and publicity. Fox publicity work hereafter will be separated from the advertising department. Gabe Yorke continues in charge of the latter.

21 RKO Houses Closing

For Two Weeks in Dec.

Closing of 21 RKO houses for two weeks before Christmas Day has been arranged. They are: Hingham, Cleveland, Dec. 9; State, Palace, South Bend, Dec. 11; Downtown Detroit, Dec. 12; Regent, Grand Rapids, Dec. 12; Rivoli, Toledo, Dec. 12; Riverside, Milwauk ee, Dec. 9; Osprey, Omaha, Dec. 7; St. Louis, St. Louis, Dec. 8; Palace, San Antonio, Dec. 11; Grand, Alliance, Dec. 10; Plaza, Schenectady, Dec. 10; Strand, Ronceuse, Dec. 9; Osprey, Salt Lake City, Dec. 11; Alhambra, Seattle, Dec. 11; Osprey, Portland, Dec. 1; Osprey, Scranton, Dec. 1; Osprey, Cornhusker, Dec. 1; Osprey, Grand Central, Kansas City, Dec. 9; State Lake, Chicago, Dec. 9. Two houses, the State at Dayton and the Lincoln at Arlington, will be closed per manently for the reason using Dec. 3 and the latter Dec. 10.

Eucharistic Film Run

Sound pictures of the Eucharistic Congress held this year in Dublin are having an extended run at St. Vincent Ferrar's Auditorium, New York, where the showing is now in its 14th week. The series is being handled by the Film Company of Ireland, Ltd., 60 West 101st St., headed by George Crommey. Prints also are available in 16 mm.

MAURICE KAPLAN MARRYING

Maurice Kaplan, local theater critic, recently married a Miss Boll Sandman. They will take a honeymoon trip to California.

GIRL FOR PAT SCOLLARD

A daughter has been born to Mr. and Mrs. Pat Scollard. Father will be working in industry as Pathe executive.

AILEEN BRENNON WITH FLINN

John Brennon has joined John C. Flinn's staff at Paramount to work on the roadshowing of "Sign of the Cross."

WORLD WIDE BOOKING DEALS

Cooperative Booking Office of Detroit has signed to play World Wide product in its 25 theaters. Build will handle the show. This is the second time Low in Washington and Cleveland.

HOW FILM AT ROXY THUR.

Claud Bow's first Fox film, "Call Her Savage," opens Thanksgiving Day at the Roxy.

dominant. Flinn has also changed its bill Thursday, with World Wide's "False Faces" opening at the New York and Brooklyn houses.

"CONQUISTORS" HOLDING OVER

RKO's "The Conquerors" will be held a second week at the Mayfair, Constance Bennett in "Rock-A-Bye" comes in next.

Samuelsons Says N. J. Unit

Will Stick by Allied Ass'n

"New Jersey is an integral part of Allied States Association, proud while it will continue to be a member unit since the inception of Allied and committed to thorough-going support of President Steffee and the ''Broadway Boys,'" said Sidney E. Samuelson, president of the unit, in a statement issued yesterday.

"RKO's record of loyalty is such that I can say without hesitation that if a majority of the Allied units find the industry consolidation program unsatisfactory, RKO will go along with the majority," declared Samuelson.

Samuelson made the statement to counteract what he called "evidences that the Jersey Allied unit is committed to approval of the industry consolidation plan, regardless of what action might be taken by other Allied units," which he termed "entirely false."

Milwaukee Bombers Get

Three Months in Jail

Milwaukee—Wayne Bryant, business agent of the Nationalist Photoplay Operators' union; Floyd Barkehn, his assistant; Leslie Moore and Walter Siewertszki, members, and a high school boy chemist, were sentenced in District Court to three months each in the house of correction for releasing color bombs in local theatres. Three others were fined $25 each.

RKO SIGNS 2 WRITERS

G. E. Stern, English woman novelist, who arrives today on the Berenstain, plans to write original RKO productions. RKO also has signed Felix Riesenberg, writer of sea stories. Miss Stern and Riesenberg will leave for the coast in a few weeks in company with David O. Selznick.

"JUNGLER KILLER" AT CENTRAL

"Jungle Killer," a Carveth Wells production, has for Principal, opens Friday at the Central. First performance will be for the New York "American" Christmas Relief Fund.

"YORK" AT CARNegie


BACK TO FILMS

Akrorn, O.—After a week's try at vaudeville and films the Civic, formerly the Grand, has returned to straight pictures, changing twice weekly.

E. M. LOEW'S MOTHER DIES

Boston—E. M. Loew, head of the Loew's chain, mourning the death of his mother, who died Saturday at her home in Milton.

LASKY BUYS RIGHTS

"Poking Picnic," novel by Ann Bridge, has been bought by Jesse L. Lasky, head of his productions for Fox. Irene Kuulas and Harry O'Brien will adapt it.

"KINGDOM!" MAY BE OPENER

The RKO-Roxy in Radio City may have "Animal Kingdom" as its premiere picture when the house opens late in January.

New Incorporations

NEW YORK CHARTERS
Leff Productions, Suchman & Samuel, 545 5th Avenue, New York City, 200 shares of common stock.

Albert K. Goodman Accessory Corp., Fitch 
Sons Mfg. Corp., 223 West 42nd St., 200 shares of common stock.

Minkows Amusement Co., Kelley & Con nelly, 35 Broadway, 200 shares of common stock.


DELAWARE CHARTERS

Paramount International Corp., Brooklyn, N. Y., motion pictures, Corporation Trust Co., $500,000.

Paramount Productions, Inc., Brooklyn, N. Y., motion pictures, Corporation Trust Co., $500,000.

Paramount Distributing Corp., Brooklyn, N. Y., motion pictures, Corporation Trust Co., $500,000.

Paramount Pictures Corp., Brooklyn, N. Y., motion pictures, Corporation Trust Co., $500,000.

Stanley Signs N. T. G.

For Series of Shorts


HANDED PUBLIX-VITA. DEAL

Sales executives and bookers who handled negotiations in the deal whereby Vitaphone shorts will be sold in all markets in the interest of H. Simmons, president of Stanley Distributing Corp., for a series of two-reelers. "Fun," will be "Night Life of Broadway" with a cast of about 100.

ZANE GREY PARTY SAILS

West Coast Bureau of THE FILM DAILY

Hollywood — Zane Grey, accompanied by H. C. Anderson, cameraman, and crew sailed last week on the Monterey for a cruise to the South Seas and New Zealand in search of story material and outdoor motion pictures. Dr. J. A. Wiborn also is in the party. Grey's yacht will join him in the South Seas.

AL WILKIE PROMOTED

Al Wilkie has been promoted to publicity manager at Paramount Publix, succeeding Earl Wingart, who resigned to join Fox. Wilkie will be directly under Arthur Mayer.

NOW BOOKING—

"Senza mamma e nnamorato"

Without a Mother or Everninth Italian musical drama with English titles starring Rostos De Stefano, supported by Take Staff Available.

CINEMA PRODUCTIONS, INC.

630 Ninth Ave. N. Y. C.
Allied Ass'n Joins Protective Group in Local Units

MUSIC MEN PLAN NEW BODY FOR FILM PARLEYS

J. A. Rejects New Contract; M-G-M to Approve It

THE CENSOR HAS HIS SAY

Being the views, presented as a friendly critical forum, of prominent members of Censor Boards from several States on Problems of the industry, particularly production.

Today—JOHN M. CASEY,
Chief of Licensing Division, Boston

(Lighting to the right)

Films are made too much from the point of view of Hollywood, without, apparently, sufficient study having been given to the entertainment needs, tastes, and social values of other sections of the country. Too many films underestimate, I believe, the intelligence of their audiences; too many films neglect the entertainment interests of people who now go seldom to motion pictures but would otherwise, if films were marked by less triviality, become steady patrons.

More films, it seems to me, could be made acceptable to the general public by producers paying more attention to responses of audiences as ascertained by a careful survey, made through study in the individual local theaters, of the entertainment needs of all the people in a given community and not just of those people who are already patrons of the theaters. In other words, the potential audience should be sought. More flexibility in exhibition, more variety in films, more catering to class audiences is needed. These are sophisticated days. It is only to be expected that the films, in part at least, will follow the tendency of modern books and plays. But the sophisticated film should have some purpose other than to be just sophisticated. Motion pictures should be faithful to the lives of men and women, and, if films are to be sophisticated, then such films should avoid superficial treatment. The screen, in these grave times of economic stress, could well afford to

Trans-Lux Franchises For Outside New York

Although Trans-Lux now plans to open combination newsreel and short subject houses only in Greater New York, the company will let franchises for its rear-screen projector to other firms outside who desire

Fox Studios are at Peak With 15 Films Under Way

West Coast Bureau of THE FILM DAILY

Hollywood—Peak of activity has been reached at the Fox studios. (Continued on Page 4)

Protection Society and Allied Forming Units Throughout U. S.

$1,000,000 Sales Drive Is Launched by Monogram

A million dollars in sales by Feb. 25 is the goal in a Monogram drive launched by Edward Golden, gen-

FUNCTIONING in association with Allied units, the American Society for the Protection of the Motion Picture Theater is planning to organize

No Paper Tomorrow

In observance of the Thanksgiving holiday, there will be no issue of THE FILM DAILY tomorrow.
Walter Clark Now Heads Warner Music Interests

Walter Clark, with the Victor Talking Machine Co. for 12 years as recording director, has been appointed by H. M. Warner, president of Warner Bros., to be executive manager of all Warner music publishing interests, including Harms, Inc., M. Witmark & Sons and Remick Music Corp. Edwin H. Morris, vice-president and general manager of the Music Publishers' Holding Corp., continues to direct the publishing and sales activities of Witmark and Remick, while Henry Spitzer remains as general manager of Harms.

HANDLING PHILA. OFFICE

Philadelphia—Percy Bloch, Trans-Lux district manager, is in charge of the local exchange, in addition to his regular duties, pending appointment of a successor by Mr. Morgan, who has been transferred to Atlanta as the company’s district manager. George J. Schaefer, Trans-Lux general sales chief, is expected to stop off here on his return to New York to look over the situation before making a permanent appointment.

Propose Sunday Shows

As Philby Tax Solution

Philadelphia—Spokesmen for theaters and other amusements have proposed a change in the blue laws to permit Sunday shows and sports as one means of solving the city’s financial troubles. It is estimated from $5,000,000 to $5,000,000 tax could be paid the city if Sunday amusements are allowed. Protest was made against the plan to tax admissions 5 percent and double the licence fees of projectionists.

Dave Barrist spoke in behalf of the M. P. T. O. of Eastern Pennsylvania which is fighting the plan. Action on the revenue measure was postponed.

METROPOLITAN IN CLEVE.

Cleveland—Metropolitan Motion Picture Co. of Detroit, producers of sound pictures and slide-films for commercial purposes, has opened branch offices in the Hanna Building here. X. F. Sutton, recently appointed assistant to the president, is in Cleveland supervising the development of new business in this territory. G. S. Wasser has been division manager, and Marc B. Lyon is a member of the executive staff.

STANLEY CO. LOSSES

Net loss of $1,743,333 is reported by Stanley Co. of America, controlled by Warners, for the year ended Aug. 27, with property and goodwill of $1,711,254 in the preceding year.

“MILLION” FOR RIVOLI

Paramount’s “If I Had a Million” opens Nov. 30 at the Rivoli.
JUST AROUND THE CORNER!

NEW HAVEN
“PROSPERITY” beats “Grand Hotel” and “Smilin’ Thru”.

WORCESTER
“Prosperity” phenomenal. Beats even “Emma”!!!

SPRINGFIELD
Another spot where “Prosperity” tops “Emma”!!!

CHICAGO
“Prosperity” off to a whirlwind start!

DETROIT
“Prosperity” exceeds “Smilin’ Thru” by wide margin.

BRIDGEPORT
“Prosperity” ties “Grand Hotel”. Beats “Smilin’ Thru”.

HARRISBURG
“Prosperity” beats both “Grand Hotel” and “Smilin’ Thru”.

PITTSBURGH
“Prosperity” beats both “Grand Hotel” and “Smilin’ Thru”.

PROVIDENCE
Midway between “Smilin’ Thru” and “Grand Hotel”.

READING
Much better than either “Grand Hotel” or “Smilin’ Thru”.

AKRON
“Prosperity” tops “Smilin’ Thru”.

Baltimore
“Prosperity” beats both “Grand Hotel” and “Smilin’ Thru”.

SYRACUSE
“Prosperity” beats “Smilin’ Thru”.

WASHINGTON
“Prosperity” opening tops “Emma”.

LANDSLIDE FOR M-G-M
As expected, M-G-M tops the industry in the Annual Awards of the Academy of M. P. Arts and Sciences.

BEST ACTRESS: Helen Hayes
BEST PICTURE: “Grand Hotel”
BEST STORY: Frances Marion (“The Champ”)
BEST SHORT: Laurel-Hardy in Hal Roach’s “Music Box”

EXTRA AWARD: Wallace Beery (“The Champ”)

METRO-GOLDWYN-MAYER
Always brings you “Prosperity”!
handle in a mature way some of the great problems in our national life, as many critics have already pointed out. It may be the second screen's own dignity and would win it friends among the country's thinkers and doers. However, the screen as sophisticated as it may be, more pictures of homely theme and meaning are certainly desirable; which means that is frothy, risque and fraught with double meaning. This applies equally to shorts, comedies and features. The moral tone and effect of any given film may be debatable and may vary according to tastes, standards and opinions of different audiences which see it; but flagrant suggestions of sex being self-evident, and when irrelevantly injected into a film, is doubly offensive. When these elements exist, the picture begins to elude everywhere.

**BREACH OF PROMISE**

Joan Bennett and Charles Farrell in
"WILD GIRL"

with Ralph Bellamy, Irving Pichel, Eugene Pallette

Fox

78 mins.

GOOD OUTDOOR MELODRAMA OF THE EARLY WEST CARRIES NICE SUSPENSE AND IS WELL HANDLED ALL ALONG.

Based on Bret Harte's "Salome Jane," this vehicle contains plenty of good old reliable melodrama and also gives Joan Bennett and Charles Farrell some romantic opportunities against a background of the pioneer west with its stage coaches and bad men. Jane is a sort of tomboy who doesn't care for any of the several whiskered gent who are competing for her hand. But she fails for a stranger, Farrell, who has come from Virginia with even matters with a four-flusher who did wrong by his sister. Farrell kills the man, then makes a bold getaway just under the hangman's noose, and with Jane's aid eludes capture until matters are straightened out all around. Action is numerous, the picture being made entirely on location, and some enjoyable comedy touches are supplied by Eugene Pallette as the blustering stage conductor.

**FALSE UNIFORMS**

Ampico

68 mins.

WEAK AND ONLY MILDLY INTERESTING RUSSIAN DRAMA WITH MUSICAL BACKGROUND AND ENGLISH TITLES.

This is an historic folk legend that is built around a tale of one of the last of the romantic Russian Outlaws. The Robin Hood of the film is Karmeliku, who belongs to an Ukrainian lord of the manor. The lord disregards the hardships of his peasants, all of whom work for him as slaves. Karmeliku revolts when he learns that one of the young girls is about to be abused by a guest of the lord. Karmeliku and the girl flee into the forest and are pursued by the lord's soldiers. Escape is possible by a formal slave who poses as a friend of the master. The film drags and has nothing in its direction, acting or photography to attract much attention. Stephan Shagidula, as the rebellious slave, is adequate in the part.

**THE VARLANDERS**

Swedish

90 mins.

LIVELY AND INTERESTING RURAL ROMANCE WITH SOME GOOD SINGING AND DANCE MUSIC.

An old Swedish legend of folk lore has been interestingly presented in picture form, and no doubt will appeal strongly to appreciative audiences. The story is the history of Eric, the son of a rich farmer, and Anna, daughter of a poor farm tenant. The rich farmer has been forced to promulgate his son in marriage with the daughter of another farmer to whom he is financially indebted. Then the story shows how the love is forced to give him up in order to save her family from being evicted from their poor farm. She writes a letter to Eric, pretending to be in love with someone else. Brokenhearted, he consents to marry the girl his father has picked out for him. Then of course the happy ending in a rural climax, with the father relenting when he finds that his son's happiness means more to him than his wealth.

"An Old Homestead" idea done in Swedish, with its folk music and some folk songs lend brightness, and the rural scenes are very lovely.

**FUGITIVE" HELD "HOLDS IN PHILLY**

Philadelphia—Warner's "I Am a Fugitive from a Chain Gang" is being held over at the Mauchbaum.
U. A. Rejects New Pact; M-G-M Will Approve It

(Continued from Page 1)

companies, both Lichtman and Feist have notified M. A. Lichtman and Abram F. Myers accordingly.

"United Artists prefers to run its own business in its own way," declared Lichtman, who said he ex-ects to attend the New York ex-hibitor mass meeting Dec. 1.

RKO Films to Be Nucleus In Radio City House, Roxy

(Continued from Page 1)

Moritz. "Our policy will be so ar- ranged that we will not be forced to run any pictures that we do not actually want," said Roxy. The the-ater will be equipped with regular and large size screens and will have an orchestra of forty-five. Admis-sion prices will range from 40 cents to $1.50 with the orchestra floor at 80 cents. The Roxy, which is to head the production department and Russell Markert, director of the Roxyettes, will have charge of pre-cision dancing.

Trans-Lux Franchises

For Outside New York

(Continued from Page 1)

sire to operate houses similar to the two it now runs in New York City. The Trans-Lux theater on Madison Ave., will not be enlarged, as in the case of the Broadway house, owing to lack of available space.

Policy of the Broadway house provides for a no-wear comprising clips from three reels, a cartoon, a travelogue or scenic in a single reel and a two-reel comedy. This represents the average planned bill.

Warner Bros. to Extend

Wm. Goldman's Contract

(Continued from Page 1)

which were published in THE FILM DAILY of Nov. 16 after they first reached New York, Bernard says that Goldman's record, both as an individual and operator, has been such as to meet with the entire ap-proval of the New York executive staff. David (Skip) Washer, War-ner theater executive, joined Bern-hard in condemning the rumors, which were laid to malicious sources. Under Goldman's management, the Stanley circuit has become one of the best in the country, declared Washer.

BUYS SHORTS FOR TEXAS

Syndicate Pictures of Texas has acquired the territorial rights for Emil Velasco's 26 "Organelettes."

What a Man!

Philadelphia—"Crowing" him as the world's champion movie-ner, William Goldman, Stanley-Warner general man-ager, has presented a large silver plaque to Dr. Elwood R. Weshner, who is on the records as seeing as many as five pictures in a day.

NEW BODY OF MUSIC MEN TO DICKER ON CONTRACT

(Continued from Page 1)

lishers. His contract has expired. Pending composition of the music publishers' demands, negotiations towards a music contract are at a standstill. The film producers are in agreement as to their demands. Major Edward Bowes, who is chairman of the film producers' commitee, is also acting as choice in event of disputes arising between both sides pending signing of a contract.

Fox Studios Are at Peak

With 15 Films Under Way

(Continued from Page 1)


$1,000,000 Sales Drive

Is Launched by Monogram

(Continued from Page 1)

eral sales are going to be awarded to winners in the campaign are now being mapped out by Golden.

"Mlle. Modiste" for Vitfa

Sam Sax, Vitaphone chief at the Brooklyn studios, has acquired rights to film Victor Herbert's operetta, "Mlle. Modiste," as a two-reeler. Roy Mack will direct, and Bernice Claire may appear in it.

"No More Orchids" Release

Columbia's "No More Orchids" will be released Nov. 25. The cast is headed by Carole Lombard and Lyle Talbot.

IT'S NEW COLONEL JACQUES

Cincinnati—Stanley C. Jacques, branch manager for RKO, has been commissioned a Colonel by Governor Ruby LaFoon of Kentucky.
HERE IT IS! THIS SEASON!

Anything can happen in "Central Park" -- and everything does!

"CENTRAL PARK"

Here's Warner Bros.' sweeping pictures that move!" The kind everybody because it has every frame an action still. You have

JOAN BLONDELL

GUY KIBB

By Earl Baldwin and V John Adolfi. A

WARNI will bring back crowds we
JON'S "UNION DEPOT"

Swear to the cry for "moving f All-Action story that pleases r! Crammed with drama. Every had anything like it in months.

WALLACE FORD

- Many Others

Frohouse. Directed by National Picture.

UR BROS.

ose "Fugitive" after week!

Gunmen hold up society's gala ball at Casino!
By RALPH WILK

HOLLYWOOD

HOWARD ESTABROOK, author, scenarist under contract to RKO, has just delivered a dictograph lecture on scenario writing. Prevented by press work from accepting an invitation to go to New York and address a university group on his experiences in adapting such scripts as "Cimarron," "Bill of Divorce," etc., Estabrook shipped to the eastern institution 140 dictograph cylinders containing a full record of his "Cimarron" script.

Irving Cummings is to direct Junior Durkin in "Diamond Cut Diamond," a J. G. Bachman production for RKO.

"Baby Face" will be Barbara Stanwyck's next for Warners. It is an original by Gene Markey.

Mervyn LeRoy, who directed "I Am a Fugitive," is all smiles these days. He has been reading the box-office figures the picture has been piling up.

The Actors' and Authors' Guild is presenting a series of plays at Santa Monica. Many new plays by well-known writers will be tried out and the Guild expects to attract the attention of motion picture producers seeking talent and material.

"The Backslapper," by Mann Page and Paul Dickey, was the opening attraction.

IN THE HEART OF HOLLYWOOD

HOLLYWOOD'S most convenient hotel. Next to famous studios, theatres, cafes and shops—ten minutes from golf courses, bridge paths, etc.

The Plaza Hotel is quiet, luxuriously furnished, with restful beds, attentive but shrewd, efficient service and cuisine, convenient parking—every modern convenience for your comfort.

European plan $2.50 and up, single, $5 single, double $4.50, twin beds. Special weekly and monthly rates. Ask for the "Directory of Hospitality."
But THIS is the NEWS
That's Important to YOU!

CLARA BOW'S OK
FILM COMEBACK


Judging from the audience reac-
tion at the preview at United Ar-
tist's Long Beach theater, of 'Call
Her Savage,' Clara Bow lands back
on both feet, taking bows.

It was a smart move on the part
of Fox to spot her preview in Long
Beach, long-haired church center
which has always frowned upon her
frivolous screen activities.

Her first appearance on the
screen was the signal for a burst
of applause which was continued
for several minutes, drowning out
the dialog in spite of fading up.

Following the performance almost
5,000 persons mobbed Clara's car.
Intent upon congratulating her.

Picture shows a marked improve-
ment in her acting, recognized by
intermittent applause all through
the story.

Strong story plus ace dialog,
photography and direction. Missed
out a little in the first reel, prob-
ably due to star's lack of confidence
in herself, but hit well after that.

She has reduced considerably, but,
while still buxom, has perso-
nality. Impression kicked at has given her
depth of feeling with markedly in her screen-
ance.
Denison, Tex.—E. L. Black has reopened the old Liberty. Colorado Springs — The Rialto, Publix, has been reopened for the winter.
Roseburg, Ore.—George Hunt has acquired the Rose and will operate it in conjunction with his other two houses.
Garber, Okla.—Ned Pedigo, formerly located at Guthrie, has acquired the Roxy here.
Exira, Ia.—Earl Willis has leased the Palace from Dr. H. G. Smith.

Indianapolis—Articles of incorporation have been filed by the Regal Theater Corp., Gary. Incorporators are John, Julia and Andrew Konrady.

Waupaca, Wis.—J. P. Adler has leased the Palace from Frank Goldbach, formerly connected with the Adler organization, which also operates the Waupaca. Goldbach will manage both houses for Adler.

Cleveland — Burns Warden, local Paramount ad sales manager, takes over the management of the ad sales department in Milwaukee. He is succeeded here by Bill Twigg, who was assistant ad sales manager in Pittsburgh.

Ravenna, O.—Abbe Fine has given up the Palace, which is now being operated by J. Robinson.

O'Toole Urges Attendance At Exhibitor Mass Meets
Members of the M. P. T. O. A. are urged to attend the Chicago and New York exhibitor mass meetings to start their enthusiasm for the eyewash program, in a statement issued yesterday by M. J. O'Toole, secretary of the organization. He stressed the importance of the subjects to be discussed.

PRODUCING IN SAN ANTONIO
San Antonio—H. W. Kier, A. A. Phillips, J. H. Britton and P. B. Williett, all of National Pictures, returned from Hollywood last week having purchased some equipment. "Destiny," an original story by J. Frank Dobie, will be the next feature picture soon to go into production. Willett will direct, Percy Barbet will be dialogue director, and William Neely and Jimmy Zingraff will handle photography, according to Lester Keten, publicist for the Gulf Coast Studios.

300 "MOUTHFUL" DATES
With 300 playdates booked for the week starting Thursday, Saturday, First National's "You Said a Mouthful," starring Joe E. Brown, sets a new record for simultaneous showings of a Warner-First National feature.

JUDELL AFTER THEATER
Chicago—Ben Judeell and several associates are trying to make a deal for the Majestic, former RKO house and later under Shubert control, to reopen as a first-run movie house. The theater is located in the heart of the Loop.

SUNDAY SHOW BILL UP
Loveland, Colo.—A bill calling for Sunday movies has passed its first reading by the city council. This is one of very few cities in the state barring Sunday shows.

SALISBURY HOUSE OPENS
Salisbury, Md.—Mike Dolan yesterday opened the new Salisbury theater, located in the Odd Fellows Building. A special invitation premiere was held Sunday night, with "A Bill of Divorce" as the attraction.

QUINTNER SUIT DELAY
The much-postponed Joseph P. Quintner suit against Paramount now may go on trial on Jan. 5 and continue for only next week, probably Monday, in the Federal Court, New York. It has been held up by a case abroad.

Indianapolis—Articles of incorporation have been filed by the Regal Theater Corp. Incorporators are H. S. Robinson, R. H. Tatlow, O. S. Stephens and Helen Stephens.

Allied, Protective Group Forming National Units (Continued from Page 1)
local units throughout the country. First, local organization will be started in Iowa under guidance of Lester Martin, Allied leader. Allied units are understood support the movement with object of protecting theaters from anticipated encroachment of the big electrics on latitude of the theater of tomorrows. The society will hold a meeting in New York in about one week to enlist further membership support.

WOMETCO RELIEF PLAN
Miami, Fla.—The Wometco theater interests are sponsoring a plan to provide needy families with food. For seven days they admitted two persons for the price of one plus an article of food. An attendant of the Salvation Army stood in the lobby of each of the four theaters to receive the food.

JOIN IN TRAILER BUSINESS
Denver—James W. Aubrey and H. H. Panzan, former employees of Alexander Film Co. and J. R. Pelee, who have been operating a trailer service, have incorporated the Motion Picture Service Corp. with a capital of $25,000. The company will continue the trailer business, and in addition will make advertising and industrial films.

4 OHIO STANDS LOSE VAUDE
Cleveland—RKO has eliminated vaudeville in all of its houses in this territory with the exception of the Palace in Cleveland. The policy has been discontinued in Akron, Youngstown, Toledo and Cincinnati.

ROOTING FOR BUXBAUM, JR.
A number of film executives are going to Inwood, L. I., tomorrow to watch Lawrence and Lynbrook high school elevens battle. Harry Buxbaum, Jr., son of the Fox New York manager, is captain of the Lawrence outfit.

SYRACUSE HOUSE REOPENS
Syracuse—The Empire, dark for months, reopens tomorrow with double features. Program will be changed three times weekly. The house is now under the Skouras banner.

REVIVING WYNN FILM
Paramount, in reviving "Beloved Leader," as a result of the tremendous radio popularity built up recently by its star, Ed Wynn.

Chicago—Morris Gottshaw, formerly with Security Pictures, is now employed at the Capitol.
Chicago—Gibby Karshon has taken over the Webster, which he will operate as a straight picture house.

Boston—The Franklin Park theater has closed for an indefinite period.

Dickinson, N. D.—The Strand has changed ownership, Johnson & Magrude acquiring it from H. Knudsen.
St. Paul—J. J. Fitzgerald is the new owner of Delux, having bought the theater from Peter Bolger.

Warroad, Minn.—Irene Fox has released ownership of the Fox to George Berglund.

Howard, S. D.—The Grand has been sold to W. W. Adams to Harley Bender.

Birmingham—The RKO Ritz has changed to split-week policy. When super pictures are played, however, extended dates will be granted.

Chicago—The Echo in Des Plaines has reopened with double features and vaudeville, the latter on Saturdays and Sundays only.

Chicago — Dick Lucas has been placed in charge of the Avenue by Jake Gross, who also operates the Independence.

Chicago—Joe Abramson, well known in local film circles, has gone to the west coast, where he is booker for Fox.

HUNGARIAN TALKER AT TOBIS
"Csokol Meg Edes" ("Kiss Me, Darling!") Hungarian musical comedy film produced by Pless Perenc Film, Budapest, opens tomorrow at the Tobis theater.

"MOUTHFUL" HOLDS OVER
Joe E. Brown in "You Said a Mouthful" will be held over another week at the Winter Garden. Next Warner attraction at this house will be "Central Park," opening Dec. 1.

D.O.T.
Nov. 29-29: Exhibitor mass meeting under Allied-MPTOA auspices, Hotel Congress, Dec.
Dec. 30: Exhibitor mass meeting under Allied-MPTOA auspices, Park Central Hotel, New York.
Dec. 5: Kansas City film colony charity ball, Pla-Mor, Kansas City.
Dec. 21: Mid-winter meeting of North and South Carolina Theater Owners Ass'n, Charlotte, N. C.
Monogram Pictures presents
Pauline Fredericks in
SELF-DEFENSE
with
Theodore Von Eltz
Barbara Kent—Claire Windsor—Henry B. Walthall
Directed by Phil Rosen—Produced by W. T. Lackey—Supervised by Trem Carr—Adapted by Tristam Tupper from a story by Peter B. Kyne.

They're all saying in the trade: "Monogram has the right idea"! "Self-Defense" is a case in point, geared for the money and no mistake! Peter B. Kyne's brilliant story has been converted into rousing film drama in which human passions quiver in the palm of justice like loaded dice!
A fit successor to the immortal “Cimarron”, this one merits rating as another great film epic of America. Educational, inspirational and, above all, thrillingly entertaining, the picture embraces all features deemed essential to the perfect screen vehicle. Add to this Richard Dix and Ann Harding as romantic stars, plus Edna May Oliver and Guy Kibbee to play the comedy, and you’ll have a fair idea of what you may anticipate—and anticipate with relish—at the Mayfair Theatre.

Aside from the truly epic qualities of the film, Mr. Estabrook and Director Wellman have crammed the vehicle with the little, intimate, homey details that reach for and grip the heart. It is always true, human and American. Regina Crewe, N.Y. American
RKO Field Sales Setup Revised in Six Divisions

TEXAS ALLIED AND TRI-STATE O. K. NEW CONTRACT

Warner-F. N. Studios Three Months Ahead of Schedule

13 Features Now Awaiting Release—11 More Under Way

West Coast Bureau of THE FILM DAILY

Hollywood — Warner-First National are three months ahead on production schedule, the studio announces. Thirteen completed features are now awaiting national release within the next three months, and 11 more are in work or being (Continued on Page 3)

SALES OF SHORTS UP 20%
SAYS EARLE W. HAMMONS

Short subject sales have increased 20 per cent in the last three months, E. W. Hammons told FILM DAILY yesterday. "According to latest reports from our sales organization, the average increase will be considerably higher by the time the next period is struck off," said Hammons. "The effect of increased short subject sales is not merely confined to Chicago and other territories that have renounced the double-feature policy, but from practically every district in the country."

Exclusive Showings
Opposed in Virginia

Richmond—Opposition to exclusive runs is being pushed by the Colter and Blenheim interests through the medium of "Richmond Screenland." Local publication edited by Richard Powell Carter and devoted to attractions playing the Byrd, Capitol, Venus, Brookland and Bluebird theaters. Other Virginia exhibitors and film patrons also are said to be against the policy.

Fox Closing S in K. C.

Kansas City—Fox Midwest will close the Rockhill, Liawood, Gladstone, Manor and Vista, suburban houses, on Sunday. The RKO Mainstreet closes indefinitely Dec. 8.

H-E-L-P!

The sixth annual drive of the Film Daily Relief Fund starts today. You who can MUST help this year of all years. When a man is hungry he needs FOOD. Not investigation. Red tape and kind words cannot take the place of medicine and practical aid for those in sickness or distress. The Relief Fund is down to its LAST few dollars. The result of a bitter and TRAGIC struggle. Some who were on TOP yesterday are on the BOTTOM today. Sympathetic understanding can best come from those familiar with their record and background.

Every PENNY collected goes direct for RELIEF. There is not one red cent of expense. The committee is glad to do the work—but YOU, too, must help. Send in your CHECK today. NOW.

The COMMITTEE having the work in charge consists of Don Mersereau, "Red" Kann, Billy Brandt, Al Lichtman, Bert Adler, Hal Horne, Leo Ochs, and the writer as Chairman.

JACK ALICOATE

SKIRBALL WILL ABSORB
JOE GOLDBERG’S DUTIES

J. H. Skirball will absorb the duties of general sales manager for Educational World-Wide, although he will not assume the official title held by Joe Goldberg, who resigned last week. Sol Edwards will assist (Continued on Page 6)

Six RKO Field Sales Divisions Announced in Revised Setup

Appeals Court Upholds
Union’s Right to Picket

Right of Local No. 4, stagehands’ union, to picket three J. H. & S. theaters in Brooklyn was assured yesterday when the Court of Appeals in Albany reversed decisions of the Appellate Division and Supreme (Continued on Page 7)

Cole Says Proposals Will Make Federal Action Unnecessary

Allied Theater Owners of Texas and the M. P. T. O. of Ark., Miss., and Tenn. are the first exhibitor units to approve the new contract.

Dallas—Endorsement of the new exhibition contract worked out by Sidney R. Kent and exhibitor leaders was voted by Allied Theater Owners of Texas at its two-day convention here this week.

"Our endorsement of the contract proposed by Kent will likely be a national bombshell," said Col. H. A. Cole, president of the (Continued on Page 2)

28 HAL ROACH COMEDIES READY BY END OF DEC.

West Coast Bureau of THE FILM DAILY

Hollywood—By the end of next month the Hal Roach studios will have completed 28 comedies and one feature, representing 75 per cent of the season’s lineup, according to Henry Ginsberg, general studio manager. Twelve more comedies and a second Laurel and Hardy feature are on the program.

Brennan Adding Offices
For Majestic in S. E.

Tom A. Brennan, who has the Majestic franchise in the southeast, has opened his second office in that territory at 218 S. Liberty St., New Orleans. William Shiel, formerly with Paramount and Warners, is in charge. In addition to his new exchange, Brennan maintains an Atlanta office and will shortly open another in Charlotte.

Prime Essential

The most important element in motion picture production is enthusiasm, said David O. Selznick of RKO in a radio interview conducted by Radio City Music Hall M.M., critic of the New York "American."
New Hippodrome Policy
Is Drawing the Crowds

Single features plus four or five short subjects, a 40-minute vaudeville revue, with four changes of program each week, is being offered at the Hippodrome, which opened last week under the management of Cecil Maberry, who is assisted by Alex A. Hillman. Exploitation and publicity also is handled by Maberry. Each program will be run about two hours and forty-five minutes, with five picture shows each day and four “flesh” presentations. The house is scaled at 15 and 25 cents, with 20 cents for children at all times. William Carroll and A. J. Cooper are the operators. They also operate houses in Youngstown, Ash- tabula, Dayton and in about eight other midwest cities. Booking arrangements have already been made with Fox and Columbia, according to Maberry. The house will also play first-run independent product.

Charlotte Theater Men
Form Welfare Society

Charlotte, N. C. — Local theater men have organized a fraternal and charitable group to be known as the Jesters’ Club. Walter Morris, manager of Warners’ Broadway, is president. Other officers are: vice-president, Mr. Furman; treasurer, H. H. Everett; and secretary, John Vickers. 

Wardlaw in Forum

Warden Lewis E. Lawes, whose hook, “20,000 Years in Sing Sing,” is being brought to the screen, will be one of the speakers next Tuesday’s Motion Picture Club Forum. Because his talk will have general as well as trade interests, staff writers of the various newspapers and press services are being invited to attend. George Gordon Battle, prominent lawyer, is another speaker on the slate. Due to the big turnout expected, admission to this Forum meet will be by ticket, the price being $1 as usual.

Warner Club Ball

Warner Club will hold its ball Jan. 28 in the Grand Ballroom of the Commodore. Members, guests who wish to attend, and non-members, turn out of 2,000 is expected. Harold Rodner is handling arrangements.

Will Meet on Music Pact

John Gregg Paine, representing music publishers, and Major Edward K. Robinson, who compose the committee, will meet tomorrow to further discuss a new contract covering use of music.

Quicker Write-off

Under its new accounting system, Warners are writing off its negative costs during the current period instead of during an 18-months period, as formerly.
**LET'S TURN** back the pages of the film biz to the good old days of the Reel Boy — who performed the functions of the modern film delivery motor truck services — that's a good many years ago — wonder what's happened to all those Reel Boys who kept the film in circulation for the metropolitan theaters?

**ONE OF THEM** at least has made quite a record for himself — Maurice Emerson — who as a cinematographer has contributed a lot to motion picture photography — his knowledge gained through years of shooting scientific and medical subjects — has been applied to pop entertainment films — especially travel subjects — he hits certain camera angles that are different — but he admitted to us that his first experience as a Reel Boy taught him to be cautious and resourceful.

**THE DAY'S WORK** for the Reel Boy started about 8 o'clock in the morning — he had to hop down to the various exchanges — picking up a reel here and a reel there — till he had the complete program for the day's showing — then he would stagger back to the theater loaded down like a hod-carrier — in time for the opening performance.

**TRAVEL WAS** slow — mostly by surface cars — 22nd Street then was the center of the film trade — with Mutual and Jungle Film Exchanges in the same building with General Film Company — then up to the George Klein Exchange on 40th Street and Ninth Avenue — over to Triangle on Broadway — then up to Vitrage at 1900 Broadway — with a few other small exchanges in between these jumps — after which the Reel Boy reeled back to his theater — loaded up like a Christmas tree with film cans and posters.

**EACH THEATER** had a key number with the exchanges — Maurice worked for Springer's at 77th Street and Broadway — so the key number was S-77 — that made it easy for the exchange goofs who couldn't spell Springer.

**BUT THAT** was only a part of the Reel Boy's work — all through the day and evening he had to help the operator — with Mutual and Jungle films intermingled — in a pinch he acted as doorman or usher or cashier — after the last show at 11:30 he changed the marquees lights for the next day's show — then scammed downtown to return the reels to the exchanges — with a fair break — this young loafer hit the hay about 3 o'clock in the morning — then up betimes at 7 for another gala holiday — heigh ho — for the merry life of a Reel Boy.

**SOME REVIEWERS** are so critical that they expect to find ACTING in Westerns. . . , and mebbe they call it the Talking Screen because it offers action and a dame named Louise is seen at us becuz we wrote her a letter and left out the "i" in her name — Howard Estabrook received some nice boosting on the radio the other night. . . . by David O. Selznick, RKO Radio production chief. . . . in an interview with Regina Crewe . . . Selznick handed Estabrook a bouquet for his story of "The Conquerors."
OUT OF THE THUNDERING CAVALCADE OF HISTORY COMES THE SCREEN'S MASTERPICTURE!

- Towering head and shoulders above the screen giants of the past... Climaxing Warner Bros.' greatest production year... "SILVER DOLLAR"!
Roaring, brawling record of America's most amazing empire builder, who lived to beg in the cities he had built. Men sang his glories... Women whispered of his sins... America will shout its praise of this stupendous drama of his life and times!


VAST CAST INCLUDING

BEBE DANIELS
ALINE MACMAHON

Directed by Alfred E. Green
A First National Picture

Watch Denver Premiere Dec. 1
Indianapolis—Charles Davis, band master at the Indians, has accepted the position of musical director of the Wisconsin theater and roof ballroom in Milwaukee.

Weston, W. Va.—William L. and Robert H. Pelechard have bought out the interest of Gay F. Grege in the Camden theater.

Wollaston, Mass.—Harold Priesty, formerly manager of the Oriental in Mattapan, is in charge of the reopened Regent here.

Boston—RKO is moving its shipping department from 39 Church St. to the main offices at 60 Church St.

Leland, Miss.—William R. Pattie, manager of the Temple, has won his fight to give Sunday shows for charity.

Kansas City—Robert Withers, Midwest Film Exchange, has won the $330 prize as winner in his division and leader in the country in the W. Ray Johnston (Monogram) Sales Parade.

Amsterdam, O.—Charles Huffman will reopen the Star with pictures and vaudeville, the latter being shown the last half of the week.

Canton, O.—There is a likelihood that the Palace, dark since Warners gave up the lease several months ago, may reopen with films and vaudeville competition with Loew's.

Dallas—Prices at the Molb, O'Donnell-Jenkins circuit house, have been set at 40 cents top for all pictures, against a varying sale of 35 cents to 50 cents formerly.

Decentralization Will Aid Independents, Says Freuler
West Coast Bureau of THE FILM DAILY

Hollywood—Present trend toward decentralization of major companies will prove advantageous to independents, says John R. Freuler, president of Freuler Film Associates, producers of Monarch pictures.

“The end of 1933 will see an entirely different setup than the present order,” says Freuler. “The independents will then be faced with a situation of having to shoulder as much of the work as they can handle. Decentralization of film distribution as well as circuits and production is urged by Freuler.

New Cumberland, W. Va.—John Panopoulos, manager of the Strand in Holidays Cove for the past few years, has become manager of the Manas here. George Sturgeon, who has been managing the local house, goes to the Strand in the Cove.

Alliance, O.—W. E. Davis and R. S. Wallace are now operating the Strand, formerly a Warner house, on a seven-day policy with three changes a week.

Alliance, O.—The Morrison, which Warners relinquished recently, is being operated by the M. F. Amusement Co., Cleveland.

Atlantic City—Whether or not the Peninsular operator sells out Reade circuit in New Jersey will be decided by January when, under the deal, Peninsular must indicate if it is interested in continuing the arrangement. Deal expires in June.

Louisville—W. E. Horsfieid, operating the Princess theater at Morgantown, has reopened the Sturgis in Sturgis.

Louisville—Joe Ciaco has taken back the Downes from W. F. Hinniker.

Mascotah, Ill.—The Grand has reopened under the management of J. Lawrence.

Ovid, Colo.—The Mazda theater was destroyed by fire late at night. Damage was $10,000.

Meeker, Colo.—The Princess, which had been sold to R. W. Thomas by Harlan S. Coulter.

Denver—Lon T. Fiddler has returned from Minneapolis, where he was selling for United Artists. He is now with Educational.

Ketchikan, Alaska—The Liberty, operated by Arch McDonald, has closed.

Minneapolis—Local exchanges report the opening of two theaters, the Community, Letcher, S. D., and the Iris, Milnor, N. D.

Indianapolis—Charles Davis, band master at the Indians, has accepted the position of musical director of the Wisconsin theater and roof ballroom in Milwaukee.

Weston, W. Va.—William L. and Robert H. Pelechard have bought out the interest of Gay F. Grege in the Camden theater.

Wollaston, Mass.—Harold Priesty, formerly manager of the Oriental in Mattapan, is in charge of the reopened Regent here.

Boston—RKO is moving its shipping department from 39 Church St. to the main offices at 60 Church St.

Leland, Miss.—William R. Pattie, manager of the Temple, has won his fight to give Sunday shows for charity.

Kansas City—Robert Withers, Midwest Film Exchange, has won the $330 prize as winner in his division and leader in the country in the W. Ray Johnston (Monogram) Sales Parade.

Amsterdam, O.—Charles Huffman will reopen the Star with pictures and vaudeville, the latter being shown the last half of the week.

Canton, O.—There is a likelihood that the Palace, dark since Warners gave up the lease several months ago, may reopen with films and vaudeville competition with Loew's.

Dallas—Prices at the Molb, O'Donnell-Jenkins circuit house, have been set at 40 cents top for all pictures, against a varying sale of 35 cents to 50 cents formerly.

Decentralization Will Aid Independents, Says Freuler
West Coast Bureau of THE FILM DAILY

Hollywood—Present trend toward decentralization of major companies will prove advantageous to independents, says John R. Freuler, president of Freuler Film Associates, producers of Monarch features.

“The end of 1933 will see an entirely different setup than the present order,” says Freuler. “The independents will then be faced with a situation of having to shoulder as much of the work as they can handle. Decentralization of film distribution as well as circuits and production is urged by Freuler.

New Cumberland, W. Va.—John Panopoulos, manager of the Strand in Holidays Cove for the past few years, has become manager of the Manas here. George Sturgeon, who has been managing the local house, goes to the Strand in the Cove.

Alliance, O.—W. E. Davis and R. S. Wallace are now operating the Strand, formerly a Warner house, on a seven-day policy with three changes a week.

Alliance, O.—The Morrison, which Warners relinquished recently, is being operated by the M. F. Amusement Co., Cleveland.

Atlantic City—Whether or not the Peninsular operator sells out Reade circuit in New Jersey will be decided by January when, under the deal, Peninsular must indicate if it is interested in continuing the arrangement. Deal expires in June.

Louisville—W. E. Horsfieid, operating the Princess theater at Morgantown, has reopened the Sturgis in Sturgis.

Louisville—Joe Ciaco has taken back the Downes from W. F. Hinniker.

Mascotah, Ill.—The Grand has reopened under the management of J. Lawrence.

Ovid, Colo.—The Mazda theater was destroyed by fire late at night. Damage was $10,000.

Meeker, Colo.—The Princess, which had been sold to R. W. Thomas by Harlan S. Coulter.

Denver—Lon T. Fiddler has returned from Minneapolis, where he was selling for United Artists. He is now with Educational.

Ketchikan, Alaska—The Liberty, operated by Arch McDonald, has closed.

Minneapolis—Local exchanges report the opening of two theaters, the Community, Letcher, S. D., and the Iris, Milnor, N. D.

Brocton, N. Y.—L. J. Herd has taken over the management of the Alcazar.

Buffalo—The Park on Grand St. has reopened under the management of Mrs. M. Duceweika.

 Phelps, N. Y.—The Garlock has reopened.

Hialeah, Fla.—The Puritan has been reopened. E. McGinnis is manager.

St. Louis—The American at 12th Blvd. and Barton St. is being operated by a co-partner. The present management of the house is not affected in any manner by the suit recently filed by Catcher Pictures against the American Amusement Co. The latter concern is no longer operating.

Richmond—State Senator W. Con-way Saunders has been appointed general manager of the Mosco auditorium, formerly used as a motion picture theater, with Harry Bernstein as president.

Herrin, Ill.—John Marlowe has reopened his Annex theater.

St. Louis—Control of the Lee theater at Newstead and Lee Ave. is said to have passed to Tom Curly and Clarence Kaiman.

Detroit—Louis Wipser has become a partner with Harry A. and Charles A. Komer in the Whittier theater.

St. Louis—It is reported along the Illinois that Charley Wemember plans to erect a 1,200-seat theater on the Lemay Ferry Road in Luxembourg, south of St. Louis.

New Incorporations

NEW YORK CHARTERS

Casio Theater, Mount Vernon, A. Levine, Mount Vernon, $500.


Friars Club, athletic and theatricals. L. S. Bushel, 11 West 42nd St., 200 shares of common stock.

Paramount 64th St. Corp., theatricals. Cravath, De Gendolf, Swaine & Wood, 15 Broad St. $50,000.

West Coast Service Studios, motion pictures. Rubinstein & Bas, 141 Broadway, $10,000 paid, 1,000 shares of common stock.

The Last Judgment Corp., theatrical business. E. E. Cohen, 220 West 42nd St. 200 shares of common stock.

DELTAUARE CHARTER

Stage Shows, Inc., Dover, Del., theaters, music halls. United States Corp., Co., 1,000 shares of common stock.

NAME CHANGES

Keating Air Conditioning Corp., Manhattan, to Schwien Air Conditioning Corp.

DESIGNATIONS

Cosmopolitan Productions, Ltd., Delaware, motion pictures, 5,000 shares of no par.
BECAUSE James Cruze is busy on another picture, Jesse L. Lasky signed Rowland V. Lee to direct "Zoo in Budapest." Lasky's first for Fox. Cruze will direct a later film for Lasky.

Billy Bakewell, who is now portraying the featured juvenile role in "Heroes for Hire" at RKO, has enrolled in a flying schoo at one of the Los Angeles airports.

George Meeker, after using his eye to stop a blow in a sparring workout with his younger brother, has now taken up golf.

"Me and My Gal" has been chosen to supplant "Pier 13" as the title for the Fox picture featuring Spencer Tracy and Joan Bennett, recently completed under the direction of Raoul Walsh.

Dick Grace, dare-devil aviator who turned author, has been signed to write an original story for RKO Radio Pictures. Merian C. Cooper will produce the picture and it may be directed by Ernest B. Schoedsack.

CAST ASSIGNMENTS

First National: Constance Cummings, Allen Jenkins, Clarence Muse for "The Mind Reader"; Earle Foxe, Moe Buseh, Joseph Cawthorn Sterling Halloway, Sam Godfrey, Ollie Howard, Arthur Viktor, Donald Kirk, Tom Kennedy, Tom Wilson for "Blondie Johnson".


World Wide: Junior Coghlan for "Drum Taps."

Appeals Court Upholds Union's Right to Picket
(Continued from Page 1)

Court enjoining the union from this activity. Houses embraced in the decision are the Kismet, State and Summer. Local 306, operators' union, had previously been picketing these houses but was stopped by an injunction.

Owing to an indicated change in the attitude of one justice in the Court of Appeals, expressed in the injunction obtained by J. J. & S. against Local 306, expectations Wednesday were that the operators' local might take steps to regain right to picket the theaters.

HISCOTT WITH BRITISH LION
London—Leslie Hiscott, director, who has been with Twickenham Film Studios for some time, is now under contract to British Lion Film Corp.

Still in Electrics' Grasp?
The consent decree signed in Wilmington on Monday "has not shaken the grasp of the electric group on the motion picture industry," declared Robert Rohm, executive secretary of the American Society for the Protection of the M. P. T., on Wednesday. Despite the assurances received from John Lord O'Brien, assistant to the attorney general, Rohm said the decree "attacked by its wicked lack and noticeable abuse of any provision for the protection of the freedom of the electronic art relating to visual entertainment for the present or future."

There is only one
YEAR BOOK . . .
In the Motion . . .
Picture Industry . . .

And that has been
Published by . . .
The Film Daily . . .
For the past . . .
Fifteen Years . . .
And is universally . . .
Recognized as the . . .
Standard Reference . . .
Book of . . .
Motion Pictures . . .

1933 EDITION . . .
OUT IN FEBRUARY . . .
15th EDITION . . .
1200 PAGES . . .
Of course, it is an UNUSUAL idea—a BIG picture for the independent market.

But why not?

Glamorous Paris, seductive Morocco, bristling Legion outposts, and the endless spaces of the Sahara form the sweeping canvas on which is told the story of "LEGION OF THE DAMNED."

A picture for showmanship.

Sold by SHOWMEN. For example: Invincible Pictures, (Greenblatt and Rosengarten) in New York; Franklin Productions, (Bill Shapiro) in Boston; Standard Film Exchanges (Mills and Berkowitz) in Albany, Buffalo and Detroit. And, naturally, Ritchey Export Corporation in the great world market.

SHOWMEN—ONE AND ALL!

It's time to start something.

Let's all go UNUSUAL! Let's all get UNUSUAL!

Let's feed that box-office red meat!

UNUSUAL

METROPOLITAN STUDIOS, LOS ANGELES

729 SEVENTH AVENUE, NEW YORK CITY
Local Control Benefits Begin to Show—Balaban ZUKOR SAYS SETUP CLEAR'S WAY FOR PARAMOUNT Erpi-Fox Eastern Studio Deal Coming Up Next Week

Plan to Expand Tenth Ave. Quarters Being Revived on Kent's Return

Return of Sidney R. Kent from White Sulphur Springs next week will mark resumption of negotiations in a deal under which Capt. George Mcl. Baynes, representing Electrical Research Products, is to take over the Fox studio on Tenth Ave. Consummation of the deal will lead to reconstruction of the studio. (Continued on Page 5)

ROCKEFELLER INTERESTS GET RCA AND RKO STOCK

Rockefeller interests, in addition to getting 100,000 preferred shares of RCA stock, are to obtain 100,000 shares of RKO common stock, thus becoming partners in the Rockefeller Center enterprises.

The New York Stock Exchange has approved application for listing. (Continued on Page 5)

Iowa-Nebraska Allied Discuss New Contract

Des Moines—A discussion of an exhibition contract, which was taken up further at the Chicago meeting next Monday, was one of the main topics at the special meeting of Allied Theater Owners of Iowa and Nebraska held here Wednesday.

About 150 attended, with President Clifford L. Niles presiding. Speakers included Niles, Lester Martin, Harry Strother, Tom Brown, L. Bosten, and Congress-man-elect A. C. Wilford. The program included a demonstration of the Sanabria television system.

Brandt Taking Long Rest

Joe Brandt will wind up his duties as president of World-Wide today. A long rest and plenty of book reading are his plans for the near future, Brandt told FILM DAILY yesterday.
Local Control Benefits Begin to Show—Balaban

(Continued from Page 1)

it required many exhibitors to take shows that did not conform to local demands even though they were popular in other places. The changing over from the policy of its own shows, the particular local appeal can be considered, Balaban states.

Problems which formerly took the New York office a week or more to decide are now disposed of immediately, according to Balaban. As an example, when the matter of revising admissions here came up recently, a meeting of local officials was held and the change effected at once. Another instance was that of a Des Moines manager calling Balaban on the phone for advice on a Christmas policy. The call was given in a few minutes, whereafter before the decentralization it might have taken so long to get a reply that it would be too late to do any good.

Paramount Designates Film Producing Unit

Under its new Paramount-Publix corporate affiliation, Paramount Productions will function as the producing company. Paramount Pictures will continue to handle the film schedules for Paramount Productions and Paramount Distributing. At the time the decentralization move was announced, a committee of eight executives decided whether Paramount Productions or Paramount Pictures would engage in production.

PITTSBURGH STAFF SHIFTS

Pittsburgh—Jack Simon, former manager of the Aldine and more recently assistant manager of Loew's and United Artists' Penn, has left those houses to become general manager of Warner's Capitol, Steubenville, O. Spitzer Cohan, formerly manager of the Century zone, has been named manager of the Davis. He succeeds J. A. McDonald, transferred to the Palace.

NEW PRUDENTIAL HOUSE

Following the opening of the new Northport at Northport, L. I., Prudential Theaters plans to build a 750-seat house at Smithtown. The Northport theater, which had its premiere Thanksgiving Eve, seats 710. Opening picture was "Sherlock Holmes." After the show Joe Sell and other Prudential executives played host at a party at Hall's Inn. Guests included Harry Buxbaum, Fox New York manager.

DOWLING BOUGHT IN WASCH

Washington—Eddie Dowling and Rue Dooley have been booked by the Treasury for the Early Theater stage bill during the week President-elect Franklin D. Roosevelt is inaugurated. Dowling is a friend of Roosevelt and campaigned for him.

ARTHUR MAYER BETTER

Arthur Mayer returned to his desk at Paramount yesterday after an absence of four weeks.

Relief Fund Campaign Is Getting Into Swing

(Continued from Page 1)

day. With a few pennies left from last year's receipts, and an increasing number of the industry's employees and women looking to the Fund as their only hope in destitution, sickness and even death, it is up to every employed man to do his part. Even if you are not as well off as you were last year, so long as you have a job you are better off than the sick and destitute. Send what you can, and you will have done your part. Make checks payable to FILM DAILY RELIEF FUND.

Symon Gould Forms Marathon Film Co.

Symon Gould has formed Marathon Film Co. with headquarters at 725 Seventh Ave, for the distribution of its first release, "Richthofen: The Red Ace of Germany," and his next production, "Man-Eaters of the South Seas." The film has its Broadway premiere early in December.

Associated with Gould will be Arnold Lapabevi, a foreign film expert, who has offices in London, Paris, Berlin and Vienna, and who recently arrived for conferences on foreign productions. The Richthofen feature, formerly called "Richthofen: the Red Knight of the Air," has complete sound effects by Leonard Mitchell and music synchronized by Bud Polland.

MAJESTIC PRODUCT DEALS

Joseph Silverman and R. H. Clemmons, Majestic franchise-holders in Texas, Oklahoma, and Arkansas, have sold all 20 Majestic features to the entire Rbb & Rowley circuit. First runs have also been set for the entire program in H. P. Hanks' Arkansas theater, Little Rock.

The Million Dollar Theater, Los Angeles, new affiliate of the Full Frame Co., will also play the entire program, the deal having been closed by J. Samuel Berkowitz.

NEW HOUSE FOR WASHINGTON DAILY

Washington—Marcus Neece, operator of the Criterion, Little and Empress, has filed application to reorganize them as a building at 509 Ninth St., N. W. as a 494-seat house. It will probably be called the Roosevelt and open about March 1.

RIVOLI HOLDS "PARADISE"

Paramount's "Trouble in Paradise" has been given additional time at the Rivoli until Dec. 2. This will delay the opening of "If I Had a Million" until Dec. 3.

ALEX GOTTLIEB MARRIED

Alex Gottlieb, Paramount publicity head, has married Thomasina Tew.

CHI. TO WELCOME CLARA BOW

Chicago—Clara Bow will arrive here Sunday and a reception and tea is to be held for her by the local Fox exchange.

JOEL McCREA'S FATHER DIES

West Coast Bureau of THE FILM DAILY—Joel McCreas, one of the leading eastern movie workers and father of Joel McCreas, RKO star, died Thursday at his home here after an illness of two months. He is survived by his widow, a daughter and two sons.

BIOG

Next!

Most gagged film title at present is "I Am a Fugitive from a Chain Gang." "I Am a Fugitive from a Chain-Letter Gang." "I Am a Fugitive from a Chain-Letter Gang." "I Am a Fugitive from a Chain-Letter Gang."

DATE BOOK

Nov. 28-29: Exhibitor mass meeting under I-Bid-MPTO auspices, Hotel Congress, Chicago.
Nov. 29: Allied Theater Owners of New Jersey meeting at New York headquarters.
Dec. 1: Exhibitor mass meeting under Allied MPTO auspices, York Central Hotel, New York.
Dec. 3: Kansas City Film colony charity to Piz-Mo. Kansas City.
Dec. 6: Opening of North Carolina Theater Owners Ass'n, Hot Springs, N. C.
Dec. 29: Opening of RKO Rodeo in Rodeo, New York.

Eugene Zukor a Partner

In New Brokered Firm

With Eugene J. Zukor as a partner, Strauss, Phillips & Co. has been formed with membership in the New York Stock Exchange under the presidency of Lloyd P. Phillips, both former with Ira Haupt and well known in the industry. This enterprise has no effect upon Zukor's connection with Paramount.

Coast Consent Decree Allows More Flexibility

West Coast Bureau of THE FILM DAILY—Los Angeles—Greater flexibility is a characteristic of the new consent decree entered here and involving the Federal Government and West Coast Theatres. Difficulties which led to the new decree involve price cutting without provisions for a subsequent reduction in protection for the houses for so long. New decree, however, provides for adjustment of protection in event of downward changes in administration scales.

VIDOR IN CAROLINA

Reidsville, N. C.—King Vidor has been visiting Louise Strauss who is making her home near here. The director is collecting material for historical scenarios and doing research work in the Duke University Library at Durham, N. C.

EDITING SWANSON FILM

London—Gloria Swanson's "Perfect Understanding" is now being edited. The New York opening is expected shortly after the first of the year.

EDWINA BOOTH III

West Coast Bureau of THE FILM DAILY—Hollywood—Edwina Booth, who appeared as "The Arrow Horn," has been confined to her home for several months due to a complication of tropical disorders, it has just been learned.
HAS THE MOTION PICTURE INDUSTRY A HEART?

A lot of fellows you know are in acute difficulties. It's hard to ask for charity. THE FILM DAILY RELIEF FUND is an impersonal representative for you in helping men and their families in this industry in distress. Please give something to this Fund. Send a check today.

This advertisement was prepared by Si Seidler of M-G-M. Typography by Supreme Ad Service. Engraving by Wilbar. Art by Vincentini.
THE FILM DAILY
Saturday, Nov. 26, 1932

Marie Dressler and Polly Moran in
"PROSPERITY"
with Norman Foster and Anita Page
M-G-M
87 mins.

GOOD POPULAR ENTERTAINMENT
PROVIDED BY MIXTURE OF DRAMA,
SENTIMENT AND SLAPSTICK COMEDY.

Marie Dressler and Polly Moran have another high day at the office in this one of the best and
one of the biggest of this year's comedies. Marie
again is the heart-tender, generous neigh-
bor, with Polly continuously putting on the
rhem in a big way. When Marie's son, Norman Foster, marries Polly's daughter,
Anita Page, the clashing gets under way
in earnest. Polly is responsible for a
run on the town's only bank, run by Marie
and her son, resulting in Marie having to
sell everything she owns and going to
work for Polly, who takes every advantage
of the situation. But after much suffering Marie hits upon an idea
for reviving trade by having people swap
for products from the bank. This plan comes
corner. The comedy is of the broad variety
and the sentiment is paid pretty
truthfully. The two leads are as
fine as any in the Dressler-Moran vehicles
that have clicked big.

Cast: Marie Dressler, Polly Moran, Nor-
man Foster, Anita Page, John Miljan, Jac-
quie Lyn, Jerry Tucker, Charles Gilby, Frank
Darien, Henry Armetta, John Roche.

Director, Sam Wood; Authors, Sylv-
ia Toshiro Fielding and the Adolph Friedl.

If you like Marie Dressler, you'll like
Polly Moran in this one.

THE JUNGLE KILLER
with Carveth Wells
Century
61 mins.

AFRICAN ADVENTURE PICTURE
WITH ILLUSTRATION AS DISTINCTIVE PUNCH AND COVERS OLD GROUND.

The publicity on this African travel picture represents it as an expose of a cer-
tain type of hunter who tries to
make the dancers of dangerous African hunting more thrilling and dangerous than they
really are. Yet there is nothin particu-
lar in the film to carry this idea out. It
shakes up as just another travel subject.

There are no particularly exciting sequences in the animal shots. In fact the biggest
portion of the film covers the life and
customs of different native tribes, notably
the Ubangi. Carveth Wells does the nar-
ar on his own adventures, and talks in
a very interesting and informative manner. He
does not build himself up as a great
game hunter in any event, presenting the
shots of wild animal life quite naturally.

Some good shots are shown of animals
crashing each other, and the idea being
that they only kill when hunger drives them,
and not from sheer lust for killing. Sev-
eral shots seemed as if they had been
staged for effect, one or where one animal is evidently gobbled by alligators, and another
where an elephant supposedly kills a black.

Photography is not top, but good. John Miljan
in the leading ten, and he does not
make the most of it. The film gives no
place, due no doubt to the climactic con-
ditions.

It is just an average African ad-
venture subject, and has nothing out-
based on this subject, and is supposed to be an expose of big game hunting dangers
automatically eliminates the thrills.

THE NIGHT MAYOR
with Lee Tracy, Evelyn Knapp
Columbia
68 mins.

FAST, SNAPPY COMEDY-DRAMA THAT
SHOULD GO WELL ANYWHERE. LEE
TRACY GIVES FINE PERFORMANCE.

Although this story tells of a big city playboy
mayor and how he mixes politics with
pleasure, it is entertainment that will
be enjoyed wherever it is played. Lee
Tracy as the mayor gives a breezy and
thoroughly convincing portrayal and keeps
things moving at a swift pace throughout.

A look into the "inside" of the fiction-
ally mayor's private life includes a bit of in-
trigue, suspense and hilarity together with
a good portion of romance between the
mayor and his showgirl sweetheart who turns
down a bidding young reporter to travel
with "hizzoner." The mayor's cohorts
have a hard time preventing the local pa-
doctors from introducing him to women;
and he mean his political death. Evelyn Knapp
and Eugene Palette are well cast.

lis Clark.

Director, Ben Stoloff; Author, Sam Marx;
Scenarist, Gertrude Purcell; Dialogue, the
latter; Editor, Maurice Wright; Camera-
man, Ted Tetzlaff.

Direction, Good. Photography, Fine.

THE UNWRITTEN LAW
with Greta Nissen, Skeets Gallagher, Mary Brian
Hollywood Murder Mystery ELABORATELY PRODUCED HAS
USUAL PLOT AND CLIMAX WITH
STRONG CAST.

The Hollywood atmosphere is the back-
ground, with a picture company on board
a yacht, where the murder takes places.
The plot is ingeniously contrived so that
the direc-
tor is shooting. Lew Cody plays the heavy
as the producer, who has a yen for the
ladies which has made him a lot of enemies.
Now he is about to become engaged to
Mary Brian, whom he is making a star. The
director is in love with Mary. The author
of the scenario proves to be a good man
who has been tracking the producer for many
years to avenge himself for the stealing
of his story. It turns out that the star of
the picture is his daughter. The mother
is also on board. Then there is Greta
Nissen, the former star and mistress of the
producer. No pretty woman whose sister
has been wronged by the villainous boss.
If you can swallow all these far-fetched co-
incidences of this group all trying to bump
the heavy off about the same time—or at
least having just cause to do away with him—it is a suspense pic that packs a
wallop. The comedy relief is very poor.

Good cast helps a lot.

Cast: Greta Nissen, Skeets Gallagher, Mary Brian, Louis Fazenda, Lew Cody, Hedda Hopper, Purnell Pratt, Theodore Von Eltz, Mischa Auer, Arthur Rankin, Wi-
lfred Lucas, Emy Adams, Howard Foster, Betty Tyrre.

Director, Christy Cabanne; Author, John
Kraft; Editor, Otto Garrett; Recording Engi-
ner, Earl Crain; Cameraman, Ira Morgan.

Direction, Good. Photography, Excellent.

WITH WILLIAMSON UNDER THE SEA
Principal: 59 mins.

FAIR NOVELTY SUBJECT OF DIEP
SEA CAMERA WORK HAS MORAL-
ITORIAL INTEREST THAN REAL EX-
CITEMENT.

J. E. Williamson, his wife and child, are
shown exploring the ocean depths in his
latest film. The apparatus they use is large
enough to permit a human form to
climb down to the ocean bed. The ap-
paratus is pictured together with the
scene opens up like an accordian, lowered
to the side of the boat, and the explora-
tors descend to a small compartment at the
top from which they can sit comfortably and
observe fish and fauna through a large
CIRCULAR WINDOW. There is telephone com-
unciations so that Williamson can give
his orders to the black boys aboard all
good performers who perform some good
diving feats. One sequence is in color, and
is very gorgeous. These shots were
evidently taken in connection with his work
for museums, and while entertaining
enough, their slant is more towards the educa-
tional than the strictly entertainment angle
for thrills. The shots were taken in the
Bahamas, and the intimate studies of the
sea life and fish are particularly
in the observation window are very interest-
ing. The observer has a feeling that he
is really swimming in the ocean, and the
sequence is attractively printed.

This feature is the novelty of underwater shots at
close range.

HOLLYWOOD
By RALPH WILK
HOLLYWOOD

AFTER three years' absence from
the screen, Ruth Clifton, a favor-
ite of silent pictures, makes a
reappearance as leading lady for
Harry Langdon in his Educational
Mermaid comedy, "The Pest." Miss
Clifford has recently been on the
stage, appearing in "One Way
Ties," "Good Night, Sweetheart"
and "Stolen Summer." She is slated
to appear soon at the Hollywood
Playhouse in a new play, of
which she is the author.

Our Passing Show: Samuel Gold-
wyn, J. L. Warner, Darryl Zanuck,
Mary Pickford, Gary Cooper, Leon
Schlesinger, Eddie Rogers, Karl
Freund, Arthur Lubin, Max Shagrin,
Joe Marks, Arthur Hornblow, Sim-
on Schuster sit at the opening
of "Kid from Spain."

Word has been received from
Paramount that Ricardo Cortez,
the leading Spanish actor, has been
assigned to supervise the English version of "Le Roi Pausole," starring Emil Jannings,
and "Don Quixote," starring Challa-
pin.

More Passing Show: The two Nor-
man—Me-Leod and Taurog—enter-
ning Paramount; two Robertson—
Guy and Willard—chatting; George
Bilton making a night motor trip to
Warner Bros. Studio.

Stuart Palmer, author of "The
Penguin Pool Murder," has been
given a new contract by RKO Radio
Pictures. He is now writing an
original story, "Pigmies," for Mer-
an C. Cooper.

James Bell has been added to
Fox's "The Giant Swing," which is
to present Sally Eilers in the prin-
cipal role with Norman Foster and
Ricardo Cortez under Lloyd Corri-
gan's direction. Virginia Sale plays
a part in George O'Brien's new
vehicle, "Canyon Walls," which David
Howard is directing.

Jean Arthur is back from
New York to appear in RKO's "The Past
of Mary Holmes."
THE DAILY

ERPI-FOX STUDIO DEAL COMING UP NEXT WEEK

(Continued from Page 1)
to provide two large stages and three small ones. Eastern Service Studio, now operated by Baynes for ERPI, will be used for the produc-

tion of non-theatrical pictures, while the Fox plant will be utilized for theatrical production. Plan replaces the ERPI project to build a large studio on Long Island, reported se-

veral months ago.

Rockefeller Interests Get RCA and RKO Stock

(Continued from Page 1)
of 100,000 shares of RKO, to be is-

sued to the Metropolitan Square Corp. as consideration for the mod-

ification of the agreement made in 1929 by which the latter company is to oc-

cupy space in Radio City, and the 100,000 RCA shares, which are to be given in consideration of a

reduction in the amount of space to be leased by RCA from Rockefeller Center and the amount of payment, as compared with the "office lease" and "theater lease" signed last year.

"ENEMY" TERRITORIES SOLD

Screenart Pictures has sold rights on "The Silent Enemy" for three more territories. Deals have been made with the following distribu-
tors: Capitol Film Corp, Chicago, for Northern III. and Indiana; Northwest Film Distributors, Port-
land, for Washington, Oregon, Montana and northern Idaho; All Star Features Distributors, Los Angeles, for California, Arizona, Nevada and Hawaiian Islands.

AMKINO FILM COMING

"Men and Jobs," Amkino feature, will be released here next month.

SAM BISCHOFF, who was to have returned to the coast today, has postponed his depar-
ture from New York until next Saturday. The delay is due to Mrs. Bischoff not being ready to leave the John Hopkins hospital, where she has been taking treatment, for several days.

CLARA ROW, who is due in New York early next week from the coast, may sail at the middle of December with REX BELL, her husband, for a visit to Paris and London.

MRS. CHARLES ROSENZWEIG and MRS. JEREMY SAFRON and their children sail today for California, where they are to stay for the winter, making its maiden voyage. 

JOHN GAIN, former studio manager for Paramount at Los Angeles and now with Fox in New York and leaves for the Coast on his return within a few days.

FRANK A. WILSON will return Tuesday from the coast.

B. B. KAHANE will leave the Coast for New York late next week.

JULIA LEVY left yesterday for a six weeks' sales tour which will conclude with a few days stop at the RKO coast studios.

ZUKOR SAYS NEW SETUP CLEAR'S WAY FOR PARA.

(Continued from Page 1)
message to the sales force. He adds:

"Despite adverse conditions, this company is going to forge ahead. In its forward progress it will carry upward many of the men who to well merit promotion and greater

responsible." "Every man and every woman in the or-

ganization will have an opportunity to rise in this progress. We are justly proud of our manpower and we shall continue to build from the ranks as we have always done. I

look forward to still greater and more glorious achievements, both in production and distribution in our company."

New Amortization Plan Adopted by RKO Radio

(Continued from Page 1)
cent in the first 24 weeks, against 70% formerly; 50% per cent in 36 weeks, against 80% formerly; 55 per

cent at the end of a year, against 95% previously. Feature positives will be amortized 50% in the first four weeks instead of 18% per

cent; 91 per cent in 24 weeks, against 88 per cent; and 97 per cent in 60 weeks against 96%.

The rates on shorts are practically unchanged on negatives and on posi-
tives have not been changed.

3 HOLIDAY CARTOONS

In addition to "Babes in the Wood," now playing at the Palace, United Artists will release another Silly Symphony in color, "Santa's Workshop," and Mickey Mouse in "Mickey's Good Deed" as special holiday attractions.

ALBEE, CINCY, TO CHANGE

Cincinnati — A change in stage policy at the RKO Albee will be announced Dec. 24, according to Clem Pope, manager.

LAUSTE IMPROVING

Bloomfield, N. J.—Eugene A. Lauste, sound inventor, who was in-

jured in an auto mishap about three weeks ago while attempting to travel to the coast, is improving at his home, 12 Howard St.

CHEVALIER BOOKED IN CHI.

Chicago — Maurice Chevalier has been booked to appear at one of the Balaban & Katz houses, open-
ing Dec. 2.

MANY HAPPY RETURNS

Best wishes are extended by THE DAILY to the following members of the industry, who are celebrat-
ing their birthdays:

Nov. 26

Julian Johnson
Frances Dee
Leon Holmes
Philip Longdon
THE

DAILY

by

Theater Changes Reported
ALABAMA
Changes

in

—

&

ter

sold

Ownership

Marion Bonita, sold to Eddie B.
lin, by W. H. Burnham; Ozarks
sold to Charles Roland, by N. E.

ToraberCarwell,
& G. L.

—

Parma

ILLINOIS

—

— Rainbow

Glendale

;

New

Phoenix

Hay-

;

Theaters

—Aztec.

in

— Liberty,

—

;

CALIFORNIA
Changes
Cir.

—

;

—

—
—

;

;

;

—

— Gateway,

;

Fox West Coast,
by M. A. Tauber; Long Beach— Metro
Ebel, sold to Metropolitan Theaters, Dave
by

sold

to

Metropolitan

—

Theaters;

—

;

—

—

Re-Openings
Uvarado— Alvarado Colusa— Gem
;

Los Angeles

LaHabra

— Embassy.

Pantages, United Artists

tian,

;

Ojai— Ojai

;

—

eum. Circle; Truckee— Truckee
Watts; Whittier— Warner Bros.

Watts—

;

Closings

—

—

—

nt.

terkeley

-

United

Palm

Springs

Paseo

El

;

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—

Eltinge;

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;

—
Vermont —

;

—

;

Loveland

Wells
Lot

—

Eagle— Eagle;

Rialto;

I

DELAWARE
Changes

in

Ownership

go

Mills

— Royal
— State.

— Palace

(Nox-Gayety)

Mendota

;

— Elks

Hall

INDIANA

Changes

Albion

— Mystic,
H.

F.

Ownership
to Wm. H. Stoops,

Gary

;

— Gary,

sold

to

by
J.

Kane & Galligan; Beach
Grove
Palace, new owner E. Wilder
Clinton
Capitol, new owner H. M. Ferguson, M. F. Thompson and Arthur Ferguson,
Inc.
Farmersburg Colonial, new owner
W. T. James; Hartford City Dawn, new

—

:

owner

—

Amusements,
Inc.;
Indianapolis-Arcade, new owner Ted Newman; Gem, new owner Doddy & Reckley
Logansport Logan, new owner James I.
Barnes; Thornton -Princess, new owner
Roger M. Ward.
Allied

—

Re-Openings

——
—

Clay City— Photoplay Beach Grove Palace
Clinton— Capitol
Farmersburg
Colonial
Indianapolis Arcade, Gem; Thornton
Princess
Elkhart Bucklen
Gary Gary
Indiana Harbor Indiana.
;

;

—

—

—

;

;

—
;

South Bend
Empress.

;

-Indiana

Changes
Bedford— Rialto,
Coon Rapids

in

sold
Lyric,

Ke|.

nd Son
R

d to E.

;

Middletown—
oi»,

by

J

E

W.

I.

sold

A.

Maple;

Bert Howell,

to

—

DISTRICT OF COLUMBIA

Clarksville
Auditorium CounBluffs
Broadway; Davenport OrphEstherville -Grand
Pleasantvil'le—
nd; Rolfe— Ritz; Sioux City— World

—

;

;

—

Ownership

—

KANSAS
Closings

Topcka

Bonifay.

II.

GEORGIA
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hanges

in

Y
John

Ownership

D
Hobgi

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McManus, by

I.

Ownership
thews,

;

American, fold

W. G

B.
»° ,d '"

Graham.

K.

McKinney &
Payne; Yates

r ,,n Newbold. by
'

Pit/;

mont,

Little

t

Rock

Co.;

Phoenix

— Sparks.

NEW JERSEY

Changes

Butler

—

sold

R.

to

Cherbanka;

Gordon,

C.

by

—

Union

J.

C.

City B'way
Strand,
sold to H. G. Sweet, by Mrs. John Ennor.

Re-Openings

— Vendome,

Detroit
tric

Merrill

—
—

;

— ElecMilan — Garrick

Warren

— Merrill

;

Niles
Strand
Sheridan
City Broadway-Strand.
;

Dundee

;

— Gould

;

Union

;

Closings

—

Sag-

;

Ownership

sold to J.

O. Jewrud, by Earl
Minneapolis
lone, sold
to Tunstall & Mugridge, by S. F. Islin
Metro, sold to Choron Estate, bv Joe

Wm.

—

;

—
Schroeder

Mountain

Lake

State,

sold

to

& Martins Red
Falls— New Lotus, sold to Robert
Herman by A. Highland: Roseau— Princess, sold to J. O. Juvdud, by Olaf HolStern, by

;

Lake

dahl; St. Paul— New Ray,
Volk, by Irvin Gilman.

sold

to

Tulius

;

Ivanhoe

— Gem.

—

—

—Majestic,
Jersey

—

A.

—

Phillipsburg
Ritz, sold to S. H. Pursel,
by Fred Kunz
Pompton Lake Colonial,
From Dick Etelson to Consolidated Ths.,
Inc.
South Plainfield Park, sold to Sons
of Italy Lodge, by Andora Amus. Corp.

&

Sussex Sussex, sold to S.
S. Amus.
Co., by Essaness Realty Co. ; Trenton
Little Cinema, sold to Little Thea. on N.
Broad St., Inc., by Little Cinema, Inc.;
Westfield Rialto, sold by Dick Etelson to

—

Consolidated Thea. Corp.
West Orange
State, sold to Aaron Binkoff by Valley
Ams. Corp.
Woodbridge State, sold to
Sabo Thea., Inc., by Woodbridge Ams.
Corp.
Woodstown Opera House, sold to
J. Smith and J. Segal by Jack Goldberg.
;

—

;

Re-Openings
New Egypt— Isis; Newark — Shubert
West New York — Mayfair,

Camden

— Standard;
;

formerly Park.

— Highland;

Sussex.

to W. A. Collins, by
Troy- -Colonial, sold to
by W. McCollough.

Re-Openings
;

;

;

NEBRASKA

Corbin

Kentucky.

Ams. Co., by Lee &
ks; Frankfort— Capitol, sold
to Phoe-

in

Ownership

Rapids— Ritz,

sold
eron, by G. W. Orshek
sold to Deshler Amus.
;

to

G.

Van Ack-

Deshler— Empress,
Corp.,

by

A

H

Record; Friend— Family, sold to P
E
Persons by D. D. Braincrd
Humboidt—
Humboldt, sold to L. M. Billings, by
O.
Johnson; Louisville— Playhouse, sold

NEW MEXICO

—

—

Hobbs Ritz.
Closings
Quivira
Roy Pendick.

—
—
NORTH CAROLINA
;

Re-Openings
Troy— Troy.
Closings

— Carthagian.
New Theaters
Cramerton — Midway
Morehead City — New
N. Wilkesboro — New Orpheum; Warsaw
New.
NORTH DAKOTA
Carthage

;

Changes
LaMoure— Rex,
P.

to

R.

C.

Re-Openings

— Community.

Elgin

— Elgin

Closings
;

;

Ownership

in

sold

N. Nielson.

Litchville

;

L

Sussex

in Ownership
Roswell Princess, sold to L. H. Cahoun,
by Civic Theaters Co.

Ownership

Louis— Gayety. Irma Webb City— Civic.
Closings
Marthasville— Morhaus
Piedmont -Princess
Ste.
Genevieve Armory Hall.

Cedar

— Fords;

Changes

sold

Changes

Fords

Re-Openings

St.

Majestic.

—

;

Mountainair

Goetz;

—

—

MISSOURI
Collins

—

;

— Mission;

— Lexington.

&

Page

W.

;

Danforth
Leonia Leonia, sold to Louis Stokat by
Skouras Thea., Inc.
Lyndhurst
Lyndhurst (now Lindy), sold to Louis Kramer,
Kraycar Ams. Corp., by F. H. Stark

Albuquerque

in

;

to Good Luck, Inc., by
Ams. Co. Danforth, sold to
Ams. Corp., by Fred Unger

sold

City,

Closings

Changes

—

;

—

;

Minneapolis— New World.

Lexington

;

by Mrs. Hoeford Garfield Garfield, from
Dick Etelson to Consolidated Ths., Inc.
Jamesburg Star, sold to Helen M. Mathews, by Ernest Brechwedel
Jersey City

Audubon

Closings
Ellsworth Majestic
Howard Lake— Triangle
Raymond Opera House.
New Theaters
;

Nemo, new owner Mr. Regalia Dunellen
sol to M. & W. Ams. Corp.,

— Dunellen,

Closings

Re-Openings
Gaylord— Hub

Con-

—

;

—

MINNESOTA

Choron;

—

solidated Ths.,
Inc. ;
Camden Standard,
sold to M. Adelman, by Metropolitan Th.,
Inc.
Cliffside
Star, sold to Cliffside Ams.
Corp., by Stephen Liptak, Jr. ; Closter

;

Theaters

in

in Ownership
from Dick Etelson to

— Butler,

;

Detroit— DelRay Crystal Falls— Mack
inaw Gem Shepherd Shepherd.

—
New
Detroit — Roxy.

—

Re-Openings

Sparks

House.

—

Closings
;

— Royal,

;

—

Jerome -Majestic.

in Ownership
Burdine— Burdine, sold to Frank Ambrifi,
by

1

Knight

to

Changes

IDAHO
in

—

North

;

Changes in Ownership
Carson City Roxie, sold to Pat Stevenson,
by V. C. Shattuck; Goldfield— Lyric, sold
to Waldo Telfer, by Wm.
E. Davison
Sparks Sparks, sold to Geo. Cooke, by
Yerrington
A.
McCarthy
Granada,
sold
J.
Pete Perry, by Frazier & Du Pratt.
;

Isaacs,

Ownership

in

;

;

—

DeSoto, sold to Mrs. Delia Dingman, by Lee Carrow
Jefferson, sold to
Mr. Nathanson, by R. D. Robinson;
Strand, sold to Barney Kilbride, by Frank
Reisenberg; Harmony, sold to John O'Dell,
by Lamson, DeCIerk & Van Fleteron
Flushing Ideal, sold to Steve Germant, by
C.
Cuddebeck; Grand Rapids FairJ.

Detroit

Canton— Gem,

Ownership

KENTUCKY

Sparta

Changes

sold

—Temple,

Alma— Colonial

-Rabun;

in

Re-Opening*
Girard

Closings

aldwollby C. G.

Apex,

,

— Dreaml

layton

E.

cn,er

Re-Openings

axley

Changes

;

Changes

—

Closings

— Opera

— Diamond.
—
—
NEVADA

Wakefield

;

—

New

Ownership
to Shoolman &

in

;

;

MISSISSIPPI
;

in

—

;

Boston Tremont, sold
by Erlanger Corp. ; Fall River
sold to R. Leigh, by K. Leigh.

Closings

M.i.l.i:

onifay

(burned).

Burlington— Rialto; Clinton- -Kialto
Cumberland—Lyric;
Danbury— Danby; Fort
Dodge Iowa; Lake View— Lakcview Pisgah Strand; Reinbeck Princi

C

FLORIDA

I.

;

—

(burned), Iowa

Re-Openings
inges

Re-Openings

Ames — Ames;
eum

Be-Openinga

Iiami

—

Weymouth

;

;

;

—

MASSACHUSETTS

Jorgensen

(

Everett.

D.

Re-Openings

Brunswick
Imperial
Salisbury
Union Bridge Carlton.

Erskin— Star,

Savage; Exira Palace, sold to
Earl Willis, by H. G. Smith
GeorgeGem, sold to Geo. Schroeder, by Fred
Elfline; Guthrie Center— Garden, sold to
Allen & Son. by Geo. Schweneker; Lake
City— Iowa, sold to L. A. Miller, by L. G.
Ballard; Pella— Pclla, sold to E. L. Whitby O. Benson; What Cheer -Masonic,
sold to C. Morganstcin. by Frank

cil

Washington,

—

Changes

by

;

Closings
Bridgeport Trial
Ewing Eldorado
Platte
Luna Winside Brunada.

Cumberland Strand, sold to Skouras-Publix,
by Cumberland Amus. Corp.

;

Ownership

;

— Community Deshley — Aztec
Gresham — Acme Humboldt — Humboldt
Lawrence— Lawrence Leigh — Leigh Lexington — Ralf
Overton — Gem Peru
Crystal
Pigler — Paragon
Verdigree— Empress

Ownership

in

;

IOWA

—

—

;

MARYLAND

Changes

;

Closings

—

Churubusco Busco
Mt. Vernon -New

Zim-

MICHIGAN

by

—
—

&

Closings

in

sold

Roberts

Flueshner,

—

Thompson, by W. N. Youngclaus Wakefield
Diamond, sold to F. M. McKee, by
H. H. Cruikshank; Wood River— Pal, sold
to Owen Frederick, by Stasney & Mack.

;

Hammond — Avalon.

South

—

;

Re-Openings

Ownership

in

—

Prince-

;

ton

—

Campbell

Lutcher Lutcher, sold to Pizzuto
mer, by Frank DeGraauw.

—

to H. McCaffery, by Frank Johnson ; Oxford
Granada, sold to R. Yockey, by RaPilger
Paragon, sold
bourne & Bennie
to R. Orelup, by M. E. Screiber ; Stratton Veteran Memorial Hall, new owner
Geo. Dame; St. Paul Riviera, sold to M.

;

Changes

—

Maren-

;

— Lackey.

LOUISIANA

Changes

Closings

Carrier

Lackey

;

— Paramount.

.

iridgevilk

liddlctown

Berry

Watseka

Princess;

;

Closings
'heyenne

— Princess

Closings

—

;

Watseka.

by G.

I<

—

;

—

—

Re-Openings
Springs

—

Benid Grand
Chicago
Burnside, Crown, Karlov, Butler, Kensington, Loomis; Coal City
Coal City O. H.
Elgin Crocker
Georgetown
Oriffeum
Homer
Pastime; New Athens Opera
House
Pekin Rialto
Pleasant Hill

Los Angeles—

Artists;

COLORADO
Colorado

Hopkinsville

—

Re-Openings

— Tivoli

Aurora

Theaters

Artists;

nited

;

;

Angeles California; Monrovia Palace;
Fort Chicago Angeles; San Francisco—

New

—

Egyp-

Palm Springs— Pah.] Springs; Sacramento
Alhambra; San Francisco— KKO Orph-

-os

—

—

Los

Angeles California, sold to Nathan Hoffman, by Ringer Bros.
Maywood Egyptian, sold to Dave Rector, by H. Lewis;
Morgan Hill Granada, sold to Paul Reardon, by F. Butterworth; Oakland— Roxie.
sold to Leon Kutner, by F. Siegel and Leon
Kutner; San Francisco— De Luxe (Padre),
sold
to
Douysson & Deutchcr, by A.
Peters; Santa Monica -Majestic, sold to
Fox Wet Coast, by Mrs. Armour; Sebas
topol— El Rey, sold to Bruno Vccchiarelli,
by Phil Frease; Truckee Truckee, sold to
V. C. Shattuck, by W. F. Ash.

LaHabra;

Square, sold to Logan Sq. Theater Corp.,
by Salvatore Vitello Earlville Lyric, sold
sold to Chas. W. Dvas, by P. C. Zimmerman;
Keithsburg Merchant's,
sold
to
Fred Bloomer, by E. C. Gluba
Libertyville
La Villa, sold to V. F. Miskell; by
F. B. Swanson
Piano Grand, sold to G.
I ruth,
by George Mickets.

Ownership

in

— Garfield,

;

Rector,

Re-Openings

;

;

sold to Fox-Principal, by
Benecia Majestic, sold to
W. Crook, by Phil Frease Brea Brea
(Red Lantern), sold to Cornelius & Hodge,
by Lynn Yost Carpenteria Alcazar, sold
to Martha Henken
Clovis Rex. sold to
Kenneaster, by Fred Conley
J.
Davis
Varsity, sold to Mike Luft, by Oliver F.
Luft; El Centro Cameo, sold to Berinstein & Lustig, by Mann & Son
Glendale

—

;

Ownership

sold to R. B. Hardy by
Mr. Fusee
Russellville
Community, sold
to O. H. Gillette by Federal Court.

nicoff

Abington Bijou, sold to Alex Steele by W.
B. Cozean; Chicago Acadia, sold to Anna Remijas, by John Remijas
Crown, sold
to Essaness Theater Corp., by Elwood Williams
Rec, Logan, sold to Logan Thea.
Corp., by Essaness Thea. Corp.
Logan
;

ARKANSAS

Mhambra

—

;

Changes
Nashville

nix Ams. Co., by Frankfort Ams. Co.,
John B. Elliott; Grand, sold to Phoenix
Ams. Co., John B. Elliott, by Frankfort
Ams. Co. Latonia Derby, sold to L. H.
Wiethe, by Wm. H. Miller Winchester
;

Ownership

in

Boards of Trade

Film
;

Liberty.

—

Re-Openings

Knight; Hurree,
by C. G. Knight.

G.

Allen,

Changes

ARIZONA

—

&

Potter

Closings

Wells.

Chandler Rowena
den Rex.

by C.

Allen,

to

Saturday, Nov. 26, 1932

— Movies.

Fordville

Harris

by


# Ready Reference Directory

**With Addresses and Phone Numbers of Recognized Industry Concerns**

**What to Buy and Where to Buy It**

## Distributors

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Results Guaranteed
KOOLERAIRES ENG. CORP.
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Large Print

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series

An

"World's

•

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(Exclusive

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York

De

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Lubricators—Flushing, L. I.

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The Longacre Press, Inc.
LEO KLEBANOW
427 W. 42nd St., MDeallion 3-1953

### Publishers

The complete and enthusiastic cooperation of every branch of the Motion Picture Industry is helping to make the coming

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**YEAR BOOK**


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### Theater Fronts

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### The Daily Inch

**Action in Advertising**

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THE OLD ERA WENT OUT WHEN THIS FILM CAME IN!

HERE are some of the contributions which Eastman Super-sensitive Panchromatic Negative has made to the motion picture industry: greater artistic opportunities for the cameraman...adaptability to any kind of light...lowered lighting costs on the lot and in the studio...lessened strain for director and actor...greater latitude for the laboratory...better prints for the exhibitor...All along the line there have been changes in procedure and improvement in results. In fact, the old motion picture era definitely went out when this film came in. Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE PANCHROMATIC NEGATIVE (GRAY-BACKED)
Legislative Threat Grows as Contract Peace Dims

Fireworks Loom at Mass Meeting in Chicago

Independents Prepare for Increase in Film Sales

Expect Wider Outlets as A Result of Theater Decentralization

Independent distributors are preparing for a substantial increase in sales of their product as a result of the growing decentralization of theater operations. Harry Thomas of First Division sees a definite expansion in outlets for independents, John R. Freuler, in a statement from the coast, says the local operation policy “will do away with those fragile trips to New York!” (Continued on Page 12)

New Series of Musicals Planned by Fitzpatrick

A new series of 13 Musical Romances, featuring romantic chapters in the lives of famous composers, accompanied by their own music, is planned by James A. FitzPatrick, producer of the popular Music Master series. The new group of one-reelers will employ Nathaniel Shilkret’s symphony orchestra of 69 pieces and a vocal ensemble of 40. Decision to make these shorts was (Continued on Page 12)

Frels and Bland Circuits Try Lower Admissions

Dallas—Experiments in admission price lowering as recommended at the fall meeting of the A. T. O. of Texas have gone into effect in the ten theaters owned by Rubin Frels of Victoria and the six theaters owned by Howard Bland of Taylor. A maximum b.o. scale of 25 cents for cities under 5,000 population was advocated at the Allied meeting.

West Coast Attention Up

West Coast Bar, THIS FILM DAILY

Hollywood—Though receipts are not quite as high due to cuts in admission prices, attendance at Fox West Coast houses the past two weeks showed an increase over the same period last year, according to the circuit offices here.

The Censor Has His Say

Being the views, presented as a friendly critical forum, of prominent members of Censor Boards from several States on Problems of the industry, particularly production.

Today—B. O. Skinner, Ohio State Censor

Urges More Stress on Better Side of Life

It seems to me that the playing up of the worst side of life is the greatest fault with pictures today. I am not sure that films can be made more acceptable for general public consumption; but those who have the best interests of society in mind would feel that drinking scenes, sex matters, and inane slapstick should be omitted. Stories are not entirely too sophilisticated, but there is too much sex and too little human interest. The general run of feature releases is on a rather higher plane than the stories found in many magazines. Films get much more stringent criticism, due to the fact that they are more prominent and are experienced by a considerably larger group of people. In many (Continued on Page 12)

Cutting Second Feature to Classify as Short

Latest trick to “cheat” on Chicago’s double feature plan is to cut the second feature down to four reels or so and then classify it as a short. A majority of Chicago theaters which signed the agreement, however, apparently are abiding by it.

In Cleveland 31 neighborhood houses are now advertising double feature bills.

Relief Fund Appeal Gets Quick Response

Starting with unprecedented response for the first day of collections, 12 substantial checks have already been received for the FILM DAILY RELIEF FUND. The opening gun was heard from coast-to-coast. Out came the check books of J. R. Grainger, Randolf Amuse- ment Corp.; Col. E. A. Schiller, C. C. Pettjohn, Charles E. Lewis, Harold Hendee, City Engraving Co., Jack Alicate, Don Mersereau and Don Hancock. Not a minute was (Continued on Page 2)

Allied to Push Legislation If Contract Agreement Fails

Educational Represented On Every Large Circuit

With the closing of a deal between the Fox West Coast Circuit and Educational for the latter’s entire (Continued on Page 12)

The 1932 Film Daily Year Book will be Big- ger and Better than ever—Advt.

Chicago—Decision by Allied States Ass’n to push its federal legislation program centering exclusively in the Brookhart bill, is a growing possibility as a result of the divided sentiment marking the eye of the Allied-M. P. T. O. A. mass meeting which starts today at the Congress Hotel. Supporters of the Allied leg- (Continued on Page 12)

Abram Myers Warns of Dangers in Letting Program Collapse

Chicago—One of the stormiest gatherings of exhibitors is indicated at the joint Allied-M. P. T. O. A. two-day mass meeting which gets under way this morning at the Congress Hotel. Possibility of sharp clash over the new contract proposals worked out by Sidney R. Kent and exhibitor leaders in New York was foreseen last week by Abram F. Myers.

“Present indications are that Allied leaders have again squandered time and money in an effort to ac- (Continued on Page 12)

Eastern Penna. M. P. O. Favors New Contract

Philadelphia—Second M. P. T. O. A. unit to go on record as favoring adoption of the new standard contract is the M. P. T. O. of Eastern Pennsylvania. Two of its leaders, Jay Emanuel and George Aarons, aided in its drafting. This unit follows the M. P. T. O. of Ark., Tenn., and Miss., in obeying the contract.

New York State M. P. T. O. Acting on Pact Tuesday

Buffalo—Action on the new standard exhibition contract will be taken by the M. P. T. O. of New York State, Western division, at a meeting scheduled for tomorrow here. Session called by Jules Michaels, chairman.

Doubling in Charity

Alamosa, Colo.—Mayor Everett Cole, who also owns the Riata, is doing two good things at once by accepting produce from farmers at twice its value in theater tickets, and turning the over to the unemployed. Thus he provides entertainment to keep the farmers cheerful and at the same time feeds the hungry.
The Broadway Parade

(WEEK BEGINNING NOV. 25)

FIRST-RUNS

Picture Distributor Theater

"Call Her Savage" Fox Reoi
"Prosperity" M-G-M Capitol
"I Am a Fugitive" (3rd week) Warner Strand
"You Said a Mouthful" (2nd week) First National Winter Garden
"False Faces" World Wide Paramount
"The Conquerors" (2nd week) Paramount Mayfair
"Trouble in Paradise" (3rd week) Paramount Rivoli
"Kongo" (2nd week) M-G-M Rialto
"Jungle Killer" Century Central
"Night Mayor" Paramount Globe
"With Williamson Beneath the Sea" RKO Cameo

$2 RUNS

"Strange Interclude" (13th week) M-G-M Astor
"Maschinen in Uniform" (10th week) Playhouse Criterion
"Kid from Spain" (2nd week) United Artists Palace

FOREIGN PICTURES

"Verk" Leo Brecher Little Carnegie
"Zum echten Freunde" (3rd week) Associated Cinema Europe
"Teichmanns Antwort Nicht" Capital F. Exch. Hindenburg
"The Vaemlisches" (2nd week) Scandinavian T. F. 5th Ave. Playhouse

FUTURE OPENINGS

"The Sign of the Cross" (Nov. 30) Paramount Rialto
"Central Park" (Dec. 1) Warner Winter Garden
"Murphy" (Dec. 1) Paramount Rivoli
"Farewell to Arms" (Dec. 1) Paramount Criterion

HELLINGER IN PARIS

Paris—Mark Hellinger, who is on a world tour making a series of travelogues for William Rowland-Monty Brice Productions, has reached here and is in production on his French script. While in Italy, Hellinger obtained shots in The Vesuvius crater.

C. N. O'DELL JOINS FOX

C. N. O'Dell, formerly in charge of fan paper publicity for Paramount, will join Fox today as assistant to Earl Wingart, publicity director. O'Dell will also handle fan publicity.

PARAMOUNT BOOKINGS


TOM THORNTON DEAD

Denver — Tom Thornton, film salesman, recently with Educational died of pneumonia last week at his home here. His wife, a son and a daughter survive.

COSMOPOLITAN OPENING SAT.

Reopening of the Cosmopolitan at Columbus Circle with vaudeville and pictures is scheduled for next Saturday.

FINANCIAL

NEW YORK STOCK MARKET

(QUOTATIONS AS OF SATURDAY)

                      Net     High Low Close Ctg.
Columbia Pics. v.t.  10½ 10½ 10½  + 1
East Kodak            52    51½ 51½  +  ½
Fox Film, A.          97½  97½  97½  +  ½
Gen Electric          15½  15½  15½  +  ½
Loew's, Inc.           22½ 22½ 22½  +  ½
Paramount             9½  9½  9½  +  ½
RCA                 4  4  4  +  ½
RCA pfd. "B"           11½ 11½ 11½  +  ½
RKO                  3½  3½  3½  +  ½
Warner Bros.          13½ 13½ 13½  +  ½
NEW YORK CURR MARKET
De Forest Radio        3½  3½  3½
Technicolor            3½  3½  3½
NEW YORK BOND MARKET
Low 6s 41½w.         81  81  81
Par. Br. 5½s½       42  42  42  +  ½
Par 6½s½0            19½ 19½ 19½  +  ½
Warner's 6½s½        19½ 19½ 19½

BRITISH MUSICAL

London—"King of the Ritz," musical being produced by British Lion-Gainsborough, is nearing completion at the Beaconsfield studio.

NEW YORK

Eastman Films

J. E. Brulatour, Inc.

Chicago by 1372 Indiana Ave. 6700 Santa Monica Blvd.
Hollywood 3900

The Film Daily

THE FILM DAILY

Vol. 20, No. 125  Monday, Nov. 28, 1932  Price 5 Cents

The Column of Successful Showmen!

W. G. BROWNING

Toyland Theatre

Atlanta, Ga.

"I have been showing the Columbia pictures for a number of years and think they are above the average run. If I didn't think so, I'm sure I would have looked elsewhere before buying your new product.

DOROTHY B. STRAUSS

Owner and Manager

Doradele Theatre

Copperhill, Tenn.

It is not surprising that so charming an exhibitor should be successful. The happy smile is caused by placing her signature on a Columbia 1932-1933 contract.

JOHN EGLI

Hickory Theatre

St. Joseph, Mo.

Booked solid on Columbia pictures. Solidly sold on 'em, too. They make him money. "American Madness", "Washington Merry Go Round" and others convince him that this is a Columbia year.

A man's man whom all women love—JACK HOLT in "MAN AGAINST WOMAN"
RELIEF FUND APPEAL
GETS QUICK RESPONSE
(Continued from Page 1)
wasted, several checks were sent by messenger. The need is greater and the call for funds more urgent than ever. Every dollar will mean a new start and an expression of confidence for those who face distress and utter poverty. Misfortune has left a heavy toll. Every pay check should be shared with the fund, no matter how small the contribution. Ten checks in tomorrow morning’s mail will bring ten the following day. YOUR name should be listed tomorrow. Send your donation TODAY. Address the FILM DAILY RELIEF FUND, 1650 Broadway.

Theater Staff Shifts
In RKO New York Houses
Guy Graves has been appointed manager of the Erie, Schenectady, opened Thanksgiving Day. He also manages the State here. Frank W. Hutton is assistant manager and treasurer at the Erie.

Louis Friedan transferred from the Plaza, Schenectady, to the Temple, Rochester, as assistant manager-treasurer, replacing Max Mink, who will have the same post at the Plaza and Strand in the same city. Charles J. Freedman transferred from the Palace, Rochester, to the State, Schenectady, as assistant manager-treasurer.

George Dunn promoted from assistant manager-treasurer of the 81st St., New York, to manager of the Colonial, replacing Harvey Watkins.

Al Hildreth replaces Al Mears as treasurer of the Albee, Brooklyn, with Mears joining the home office. Milton Sigmund promoted from chief usher at the Mayfair to assistant manager-treasurer at the 81st Street.

"SILVER DOLLAR" SERIAL
As part of the special campaign on Edward G. Robinson’s “Silver Dollar,” the Warner publicity and advertising department is preparing a newspaper serialization on this feature in six chapters.

NEW NON-THEATRICAL LIST
Ninth edition of “1000 and One the Blue Book of Non-Theatrical Films” has just been issued by the Educational Screen.

** ** **
ONE OF the toughest sound engineering problems was solved by the engineers of Electrical Research Products in working out the Western Electric reproducing system installed in Emgeem’s Traveling Studio the engineers mulled over 560 blueprints before they had the complicated problem licked – an absolutely self-contained unit that would work practically and efficiently in the limited space of the Train and stand up under all the trying conditions of traveling throughout the country. and later around the world.

** ** **
THIS INSTALLATION includes non-synchronous turntables announcing equipment, radio reception and every facility for demonstrating the various equipment for power generation the sound system comprises an 8,000 pound load including more than a ton of batteries. a 120-volt section of the batteries operates motors, converters and lights. a 12-volt battery for the sound system, the tender accompanying the train contains a large gas-electric generator for charging batteries also supplying the current for the high intensity projector.

** ** **
IN THE projection room of the trailer is a carbon microphone and a dynamic speaker which make it possible to describe the operation of the equipment to visitors as they pass through.

** ** **
THE MOST interesting innovation is probably the screen on the rear of the Traveling Studio which enables thousands of people congregated in the streets to view the pictures. the screen room, arranged for rear projection, is behind the projection room. a projecting glass plate constituting the rear wall of the car. so that mischievous youngsters cannot sling rocks through the fragile screen. the glass also solves the problem of dust and dirt accumulation that would ruin the show.

** ** **
HOW TO place the various apparatus in the limited space. and still have it function properly that was the tough nut the engineers had to crack it took them months to do. but they succeeded 100 per cent.

** ** **
A SINGLE Western Electric reproducer set is mounted slightly off the center of the room allowing space for the operator on one side. over the rear axle are two dwarfed amplifier racks behind the operator is a rewind shelf under the rewind is the motor control box for maintaining constant speed. beneath the non-synchronous set is a storage and reel cabinet on the opposite side a large power control board containing the charging switches, reverse current breakers, lighting panel, is mounted on the back of a narrow door.

** ** **
THIS WILL give you a slight idea of a portion of the equipment and the unusual problems the engineers had to solve in what is probably the severest test of modern Sound Equipment functioning on a Traveling Studio that will circle the globe.

** ** **
NEWS of the DAY
Moseine, Wis.—P. Lucia is now operating the Moseine, formerly conducted by L. R. Keefe.

Mishigan City, Ind.—The Lake, one of the two Publix houses here, has been closed indefinitely. R. W. Waterson, Publix manager, stated the admission price to the balcony of the Tivoli would be reduced to take care of those who had patronized the lower priced house.

Fort Worth—Billy Muth, organist at the Worth on two different occasions, has returned to this house again after a season in Des Moines. Frank Weatherford is manager of the house.

Hartford, Conn.—A. D. Goldberg, operator of the Cameo, has signed with union operators. C. M. Maxfield is manager.

Horicon, Wis.—Joe Goetz is new operator of the Pastime, formerly run by W. H. Markham.

Milwaukee—The Avalon, operated by J. H. Silliman, was damaged to the extent of $7,350 by fire.

New Lisbon, Wis.—Viola Pass is now operating the Home theater, formerly conducted by Julius Grulke.

Carrollton, O.—After a short trial with dramatic stock, the Virginia, only house here, has reverted to films.

Cortland, N. Y.—Arthur H. Warden, of Fulton, has purchased the Palace here, owned many years by H. C. Whitford. Warden, who already has taken charge, has operated a theater here for nine years.

Louisville—The National, which recently reopened as a first-run, has set, for its first four offerings, the following World Wide productions: “Those We Love,” “Breach of Promise,” “False Faces” and “The Crooked Circle.”
18,171 AD
IN ONE DAY
at the ROXY
NEW YORK

HARTFORD, Conn.  Biggest Thanksgiving Day in history of Capitol Theatre.

WORCESTER, Mass.  Three day's business in one at the Palace Theatre.

NEW HAVEN, Conn.  Poli Theatre's biggest opening day in three years.

And the picture's just getting started!

CLARA BOW
And our dear friends—the critics:

“Bow a blazing triumph at Roxy ... most exciting actress on the screen.” — N.Y. Daily Mirror

“Hail Clara Bow ... scores a personal triumph.” — N.Y. Daily News

“Miss Bow more slender, vivacious, more engaging than ever. A vivid and arresting screen personage.” — N.Y. Herald Tribune

“Shoots like a flaming arrow through cinema skies ... dominates every moment ... a versatile actress.” — N.Y. American

“Clara Bow stages a comeback that will set the trade on its ear.”

— Kann in M. P. Daily

CALL HER SAVAGE

It's a FOX picture
with

JOEL McCREA
PAUL LUKAS

Directed by George Cukor from the play by Lucia Bronder. RKO-PATHE Picture. David O. Selznick, Executive Producer
STUNNING! . . . GLORIOUS!

AMERICA'S RAVISHING STAR STRIKES THE TENDER HUMAN EMOTIONS IN THIS TORY OF A GIRL WHO FOUGHT FOR LOVE AND LOST. FROM THE SHADOWS OF HE HALF-WORLD TO THE GLITTER OF THE WHITE WAY SHE LIVED . . . BUT ALWAYS N HER BREAST WAS THE DRAMATIC HEART-CRY OF A MILLION MOTHERS.

ROCKABYE
As Al Smith says—
"Let's look at the record!"

Premier Operating Corporation Limited
31 Dundas Square
Toronto 2, Ont.

November 15, 1932.

Canadian Educational Films,
277 Victoria Street,
Toronto 2.

Re: CROOKED CIRCLE.

Gentlemen,—

You are doubtless aware that this picture broke all records at the Hollywood last Thursday-Friday-Saturday. Thursday night, Friday afternoon and night, and Saturday night, the theatre was absolutely packed to capacity, and hundreds were turned away each night. We are bringing this picture back for a return engagement. So much for the drawing power of the picture.

With regard to the entertainment quality of the picture, people went out of their way to tell us how much they enjoyed it, and we know our patrons laughed their heads off over it.

In advertising the picture, we starred Zasu Pitts, saying it was her first full length comedy feature.

Yours very truly,

Premier Operating Corporation Limited,

Herbert Allen.
Blow by blow description of how World Wide is winning the confidence of exhibitors everywhere!

A RIGHT JAB
LAST MILE
From the play by JOHN WEXLEY with Howard Phillips Preston Faster
KBS PRODUCTION

AN UPPERCUT
THOSE WE LOVE
With Mary Astor
Lilyan Tashman
Kenneth MacKenna
Adapted from the stage play by
S. K. LAUREN and
GEORGE ABBOTT
KBS Production

A RIGHT CROSS
THE CROOKED CIRCLE
with
Ben Lyon
Zasu Pitts
James Gleason
Irene Purcell
A William Sistrom Production

A LEFT JAB
FALSE FACES
with
Lowell Sherman
Peggy Shannon
Lila Lee
KBS Production

A STRAIGHT RIGHT
BREACH OF PROMISE
with
Chester Morris
Max Clarke
From the Cosmopolitan Magazine story "Obscurity" by
RUPERT HUGHES
Produced by Benjamin Verschleiser

THE KO WALLOPS
SAVAGE AMERICA
Epic of its untamed wilds.
A.B.F. ZEIDMAN
Special Production

WORLD WIDE
ING 'EM NEW HIGHS!

BOX OFFICE

World Wide Film Socks
Washington for 120%

Average Weekly Gross Figured as 100 Per Cent

Washington — The additional election night performance given by every first-run theatre boosted receipts considerably for what would have otherwise been a week of poor receipts all around, due to the competition of radio. However, Loew's Palace which ran an election night show reported receipts for that performance away ahead of the same show four years ago. Every other house likewise reported big balance sheets for that night to add to the week's receipts.


Loew's Columbia — Those We Love

Theater Changes Reported by Film Boards of Trade

**NEW YORK**

Changes in Ownership

- Akeley—Brad, sold to B. F. Long, by A. B. Cummings
- Buffalo—Alden, sold to F. G. Hahn & J. Pross, by D. & M. Company
- Erie—Elm, sold to F. G. Hahn & J. Pross, by D. & M. Company
- Gimbel’s—Worth Avenue, sold to 105th Street Co., by R. H. Hoier
- Jadson—West 36th St., closed by S. J. Shumway
- Manhattan—Broadway, sold to 105th Street Co., by R. H. Hoier
- Metropolitan—Park Ave. & 42nd St., sold to 105th Street Co., by R. H. Hoier
- New Amsterdam—224th Street & 8th Av., sold to 105th Street Co., by R. H. Hoier
- Pennsylvania—6th Ave. & 31st St., sold to 105th Street Co., by R. H. Hoier

Re-Openings

- George—Park Ave. & 31st St.
- Manhattan—Broadway

**South Carolina**

Changes in Ownership

- Asheville—Carrwood, sold to A. Mc. Caddell & Son
- Columbia—Carter, closed by owner

Re-Openings

- Asheville—Carrwood

**OKLAHOMA**

Changes in Ownership

- Oklahoma—5th Ave., sold to A. A. & N. Co., by W. B. Zipple

**OREGON**

Changes in Ownership

- Portland—O’Dell, sold to C. H. & S. Co.

Re-Openings

- Portland—O’Dell

**Pennsylvania**

Changes in Ownership

- Scranton—J. H. R. Co., sold to J. H. R. Co.

Re-Openings

- Scranton—J. H. R. Co.

**TENNESSEE**

Changes in Ownership

- Nashville—King’s—Gilead }

Re-Openings

- Nashville—King’s—Gilead

**TEXAS**

Changes in Ownership

- Houston—Greene, sold to S. A. Thomas & Co.

Re-Openings

- Houston—Greene

**VIRGINIA**

Changes in Ownership

- Bluefield—Dixie, sold to R. Sangra, by Kerby
- Richmond—Dixie, sold to Frank Foster, by C. W. Thompson

Re-Openings

- Bluefield—Dixie
- Richmond—Dixie

Showman’s Daily Reminder

- Check panic bolts on all exits daily.

A LITTLE from "LOTS"

By RALPH WILK

HOLLYWOOD

TANCHON ROYER has signed
John Davidson, Louis Nateaux, Valter Miller and James Gordon for
charter roles in "Behind Jury Doors." They join a cast which in-
cludes Helen Chandler, Buster Col-
ler and Blanche Friderici.

"The Fatal Glass of Beer" has come into production at the Mack
Stennett Studios with W. C. Fields in the starring role. Clyde Buck-
man is directing, and Gene Yar-
borough is the assistant director.

Featured spots supporting Fields have been assigned to Rosemary
Healy, George Chandler, and Ray-
hard Cramer. Release will be through
Paramount.

"Christopher Strong," Gilbert
Frankau's novel, has been purchased by RKO Radio Pictures as the next
starring vehicle for Ann Harding, Pandro Berman, associate producer,
and Zanuck. It will replace "The
White Moto," previously announced for Miss Harding, and will be di-
rected by Dorothy Arzner. Zoe
Akins will adapt the story for the screen.

Having turned authoress in be-
tween her picture assignments, Lil-
lian Roth has departed for the des-
ter to concentrate on writing the
finish of her opus, "Stage Door
Johnny." Miss Roth recently fin-
ished one of the featured roles in
"Women in Prison," a Warner pro-
duction.

Benjamin A. Englander, veteran and his bride, Sadye H. Bennett, agent and partner of Harry Lichtig in New York, who were married in Cleveland this month, will be "at
home" after Dec. 1 at 6530 Poun-
tain Ave., Hollywood.

Max Hoffman, son of the famous Gertrude, gets his first big break in the movies. He will play the heavy in "Tars and Feathers," which
Joseph L. Schenitzer and Sam Zier-
ler are producing, with James Cruze directing. Hoffman made his big-
gest stage hit as the juvenile lead in "Sweet Adeline."

Frank Farr, comedian, who has
appeared in several pictures, has
completed a short engagement at the Club La Boheme and is back
again at his old spot, the Paris Inn.

MARX BROTHERS WRITING

Groucho Marx is writing a series of articles for national magazines and plans to
publish a book from them in the movies—many, but no sales as yet. Chico moves out of house with swell swimming pool, tennis court and harpo grabs it up.

Eugene Thackeray, erstwhile newspaper man, who came to Holly-
wood to write the treatment on "Washington Merry Go Round," is
to do another political story for the screen.

Agnes Christine Johnston, prolific writer, now with M-G-M, is the au-
thor of "Home Papers, Please
Copy," a short story appearing in "Liberty." During the past three
months she has had three stories in "Liberty.

The Abe Meyer Synchronizing Service has prepared the incidental music for "Goldie Gets Along," prod-
duced by J. G. Bachman, and "The Intruder" and "Officer 15," made by
Allied Productions.

Milton Kris, formerly a Para-
mount scenarist, has joined M-G-M,
and is writing an original story. He
is the author of "The Trading Post" and other novels.

Lawrence Hazard, New York playwright, has been assigned to
write the dialogue for his original story, "The Good Thing," which
will soon go into production at Para-
mount. He has completed the dia-
ologue for "Moon Song," which will
star Kate Smith. Dorothy Yost
wrote the scenario.

John Mescall, veteran cameraman and star golfer, has returned from
a six-months' stay in Europe, where he photographed tests and back-
grounds for M-G-M.

Paramount has renewed its agree-
ment with Arthur Lubin, who will
continue as assistant to William Le-
Baron, associate producer.

Gertrude Michels, former Broad-
way actress, now under contract to
M-G-M, has been borrowed by Joseph L. Schenitzer and is playing a leading role in "Tar and Feath-
ers," which is being directed by
James Cruze.

Peggy Meehan, daughter of John
Meehan, former stage director and
playwright, at present scenario
writer of M-G-M, and James Gruen,
screen writer, are on their honey-
tour. They were married within 72
hours after Miss Meehan's ar-
ival home from a year of art study
in Paris.

Harvey Claremont, assistant cast-
director, formerly with First Na-
tional and Radio, handled the bits
and extras on "Cavalcade," at Fox.

This work required an excellent
knowledge of types, as the produc-
tion used the largest number of ex-
tras since the silent days.

Upon his return from several
weeks in France and Germany, Rou-
ben Mamoulian was greeted with
the news that his production, "Dr.
Jekyll and Mr. Hyde," had been
awarded first prize of the Interna-
tional Art Exhibition in Venice, an
exhibit sponsored by Crown Prince
Umberto and Premier Mussolini.

Simile—As powerless as a head
usher minus his uniform.

Hustling Dick Pritchard, manager of the Alcazar, Bell, Cal., has
been leading Fox West Coast managers in the circuit's drive for increased
business. The theater has become
well known as a "break-in" house for vaudeville acts.

Charles Lamont is directing "Key-
hole Katie," an Al Christie "Van-
ity" short, which will be released
by Educational. The cast includes Gay
Seabrook, Anita Pike, Ralph Brooks
and Billy Engle. Lamont has di-
rected several subjects in the Jack
Hays "Baby Stars" series.

Owen Marks, veteran film editor,
will cut "A King's Vacation," which
John G. Adolfi is directing, with
George Arliss as the star. Marks
also edited "The Millionaire," "Dis-
ae," "The Green Goddess" and
"You Said a Mouthful."

A Ritz theater audience greeted
"The Dentist" with enthusiasm. It is a
W. C. Fields comedy and the first of a series he will be starred in by Mack Sennett. The comedy was directed by Leslie Pearce.

J. G. Bachman announces that
"Diamond Cut Diamond" will be the
title of Junior Durkin's next vehicle for RKO. It starts in a few days. Irving Cummings will direct.

Studio Facilities

Recording

Location Recording

Major Companies Attest to the Excellence of

ATLAS

Sound-on-film—Sound-on-disc Recording

We Point with Pride to the Pictures We Recorded

Gorillas of the World
Explorer of the Unknown
Danger of the Arctic
Explorers of the Unknown
Head Hunters of the Pampas
Silent Enemy
Before the White Man Came
Salto Mortale
Tritik

Streets of Sorrow
Tischer
Joseph
Son of Israel
Sacrifice of Isaac
Mussolini
Lava Zingara (The Gypsy)
The Horror

Genovetta
War Dog
Missing Daughters
Should a Gint Marry
Virgins of Bali
Rightening
Raspul

ATLAS SOUNDFILM RECORDING STUDIOS, Inc.

MAIN OFFICE—723 7th AVE.
STUDIO—29-18 40th AVE.
NEW YORK CITY
LONG ISLAND CITY
Sussman Aids Needy
Chicago—One of the most active individuals here in aiding the needy is Ludwig Sussman, independent exhibitor in the Rogers Park section and a director of the Allied unit in Illinois. Besides contributing food, clothing and money to the Allied unit, Sussman for weeks has donated the proceeds of the Tuesday matinée to the Unemployment Relief Committee of his community. He has also collected additional food and clothing at special performances for this purpose.

New Series of Musicals
Planned by FitzPatrick
(Continued from Page 1)

reached by FitzPatrick after hearing the new RCA high fidelity and the Western Electric wide range recording systems, which make it possible to obtain a quality of sound not obtainable under the old system. The New series will be ready about Jan. 1.

Fanchon & Marco Musical
With or Without Pictures
(Continued from Page 1)

Denver—Fanchon & Marco’s production of the musical comedy hit, "Sally," built to play either with or without the musical marquee business at the reopened Broadaway. It got $12,000 in seven nights and four matinees, with $2 top.

CAROLINA THEATER NOTES
Charlotte, N. C.—The Carolina, Kingstreet, S. C., has been taken over by R. S. Rogers, Jr. The Carolina, Glover, S. C., has reopened with B. Harvey as manager. The Chatham, Pittsboro, N. C., also has reopened, S. F. Serebe, secretary and general manager of Henderson Amusement Co., Henderson, N. C., will reopen the local theater within the next 30 days. The New Orpheum, North Wilkesboro, N. C., under the management of J. W. Allen, is scheduled to reopen Nov. 28. The theater is being rebuilt.

SACK GETS GOLDSMITH SERIES
San Antonio—Sack Amusement Enterprises of this city has contracted for the series of eight musical dramas now being produced on the Coast by Ken Goldsmith and associates under the name of Goldsmith Productions. First in the series, "Out of Singapore," with Noah Beery and Dorothy Burgess, is already in the Sack exchange, while the second, "Bachelors Mother," with Evelyn Knapp and James Murray, has been completed and will be released by Sack on Dec. 1. It will cover Texas, Oklahoma and Arkansas.

NEXT FOR MAYFAIR
RKO’s "Secrets of the French Police" will be the next attraction at the Mayfair, following "The Conquerors," now in its second week.

BIG AIR PLANT CONTRACTS
Air-conditioning contracts involving more than $1,000,000 have been awarded by Rockfeller Center to the Carrier Engineering Corp.

EDUCATIONAL REPRESENTED
On Every Large Circuit
(Continued from Page 1)

line-up of one and two-reel subjects, Educational now has 100 per cent representation on every large theater circuit in the country. Public, Loew, RKO and Warner circuits previously contracted for the company’s program.

CHESNIUS DECISION UPHIELD
Appellate Division has affirmed the decision of Supreme Court Justice Dodd in the case of Louis Rosen, against the Chesnius interests, involving a theater lease. Rosen sued on the grounds of failure to perform lease while the defendants entered a counter-claim alleging damage to the property. Triple damages were awarded Chesnius, the sum amounting to $12,000.

FOX RELEASES TO DEC. 25
Fox feature release dates are now set to include Dec. 25, when "Handle With Care," will be available. On Dec. 11, "Me and My Gal," formerly titled "Pier 13," will be released. "Walking Down Broadway" is due Dec. 4, and "Call Her Savage," Nov. 27.

RKO CLOSES 5 CIRCUIT DEALS
RKO has closed with five circuits covering 62 situations for the showing of its 1932-33 features and shorts. Circuits are the Brockwell Midwest houses, Blumenfeld on the coast, Woodfall in Portland, Ore., Nasser Bros., in San Francisco and the Miner circuit of Minneapolis.

MADRID HOUSE BURNS
Madrid—Fire this week destroyed the Music Palace, one of the most elaborate motion picture houses in Spain. A short circuit started the blaze.

UFA ENGLISH FILM ON WAY
First of the four English versions to be produced by Ufa for American distribution through Arthur Lee is now en route to this country. It is titled "Happy Ever After" with Jack Hulbert and Lilian Harvey.

PARA. SIGNS WRITERS
West Coast Bureau of THE FILM DAILY
Hollywood—Lewellyn Hughes and Bob N. Lee are recent additions to the Paramount writing staff.

MICHAELS ACQUIRES HOUSE
George Michaels has acquired the Victoria, Ellimhurst, L. I. House was formerly a Fox circuit.

LEGISLATIVE THREAT GROWS
AS CONTRACT PEACE DIMS
(Continued from Page 1)

ative cause already have made it known that, unless the new contract proposals go through and the independent exhibitors are assured satisfactory concessions from distributors, they will put every effort behind the federal bill program. The likelihood of such action will probably be held as a threat over the meeting here, and results of the local two-day confab are expected to influence the deliberations scheduled for Dec. 1 in New York.

Independents Prepare
For Increase in Sales
(Continued from Page 1)

and "will bring the market to the door of the branch manager." Sales representatives have been instructed to cultivate local bookers and managers for future business.

700 BOSKO CLUBS
In five months since the Bosko Kiddies Klub was launched as an exploitation for the "Looney Tunes" distributed by Warners, more than 700 theaters have formed such units, according to Warners. Billy Chuck handles the campaign in the west, and Harry E. Kolin in the east.

ALLIANCE HOUSE REOPENS
Alliance. O.—After being dark several months, the Strand has been reopened with R. S. Wallace as manager. It was formerly a Warner house.

THE CENSOR
HAS HIS SAY
(Continued from Page 1)

instances I feel that the producers miss an opportunity of drawing a life lesson, in that the one who is guilty of wrongdoing is left in a successful position at the end of the picture.

There should be some modification of titles, as some of our best pictures have appeared under titles which would indicate they are something else; and others have had such false titles that it is necessary for us to censor them in the light of the title.

Another undesirable would be making of the inconsistency of producers. When they say in the one case that motion pictures have such a marvelous influence, and in the other, say that certain things which they produce and which have outstanding significance do not have an influence on those who see and hear them.

WIREFRAMES EXPECTED
AT CHICAGO MEETING
(Continued from Page 1)

comply something constructive in the near future.

"While we hope that the differences that have manifested themselves will clear away before the Chicago meeting, and lend their counsel in shaping the future course of the exhibitors.

"They make it all the more important, if the new contract is considerably clouded, Allied Theater Owners of Texas, headed by Colonel H. A. Cole, at its convention last week, voted in favor of the agreement. The M. P. T. O. of Arkansas, Mississippi & Tennessee and the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey & Delaware also have approved it. The Iowa-Nebraska Allied unit discussed the pact at its meeting last week and the M. P. T. O. unit in Buffalo is to take it up tomorrow.

Major distributing company executives thus far are to the conclusion. Fox is the only firm to definitely accept it, although M-G-M has indicated it is in favor of the agreement with minor changes. United Artists came out definitely against it, with Columbia following.
Loew Shows Profit of $4.80 a Share for Year

STORMY SESSION MARKS FIRST DAY IN CHICAGO

MPTOA Solidly Behind New Pact, Says Lightman

Legislation Program Not Favored—Issue Awaits New York Meeting

Chicago — "Our organization is solidly behind the new contract and we still believe enough distributors will come through to put this Sidney Kent plan into operation," President (Continued on Page 4)

J. B. DUGGER HEADS PARA. DALLAS DIVISION

Dallas—J. B. Dugger, for nine years Paramount branch manager here, has been placed in charge of the Dallas, San Antonio and Oklahoma City territory. Announcement was made by George J. Schaefer, general sales manager, and Stanley B. (Continued on Page 4)

Jacob Conn’s Theaters Auctioned for $492,400

Providence — Jacob Conn's two theaters, the Olympia and the new Metropolitan, brought $492,000 at the auction sale, with John P. Beagan, attorney for the Delphias and Edwards Realty companies, as the buyer. Plans for the properties are indefinite, Beagan says. Conn plans to go to Hollywood and join his son, Maurice, in production.

$4.80 a Share for Loew’s;
Regular Dividend on Common

Planes for Martin Johnson

Bridgeport, Conn. — Martin Johnson has bought two Sikorsky planes to be used on his next African film expedition, it is announced by a Sikorsky official. Delivery is to be made before Christmas.

The Film Daily Year Book is the Standard Reference Book of the Industry.—Adv.

Net profit of $4.80 a share on the common stock is reported by Loew's Inc., for the year ended Aug. 31, according to certified accounts approved at yesterday's meeting of the board of directors, it was announced last night by David Bernste'n, vice-president and treasurer. This means the company had a net profit of (Continued on Page 4)
Dual Bills Flourishing In Pittsburgh Territory

Pittsburgh—This territory, which a short time ago was free of double features, is now strongly and vigorously going for this policy. Warners, who dominate the scene, are playing twin-bills in virtually all houses. Initial impression of the policy is that the local first-run situation occurs within a few days when the Davis, Warner house, starts playing dual features.

WARNER BEATS 11 BEAUTIES

With West Coast Bureau of THE FILM DAILY Hollywood — Eleven beauties, from Busby Berkeley's chorus group in "Forty-Second Street," have been signed by Warners, thereby keeping four young film players. They are: Ann Hovey, Maxine Cantanw, Loretta Andrews, Lynn Browning, Margaret LeMarr, Jane Shadduck, Dona Mae Roberts, Renee Whitney, Edna Callaghan, Pat Wing and Barbara Simpson.

TWO FOR REX BELD

West Coast Bureau of THE FILM DAILY Hollywood—"Diamond Trail" and "Crashing" Broadway" are the titles of two Rex Bell vehicles which Monogram is rushing into production so Bell can take a two months' vacation in Europe with his wife, Clara Bow. Frances Rich plays opposite Bell in the first, with Harry Fraser directing.

SPARKS KEEPS PUBLIN MEN

Jacksonville, Fla.—E. J. Sparks Enterprises, which recently took over several Public Florida houses, announces the retention of Ernest Morrison as east coast manager, W. H. McKoy as Miami city manager and R. C. Speese, West Palm Beach city manager.

DUAL FIRST-RUNS AT DAVIS

Pittsburgh — A double feature first-run policy will be inaugurated at the Davis beginning next week with no change in prices. This will be the first house here to double on first-runs. Spitzer Kohen, the new manager of the Davis, was formerly with the Regent, Elizabeth, N. J.

DR. T. E. FINEGAN DEAD

Dr. Thomas Edward Finegan, president of Eastman Teaching Films, subsidiary of Eastman Kodak, is dead at the age of 66.

LOU BRAGER TO PHILA.

Lou Brager, Warner theater ex-plantation man, has been transferred from Pittsburgh to Philadelphia.

MUSICIANS TAKE CUT

St. Louis—A cut in scale average for musicians has been approved by union musicians in order to provide jobs for more men.

JACK HOWARD PROMOTED

Jack Howard, formerly salesman out of Paramount's Maine branch, has been promoted to exchange manager.

Tri-Ergon and Tobis Settle Patent Dispute

Berliner—Differences between Tobis Syndicate and Tri-Ergon, involving rights for recording of music from the Berlin films, has been settled by Tobis into territories where it is not now active and the exploitation privileges held by Tri-Ergon, have been. defeated. Certain rights regarding patents outside of film production, and which have been with Tri-Ergon, are now transferred to Tri-Ergon Holding Co., of St. Gallen, Switzerland. Tobis Tobil Syndicate, Berlin, as well as International Mischungspap Tobis, Amsterdam, will be represented on the board of directors.

FOX PUBLICITY CHANGES

Morris Helpin, formerly with Paramount, has joined the Fox publicity department under Earl Win- gart, who recently resigned as Paramount publicity manager. Mike Vogel, Edward Eustace and E. F. Warner have resigned from the Fox department.

L. C. McHENRY TO CHARLOTTE

Oklahoma City—L. C. McHenry, who has been exploiting roadshow films here for Lee Williams, is mov- ing to Charlotte, N. C., where he will establish an office for handling special road features.

4 ENID HOUSES NON-UNION

Enid, Okla.—Due to a disagreement over number of men in the projection room and wage scale, Griffith Amusement Co. is operating its four houses here with non-union help.

M-G-M-FOX JAPANESE CIRCUIT

Tokyo—Following the recent combination of M-G-M and Nikkatsu, it is understood Fox may join the group to the end of organizing a large circuit in competition with the Shochiko-Paramount group.

"CAVALCADE" SET FOR GAITBY

Negotiations for the lease of the Gaitby on Broadway, for the showing of "Cavalcade" on a two-a-day basis, were concluded by Fox yesterday.

TEA FOR CLARA BOW

Fox will give a reception tea for Clara Bow at 4 o'clock this afternoon in Frank Capra's suite at the Ritz.

JOINS "MAEDCHEN" ROADSHOW

Frank Rudolph, formerly on the staff of the little Carnegie Playhouse, has joined the "Maed- chen in Uniform" roadshow at the American. N. J. He is doing exploitation.

MOOSE, NEWARK, HELD UP

Newark, N. J.—A young man held up the Moose on Monday and escaped with $517.

PARA. BUYS "CHRYSLISALIS"

"Chrysalis," Broadway stage hit has been bought by Paramount.

TODAY'S EXHIBITOR MEETINGS

Today: Exhibitor mass meeting under Allied-MPTOA auspices, Hotel Congress, Chicago.

Today: Allied Theater Owners of New Jersey, meeting at New Jersey headquarters, 2 P. M.

Dec. 1: Exhibitor mass meeting under Allied-MPTOA auspices, Park Central Hotel, New York.

Dec. 1: Chicago Section S. M. P. E. meet- ing, offered at the 59th Ward Hotel, 3333 Belmont Ave., Chicago, 8 P. M.

Dec. 5: Kansas City film colony charity ball, Pl-Mar, Kansas City.

Dec. 21: Mid-winter meeting of North and South Carolina Theater Owners Ass'n, Hotel Charlotte, Charlotte, N. C.


TRI-ERGON SUIT OPENS

An injunction restraining Para- mount from producing pictures on the grounds of alleged violation of basic patent which American, Tri- Ergon Corp., holds is sought in a suit which went to trial yesterday before Federal Judge Campbell in Brooklyn. An accounting of profits from pictures already made is also asked. Fish, Richardson & Neave, law firm, is representing Para- mount. Several suits have been filed against RKO, RCA, Photophone and Western Electric.

GELSEY ASSISTS SCHULBERG

West Coast Bureau of THE FILM DAILY Hollywood—Erwin Gelsey, scen- arist, who is now completing an assign- ment at Warners, has been ap- pointed assistant to B. P. Schulberg, who is making eight pictures for Paramount. Gelsey succeeds Robert Yost, resigned.

"TRAILING KILLER" AT GAITBY

"Trailing the Killer," World Wide, 30,000 leaders, is now playing the Gaitby on Broadway for a run. Herr- man C. Raymaker directed it.

JOSEPH M. SCHENCK, president of United Artists, left for Hollywood on Sunday.

JOHN WIEBER of Majestic left yesterday for Pittsburgh with CHARLES SCHWERN, who be- comes manager for Majestic in that city.

TONY LUCCHESE of Philadelphia and WIL- LIAM L. KARLINS, owners of the Majestic directorial board, will be in New York for conferences in the entertainment field.


GEORGE J. SCHAFFER of Paramount returns tomorrow from the south.


HENRY NATHANSON of Regal films, Toron- to, arrives in New York today.

WIRG ENGELS, German film editor, arrived yesterday on the Bremen under contract to RKO.
exhibitor DEMAND!

Many M-G-M exhibitors, recognizing the value of capitalizing their M-G-M contract, are using these advertising mats. For the convenience of all our customers we have prepared a folder (shown above) reproducing this campaign and demonstrating its use. Ask your M-G-M Branch for it. The mats are free to all M-G-M exhibitors!

Above: Ad No. 3
145 lines x 4 cols.

Left: Ad No. 1
95 lines x 1 col.
STORMY SESSION MARKS FIRST DAY IN CHICAGO

(Continued from Page 1)

fireworks with a talk dealing with the seeming inability of members to accomplish anything.

He was followed by Ed Kuykendall, who declared the Tri-State organization, the M.P.T.O., of Arkansas, Mississippi and Tennessee, was opposed to federal regulation of any kind.

Glenn A. Cross of Michigan waxed hot and incoherent no words in facing the producers and distributors for "chiseling on exhibitors."

About 50 per cent of the state exhibitor units were represented at the meeting. Today's cabinet is expected to bring in a few more.

In addition to the talks by exhibitors, yesterday afternoon's session consisted of the reading and correction of the minutes of the previous meeting, the election of an official secretary, Sidney E. Samuelson, and the reading by Abram F. Myers of communications from producers, including proposals in reference to the new contract.

Approval of the contract "with reservations" by the Kansas-Missouri M.P.T.O. was reported by the delegation from Kansas City.

MPTOA Solidly Behind New Pact, Says Lightman

(Continued from Page 1)

M. A. Lightman of the M.P.T.O.A. told THE FILM DAILY yesterday, "We are not going to sponsor the federal regulation program as long as the present industry program is as live an issue as it is. The issue will be left open until the New York mass meeting on Tuesday."

Television Threatening, Robins Tells Mass Meet

(Continued from Page 1)

the joint Allied-M. P. T. O. A. mass meeting yesterday at the Congress. He urged exhibitors to join his organization to carry out protective measures.

JUDGES IN VITA SHORT

Charles Judgels has been signed for the Vitaphone two-reel musical, "Bud," being made at the Brooklyn studio.

New Incorporations

NEW YORK CHARTER

Quoquito Art Theatre Corp., 173 P. Bicker-

ton, Jr., 220 West 49th St., New York $20-

000 paid $400 shares of common stock.

Consolidation Amalgamation of Pictures, Bur-

stein & Cohen, 351 Stone Ave., Brooklyn $10-

000.

NEW JERSEY CHARTER

Commercial Photographic Corp., Newark, de-

veloping films and making prints; Samuel Halperin, Newark 500 shares of common stock.

PROFIT OF $4.80 A SHARE LOWE REPORT FOR YEAR

(Continued from Page 1)

nearly 70% in share in the final quarter, contrary to Wall St. estimates that no earnings would be shown in that period due to a change in the company's film amortization system. Regular dividend of 75 cents on the common stock was declared payable Dec. 31 to stock of record Dec. 14. No action was taken at yesterday's meeting on the $1 extra usually declared at this time.

Strain on Relief Fund

Seen in Cold Winter

(Continued from Page 1)

that there will be no hope by the ill and destitute in this business during the cold months. After you have given it a thought, unleash your purse strings and give it to the Film Daily Relief Fund to help alleviate the plight of these sufferers.

Number of contributions received yesterday were below expectations. The good fellow who did not contribute include Sam Rubenstein, Maurice Kann, Ben Amsterdam, Dan Gillette and a generous individual who desired to remain anonymous. More action must be shown if the Fund is to get anywhere near the amount of money it needs for the coming year. Send your remittance TO DAY to THE FILM DAILY Relief Fund, 1650 Broadway.

J. B. Dugger Heads Para. Dallas Division

(Continued from Page 1)

Waite, divisional sales manager, fol-

lowing a conference here, Oscar A. Morgan, formerly of Dallas, recent-

ly was placed in charge of the southeast field. The territory formerly was under Harry G. Ballance, who resigned.

PREPARING NEAR EAST FILM

Chicago—A motion picture of edu-

cational type, with a theatrical distribution throughout Egypt, Persia, Palestine, Iraq and Turkey, Syria, is now being put in release shape by the Oriental Institute of the University of Chicago, it is an-

nounced by Reed N. Haythorne. The picture will be ready about Jan. 1, and one of the large distributing companies may handle it.

TWO FINISHED AT WARNERS

West Coast Bureau of THE FILM DAILY


DISCUSSING NEW DEVICES

West Coast Bureau of THE FILM DAILY

Hollywood—Max Bastel, chief engineer of RCA Photophone, Cam-

den, N. J., is here confering with Carl Drerich, sound department chief at the RKO studios, on new equipment for recording and laboratory processing which is said to have been secretly tried out by RKO.

MUSIC DEMANDS UP TODAY

Film producers' demands for the new music contract will be outlined by John Gregoire, who represents the producers, at a meeting to be held tomorrow. He will call out clauses as outlined by Edward Bowers, chairman of the producers' committee.

CHICAGO SMPE MEETING

Pittsburgh—George Bronson, formerly of New Haven, Conn., is now manager of the Cameraphone, East Liberty.

BRONSON IN EAST LIBERTY

Chicago—Next meeting of the Chicago Section of the S. P. E. C. P. will be held Thursday at Jenkins & Adair, Inc., 3333 Belmont Ave., at 8 P. M., preceded by a dinner at Ackerman & Meta Restaurant, 3131 Logan Square, at 6:30 P. M. J. E. El-

liott Jenkins is to be master of ceremonies at the meeting. Demon-

strations will include the Phonopti-

canon, lantern slide projector; control-

lens, automatic advertising de-

vice, and a portable 35mm. sound-

on-film recorder.

IN AUTHORS WRITE STORY

West Coast Bureau of THE FILM DAILY

Hollywood—"A Passage to Para-

dise," written jointly by ten authors, will be produced imme-

diately by Paramount and serialized in Liberty Magazine. The authors are: Rupert Hughes, Vicki Baum, Zane Grey, Vira Delmar, Irwin S. Cobb, Gertrude Atherton, J. P. Mc-

Evoy, Ursula Parrott, Polan Banks and Sophie Kerr. Cary Grant, Lewis Stone, Brian Donlevy and Edward Arnold will be in the cast.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the organization who are celebrating their birthdays:

Nov. 29

Ray Johnson

Paul La Rocque

Louis J. Ryder

Mildred Harris

Harold Raymond

Genevieve Tobin
Dual Bill Issue Up Again at Detroit Open Meeting

CHICAGO MASS MEETING TERMINATES IN DISCORD

T.O.C.C. Going Into Mass Meet "Open Minded"

New Pact Not Examined
Says O'Reilly—Lichtman Staying Away

That members of the T. O. C. C. will go into the joint Allied-M. P. T. O. A. mass meeting in New York tomorrow "open minded" was indicated by President Charles L. O'Reilly last night. O'Reilly, who is slated to preside at the gathering, said that so far neither he nor his organization have examined the pact.

(Continued on Page 6)

8 MORE REGULARS CHIP IN WITH RELIEF FUND CHECKS

Eight more "regulars" have put their names on the dotted line for the FILM DAILY RELIEF FUND. Additions to the honor roll yesterday included M. E. Comerford, Jay Emanuel, David Cohen, M. J. O'Toole, William H. Cadoret, Jay O'Leary, Monogram Pictures and Winfield Andrus.

Even if you can afford to give only a small amount, GIVE IT. Lots

(Continued on Page 6)

Joe Goldberg Withdraws Resignation from W. W.

Joe Goldberg has withdrawn his resignation and will remain as sales manager of World Wide, it was announced yesterday by E. W. Ham.

(Continued on Page 7)

Film Legislation Jinx

Recent defeat of Senator Smith W. Brookhart of Iowa, aside from the fact that he ran on an independent ticket, has brought to light an interesting fact regarding senatorial and congressional champions of the film industry. At no time in the past has any senator or congressman who made reforms of the film industry been succeeded in his place by one who ever succeeded in re-electing himself. The defeat of Brookhart was the latest example.

Disagreement Between 2 Exhib Factions Viewed as Near Hopeless

Chicago—Marked with bitterness, refusal to compromise on issues and personal clashes, the two-day Allied-M. P. T. O. A. mass meeting at the Congress Hotel came to a conclusion early this morning with a general feeling that much has been said but little accomplished.

President M. A. Lichtman of the M. P. T. O. A., who withdrew from the joint chairmanship of the meeting following one of the clashes, left yesterday.

(Continued on Page 7)

MPTOA FAVORS GIVING PRODUCERS MORE TIME

Chicago—In contrast to Allied’s vote in favor of going ahead with the federal regulation program, the M. P. T. O. A. delegation yesterday expressed itself as preferring to give the producers more time to fall in line on the new contract. Neither Allied nor the M. P. T. O. A. would be moved in the stand taken, with the result that the situation was left hanging when the meeting broke up.

Steffes Not Attending

New York Mass Meeting

Chicago—Al Steffes, Allied president, will not attend the second Allied-M. P. T. O. A. mass meeting which is scheduled to open tomorrow at the Park Central Hotel in New York. Abram F. Myers, Allied chairman, will go east with Sidney E. Samuelson and others.

80% of the Detroit Theaters Are Observing Dual Bill Ban

Eight Roadshow Openings For Warner’s "Sing Sing"

Before "20,000 Years in Sing Sing" is generally released, Warner will open it on a nowhere basis right after Christmas in about eight key cities, where it will be

(Continued on Page 6)

Disagreeing with the views, presented as a friendly critical forum, of prominent members of Censor Boards from several States on Problems of the industry, particularly production.

Today—MISS MAE CLAUSEN, Chairman
Kansas State Board of Review

Sympathetic Attitude

It seems to me that pictures are a little bit finer in every way than when I commenced this work. However, I have been a lover of pictures always and find the greater majority of them most interesting and may look at them a little bit more generously than the ordinary censor. I feel that the talking pictures are much cleaner, pictorially, than were the silents. There is much, of course, sophisticated sex in dramas, but these situations and scenes are over the head of the youth of America and handled in a most delicate manner in most cases. I feel that we as a board cannot write the title nor the theme of the stories.

I bear in mind always and have impressed it strongly on each of my associates on this board that we are handling merchandise that

(Continued on Page 4)

Adam Kessell, prominent ten years ago as head of the firm of Kessell & Bauman, Kaybee, Keystone and other companies, is planning to return to the production field, THE FILM DAILY learns. He is now working out details for a production program in the east. Formal announcement will probably be made by next week.

Para. Favors Contract With Minor Alterations

Although no official announcement has been made, pending the return of George J. Schaefer to New York today, indications last night were that Paramount is generally in favor of the new standard exhibition contract. Several situations, all minor in nature, must be ironed out

(Continued on Page 6)

Detroit—On the return of Allied officials and other exhibitors from the Chicago mass meeting today an open conference of all Detroit theater owners will be held here to again consider the status of double

The Film Daily Year Book is the Standard Reference Book of the Industry.—Advt.

156 to 4 for Legislation

Chicago—Actual count in the vote mustered by Allied on its federal regulation program was announced at yesterday’s mass meeting as 156 in favor of going through with it, and only four against it.
Treasury Dept. Rules

No Tax for Reviewers

In reply to a request from The Film Daily, seeking to clarify the question of payment of tax on passes for film critics, the Commissioner of Internal Revenue has written that Hollywood has issued the ruling below:

"Where a newspaper reporter, a radio announcer or the like, is permitted to travel free for the purpose of performing his special duties, the income resulting from the travel, whether in connection with the event, and those special duties are the sole reason for his presence and for his free admission, is not liable to the tax imposed on free admission. If a critic is admitted under the same circumstances, that is, if he is detailed for the purpose of reviewing the performance and writing up an article covering such performance and these duties, then his sole reason for his presence and his free admission, he is not subject to tax."

39 Shorts Planned

By Perfex Pictures

A program of 26 single reels and 13 two-reelers is planned by Perfex Pictures for the coming months, it has just been announced by C. John Predari and L. Lomulo. Schedule so far includes "So This Is Hollywood," two-reel travelogue, and "Siamese Fighting Fishes," single-reeler made by Reed Haythorne of Oriental Institute, Chicago. Predari, who has returned to New York after a trip to the West, Minneapolis and other points, recently ended his connection with Velaco Productions.

VALLYETT QUITS AURORA

Bruno Valletty, director, has resigned as general manager of Aurora Film Corp. Valletty, who lately produced and directed "Tormen" and "The Actor," will be replaced by Filippo Ferrariello, now free-lancing and probably will be handled by Mike Connelly.

BOOKEO FOR COSMOPOLITAN

"The Fighting Gentleman," a thriller production with William Conroy in the title role, will be the opening feature at the Cosmopolitan, Columbus Circle, when it reopens with films and vaudeville.

SPANISH NIGHT AT PALACE

A Spanish evening, with notables of that country invited, will be held at the Palace on Thursday in connection with the third week of "The Kid from Spain." Eddie Cantor, star of Samuel Goldwyn production, will appear in person.

RKO SIGNS STAGE STAR

Francis Lederer, European stage star who has made a big hit on Broadway in "Autumn Crocus," has been signed by RKO. He will go to Hollywood after the run of the play.

RUSSELL MOON JOINS FOX

Russell Moon, formerly publicity director for the Roxy, has joined the Fox publicity department to handle exploitation.

NEW LEROY-MAYFAIR SHORT

Hal LeRoy and Mitzi Mayfair have been signed to make another Vitaphone two-reeler.

General Theaters Case

Up for Hearing Today

Wilmington — Arguments will be made in the Chancery Court today in connection with the future of General Theaters Equipment Attorneys for William Fox will ask the Chancellor to set aside the voting trust under which 1,000,000 Fox Film A and 560,101 Fox Film B shares are pledged. A group of preferred stockholders will seek to institute a suit for $20,000,000 damages against the Chase Banking Interests and ask for an accounting. Fox is represented by Judge Hugh M. Morris and Senator George Pepper.

DE MILLE AT AMPA TOMORROW

Cecil B. De Mille will be the guest of honor at the regular weekly luncheon of the AMPA in Sardi's tomorrow at 12:45 o'clock. Charlie Ruggles and Ian Keith also are expected to attend, according to Hal Horne, president. De Mille will tell the making of "The Sign of the Cross."

VISUGRAPHIC EXPANSION

To take care of increased demand for educational, publicity and advertising films, Visuagraphic Pictures has moved to larger quarters at 729 Seventh Ave., where all departments of the firm will be consolidated, it was announced by Edward Stevenson, president.

RKO BENEFIT SHOW

Second annual dance and reception of the RKO Employees, with proceeds being used to buy Christmas dinners for needy actors, will be held Dec. 17 at the 58th St. Theater Building. Harry Robinson and his RKO Page Boys will supply music.

REGULAR B. & K. PFD. DIV.

Chicago—Balaban & Katz has declared regular quarterly dividend of $1.75 on the 7 per cent preferred stock, payable Dec. 31 to stock of record Dec. 15.

C. D. ARMENTROUT

Iowa Theatre, Mason City, la.

"Columbia pictures look exceptionally good for the season of 1932-1933. 'That's My Boy' brought much favorable comment from our audiences."

SAUL S. HARRIS

Arkansas Theatre
Litle Rock, Ark.

"Never did I hear more favorable comment than on 'Washington Merry Go Round.' Unless I misremember I guess it should be one of the biggest hits of the year."

Good entertainment, that will amuse any audience.
—Hollywood Reporter

"NO MORE ORCHIDS"

A Column of Successful Showmen!

G. W. WIEGMAN
Hiland Theatre, Des Moines, la.

"We have played Columbia features for several years with very satisfactory results. Also all the Columbia shorts for the past three years and they are the best obtainable. For success and prosperity, buy Columbia!"

JUAN ESTEVES
Mexico Theatre, Sacramento, Calif.

"When I play Columbia pictures I am always more than satisfied."

"That's why good showmen swear by Columbia pictures.

C. D. ARMENTROUT
Iowa Theatre, Mason City, la.

"Columbia pictures look exceptionally good for the season of 1932-1933. 'That's My Boy' brought much favorable comment from our audiences."

THE THEATRE NEWSWEEKLY
THE FILM DAILY
HOLLYWOOD, CALIFORNIA
WARNER BROS. SCORE AGAIN!

Exclusive Pictures of the Entire

NOTRE DAME

vs.

SO. CALIF.

Championship Football Game

will be ready a few days after date of game—Dec. 10! Yours for an even bigger clean-up than last year’s Tulane-So. Calif. because of greater fame of Notre Dame! Better than a 50-yard-line seat....Every play from kick-off to final gun in close-ups—fast and slow motion ....Play-by-play description by a noted sports expert!

A Vitaphone Release

PRINTS WILL BE RUSHED BY PLANE FOR DATES WEEK ENDING DEC. 17!

'PHONE YOUR WARNER EXCHANGE RIGHT NOW BEFORE OTHERS ACT!
Little Rock, Ark. — Fanchon & Marco units have been booked to play the Arkansas for three days next week. House is under the management of Saul Harris.

Cleveland—M. B. Horwitz, general manager of the Washington circuit, plans to be in New York for the exhibitor mass meeting the end of the week.

Toledo—Frank Sheuer, Detroit exhibitor, is reported planning to open the Superior with a foreign film policy.

Toledo—The RKO theater is abandoning double features and going into split weeks.

Cleveland—Nate Schultz has been appointed distributor of Powers pictures in northern Ohio.

Jacksonville, Fla.—E. J. Sparks, president of E. J. Sparks Amusement Enterprises, Inc., and John Crovo, theater manager, have returned from a business trip to Atlanta.

Troy, Mo.—The Colonial has been purchased by W. A. Collins from W. McCullough. Collins also recently added the Gem in Canton, Mo., to his string, buying it from Page & Goetz.

Libertyville, Ill.—The La Villa has been sold to V. F. Miskell by F. B. Swanson.

Plano, Ill.—G. Huth has purchased the Grand from George Mickets.

New Britain, Conn.—The Rialto closed last week when the sound equipment and projector were sealed in advertisement proceedings brought by Western Electric. Manager A. H. Black, New Haven, is lessee of the equipment.

Akron—Willard Hart, owner of the Norka and Rialto, has returned to Arizona for his health.

Cleveland—Andrew Semple has been appointed office manager of American Display Corp. Lew Thompson is district manager.

Kaplan, Bodyguard Frisked

At yesterday's hearing in the trial of Sam Kaplan, president of Local 306, who is being tried by three members who want to oust him from the opera-

tory union, Supreme Court Justice Philip J. McCook ordered the doors of the courtroom locked when he dis-
covered that the defendant and two of his bodyguards were armed with revolvers. Despite efforts to carry the

guns, the judge ordered them "checked" during the trial.

- - - AND IS Clara Bow back! you should have attended her reception at the Roxy... the most complete representation of trade and newspaper scriveners that we have had since Mary Pickford threw her parties in her prime

- - - LET'S BE frank about it personally, we prefer the Helen Hayes and Katherine Hepburns for our screen entertainment... but we are not so dumb that we do not realize... that the hoi polloi Mob to you... prefer the Clara Bows... and it's the Mob Vote that supplies your coffee and doughnuts... and ours... and who are we to snatch the nourishment out of our own mouth?

- - - THE KNOCKOUT for Clara Bow was a remarkable tribute... for the trade, fan and newspaper boys and gals also know on which side their bread carries the marmalade... they like to go Arty every once in so often... but downtown in their souls they know that Clara Bow typifies the POPULARITY of the Motion Picture... there is that about the gal that symbolizes the hopes, dreams and ideals of the Masses... and they would be suckers not to give her a break... with millions of fans aching to hear about their Idol

- - - IT WAS one of the smartest handled parties we have ever attended in the film biz... Earl Wingart, Gabe York, Jimmie McFarland and C. N. Odell managed the affair for the Fox outfit... with producer Sam Rork hovering around... and Mark Luescher and Frank Cambria acting for the Roxy... their team work was a joy to behold... Mister Wingart as chief impresario doped the psychology of the crowd perfectly... also his charge, Miss Bow... and that gal is SMART... and Earl knows it... for here's what happened

- - - DID THE hostess sit in state and graciously await the obeisances of her admiring subjects? she did NOT Clara circulated around the big reception room... if she spotted a mug she had not met... whispered to Earl... got an introduction... and made a holeuva fuss over how as if he was the King of Siam... and you can bet that every gal and galent is going out and rave over Clara... for the same reason we are... hell, she made a fuss over US! ain't we human's the saps for the personal vanity stuff?

- - - AND WHAT a smart trick she pulled on leaving the party!... she went around and shook hands with every single male and female present... and thanked each one for attending... she had only done two personal appearances on the Roxy stage... and was going back for two more... dog tired... but still a Showman... she know she was stringing a Comeback... and she wasn't over-

looking a thing... and we don't know whether to congratulate Fox or Clara most... call it a tie... all we know is that this film biz needs Clara Bow... to watch the crowds outside the Roxy waiting to catch a glimpse of their Idol proved this conclusively... and the hard boiled newspaper mugs were just as nuts about her as the fans

- - -
HOLDING OPEN MEETING ON DUALS IN DETROIT

(Continued from Page 1)

features. Practically the entire
Michigan Allied membership is now
observing the recent agreement
against duals, while 80 per cent of
Detroit houses are abiding by it,
according to an Allied official.
The meeting will decide upon a possi-
ble course of action with regard to
the remaining double-feature houses.

Para. Favors Contract
With Minor Alterations
(Continued from Page 1)

before the agreement totally meets
the company's approval.
Both Warner-First National and
RKO, the only other major distributors to be heard from as to their
acceptance or rejection of the con-
tract, have not yet given their
consideration.

Eight Roadshow Openings
For Warner's "Sing Sing"
(Continued from Page 1)

with special treatment except an
exploitation man on the ground
to personally supervise the campaign
in each spot. The roadshowings are
to be situated so every part of the
country will be covered in the
campaign.

"MAEDCHEN" HOLDS
St. Louis — "Maedchen in Uniform"
has been held for a second week at
the American.

NASSAU • MIAMI
HAVANA • CRUISES
$115...12% DAYS. Sight-seeing
trips at each port; 3 days in Nassau,
2 days in Miami, 2½ days in Havana.
Or take a round-trip to Nassau only
stay 7 days at the Royal Victoria hotel
for $125. Fortnightly sailings by S. S.
Monogaro on Saturdays.

BERMUDA
$60 ROUND TRIP

Twice weekly sailings, 21,000-ton S.S.
Fun America and sister-ships, all air-
conditioned, outside rooms mostly with beds.
and private baths. 5 days, Icluding day
at hotel in Bermuda $61; 7 days $75. S. S.
Pan America goes direct to dock at
Hamilton.

For information on the Free Trip
Slogan Contest, see any Tourist
agent or write The Munson Lines.

All sailings from Pier 64, N.Y., New York
For further information see local tourist agent at
S. S. MUNSON LINES
67 Wall Street, N. Y. — Bowling Green 9-3300.
terday morning shortly after he had taken time to explain a whispering campaign in the St. Louis office, Al Steffes, a former member of the Missouri legislature, told the reporter that he had been approached by several political leaders who were questioning the possibility of his running for the House of Representatives as a Republican candidate.

Steffes said he would not run for the seat vacated by the resignation of Representative Thomas J. O'Shea, who stepped down to take a position in the United States Senate.

The Illinois representative was quoted as saying, "I don't want to be a part of any political campaign this year. I have other things on my mind, and I believe I can best serve my constituents by staying out of the race."
Most Women Think It! ... Some Women Say It! ... All Women Are Pretty Sure of It! ... That's Why "MEN ARE SUCH FOOLS" is the most alluring box-office title of the year with its heart-reaching story of a second fiddle husband and a wife who thought "The more you double cross 'em ... the more they believe in you".

RKO-RADIO PICTURE

with

LEO CARRILLO
VIVIENNE OSBORNE
UNA MERKEL
JOSEPH CAWTHORN

DIRECTED BY WILLIAM NIGH
PRODUCED BY
JEFFERSON PICTURES CORP.
M.P.T.O.A. REVISING NEW CONTRACT AGREEMENT

Chicago Meeting Was 'Railroaded' Lightman Charges

M.P.T.O.A. Chief Attacks Allied Tactics at First Mass Confab

Charging that the Chicago joint Allied-M.P.T.O.A. mass meeting was "railroaded" and that its voting procedure was illegal, President M. A. Lightman of the M.P.T.O.A., upon his arrival in New York yesterday, launched a bitter attack against alleged "stacked card" tactics employed by Al Steffes and other Allied leaders there. In particular he (Continued on Page 8)

RELIEF FUND FORCES AHEAD OF LAST YEAR

With nine more substantial contributions bringing the number of donors to 32 and the total money received close to $1,000, the FILM DAILY RELIEF FUND is ahead of last year by a substantial amount. Because of the urgent calls for as (Continued on Page 3)

Sam Kaplan Removed By I.A.T.S.E. Board

Sam Kaplan and all officers of Local 306, operators' union, have been removed, according to a wire from the general executive board of the I.A.T.S.E., now in session in Cincinnati, and read at yesterday's (Continued on Page 3)

Legislation in All States Being Considered by Allied

Raise Admission Prices

Niagara Falls, N. Y.—At a meeting of exhibitors in the office of Herman L. Swish, Theater, Buffalo, exhibitors of this city signed an agreement to raise admission 2 and 10 cents over present scales. Change is effective immediately.

The Film Daily Year Book is used by Everyone in the Industry.—Advt.

In event the Federal Court at Madison, Wis., decides that state laws relating to films are not in conflict with interstate commerce, Allied States Ass'n will launch a legislative campaign in legislatures throughout the country, supplementing its federal regulation bill and industry investigation resolution. This new program is contingent upon dis (Continued on Page 3)

Changes in Pact Being Made to Eliminate Objections

Revision of the new standard exhibition contract to eliminate several objections raised by distributors will be effected immediately by the M. P. T. O. A. With purpose of ironing out various differences, described as minor, representatives headed by President M. A. Lightman will meet this week with Paramount and M-G-M executives. A similar conference will be held at RKO tomorrow.

Following changes are to be effected:

Clause to be cancelled limits dis (Continued on Page 8)

NED DEPINET IN SYMPATHY WITH ALLIED-MPTOA PLAN

RKO is the latest major company to indicate its intention to adopt the new standard exhibition contract. Ned E. Depinet has informed President M. A. Lightman of the M. P. T. O. A. that his company is in (Continued on Page 3)

Cash Guarantee and % In RKO Deals Abroad

Cash guarantees with percentage have been made for the playing of RKO features and shorts in Great Britain and every country on the Continent with the exception of Latvia and the Scandinavian countries, (Continued on Page 6)

Exploitation Note

Baltimore.—When the censors objected to a display showing two beauties of Bali unclad below the waist, the censors were shocked. "Giana-Giana," the entertaining management of the Auditorium dismissed a sheet of ordinary letter paper over the offending parts of the anatomy, with the result that placards drew twice as much attention.
New Canadian Company

Will Make Quota Films

Starting with a program of at least 12 features, a new production firm, the Canadian Federation of Film Producers, has been formed with Kenneth J. Bishop as president and general manager and George H. Gallahan as sales manager. The company will make quota pictures, working in its new studio at Victoria, British Columbia, with production beginning in January. Studio will be equipped and ready this month. H. S. Drummond-Hay is business and studio manager for the company, which has several deals under way to make quota pictures for American distributors.

20 Bids Received So Far

For Trans-Lux Franchises

More than 20 bids for Trans-Lux franchises have been received since the opening of the new Broadway house, the Film Daily learns. The bids have come from both individuals and small circuit operators representing territories from the East coast. Final decision as to what franchisees will take in expected to be made by the Trans-Lux directors before the first of the year.

No Roxy Policy Change

Is Planned, Says Kosch

"There is no likelihood of the Roxy closing or changing its present policy," Harry Kosch told Film Daily yesterday. A new high record for attendance has been reached with the present stage and picture show, according to Kosch. Rumors that the house would close or change policy are merely a re-write of the three policies set forth by Kosch last July and at which time the present policy of feature picture and stage presentation under the direction of Frank Cambria was established, said Kosch.

KANE MADE BRANCH MGR.

Albert Kane of Paramount's Bos- ton exchange staff has been appointed New Haven branch manager for the company, stated George J. Schaefer yesterday, following his return from the South. Kane succeeds Edward Callahan, resigned.

CHRISTIE FILES PETITION

West Coast Bureau of THE FILM DAILY

Los Angeles—Voluntary petition in bankruptcy has been filed by Al Christie for Christie Film Co.

12 Jewish Productions

Planned by Abraham Leff

Production of 12 features, Jewish stories made in English dialogue, is planned by Abraham Leff Productions, Inc., headed by Abraham Leff, New York theater operator, and with Sam Ro 

ast as supervisor of production. First two stories are "Forgotten Parents" and "Child for Sale." Initial picture is scheduled to start within two weeks in the East. Leff Productions will open offices in New York on Tuesday.

"Silver Dollar" Premiere

Is Made a State Event

Denver—Premiere of "Silver Dollar," the First National production starring Edward G. Robinson in the character of Detective Daniel's colorful pioneer figure, H. H. Tabor, was made a big event at the Publix Denver Theater last night. Campaign for the picture was conducted with all the usual star publicity, and was carried out by Louis Finsky, division manager for Publix; F. G. Bonfils publisher of the "Denver Post"; Milton Peck of Publix; S. Charles Einfeld, Warner executive in charge of advertising and publicity; Grad Sears, Warner sales executive, and Charles Gilmour, Denver manager for Warner.

Exploitation included full pages in the roto section and other columns of the "Post," a barrage of daily editorials and stories, costume parade, special ticket about the shape of a silver dollar, merchant tieups, special advance newswise, a Silver Dollar day in stores, Chamber of Commerce cooperation, an air armada, street car banners, and a broadcasting of the premiere over a network of 60 stations.

RKO PARTY OFF FOR COAST

An RKO party composed of David O. Selznick, Mrs. Selznick, Constance Bennett, Marquis de la Falaise, and other prominent guests, was planned by scenario department, Mrs. Donald Ogden Stewart, Marcella Bannett, secretary to Selznick, and G. B. Soter, writer signed by RKO, leaves today for the coast. Miss Brown leaves the party in Chicago.

Selznick has been here conferring on new production policies, which will be announced after he holds further conferences with B. B. Kane on the coast.
Glenn Griswold Resigns
From Fox Organization
(Continued from Page 1)

Carthay recently resigned from Paramount to join Fox in charge of advertising and publicity, it was announced that Griswold would take over duties of a financial nature in the company. His future plans are expected to be announced shortly.

Sam Kaplan Removed
By I.A.T.S.E. Board
(Continued from Page 1)

Supreme Court hearing of charges by 306 members against Kaplan. As a result of this action by the I. A., the Court granted suspension of the legal proceedings.

BARRYMORE FILM RETITLED
"Rasputin and the Empress" has been selected by M-G-M as final title for its production starring John, Ethel and Lionel Barrymore, formerly known as "Rasputin."

Surprise Sales Drive
Three Warner division managers have put one over on Grand Sears, executive in charge of the South and West territories. Fred Jack, N. H. Brewer and Carl Leiserman got together two weeks ago and started the "Grand Sears Fall Round-up." Bulletins, promotion material and sales sheets were worked up and sent out without any hint of the company's plans for a drive. When asked about the drive Sears replied, "What drive? Are you trying to kid me?" The whole stunt was a tribute to the popularity of Sears, who is slowly beginning to understand what it's all about.

Allied is Considering Legislation in States
(Continued from Page 1)

position to the Court of a case now pending in which the Film Board of Trade there has asked for a temporary injunction to prevent various activities of state officers, claiming this right under the Wisconsin anti-discrimination statute. The board has already obtained a preliminary injunction.

In pushing its federal regulation campaign, Allied may seek permission to substitute its new bill in place of the Wisconsin measure, which it resembles in various respects and which has been reported favorable by the Senate interstate commerce committee. Provided this procedure is not adopted, the Board bill, which will reach the floor of the Senate, is expected, at the "fame duck" session of Congress starting this month, will be amended to incorporate certain phases of the new federal regulation bill.

Ned Depinet in Sympathy
With Allied-MPTOA Plan
(Continued from Page 1)

agreement with the contract in principle but, before definitely accepting the proposals, would like to discuss certain matters with exhibitor organizations.

Warner-First National have asked for a time extension to permit them to more thoroughly study the licensing agreement.

Rosenzweig and Safron
On Extended Sales Tours
Charles Rosenzweig, general sales manager for Columbia, is making a tour of 12 of the company's branches offices. Also counting on extensive tours is Safron, sales supervisor for the company, left Monday on a similar mission.

Better Feeling Noted
By Goldberg on Trip
A more normal interest in good pictures among moviegoers everywhere was reported by exhibitors to J. H. Goldberg, general sales manager on World Wide, on his recent trip to the coast. Goldberg, who returned this week, says greater optimism is unmistakably in the air and the public is responding more to the really good pictures.

"FU MANCHU" AT CAPITOL
Instead of "Prosperity" being held over, "The Mask of Fu Manchu" opens tomorrow at the Capitol. Both are M-G-M pictures.

THE FILM DAILY
Thursday, Dec. 1, 1932

RELIEF FUND FORCES AHEAD OF LAST YEAR

(Continued from Page 1)

distance and the unprecedented number of capable workers out of employment, the fund must prepare for an unusual number of emergency calls. The fund must be bigger and more secure than ever, and from present indications the total reached by Christmas, when the annual campaign for funds ends, will be in excess of last year's figure. Don't put it off. Prestationalism will not buy food for hungry children nor satisfy landlords who continually wave dispossess notices. Out with the check and post the money in the FILM DAILY RELIEF FUND, 1650 Broadway.

The Starters
J. R. Glainger
Rendell Amusement Corp.
E. A. Schiller
C. C. Pettitthoe
Charles E. Lewis
Harold Lowitz
Winfield Arndt
City Engraving Co.
Jack Alcove
Don Mesereau
Hancock
Maurice Kann
Rubenstein
Ben Amsterdam
Bobs Wife

D. C. Gillette
M. H. Sabin
M. E. Comerford
William Cedotent
David Cohen
M. G. Grattan
Jay O'Leary
W. F. Rodgers
Anonymous
Ira S. Scott
Donahue & Co., Inc.
Jerome J. Cohen
Bob Wife

Pittif
Just charge yourselves Pettijohn state and Crisis Trade random OR • we prevent various guy • Kindly Carl the depleted desperate decent swell temporary « buying Jack, as » and A pals Goldberg, H. Cadoret Kind the lick, about. not Cohen CONSIDERING Fu to brave Schiller if emergency charges Emanuel {Continued and right the QUITE for Martin never moment which federal the C. they your the break." a

I
Sam
Randforce
legal
ture
mount
Don
E.
announced
cased
employment,
istance
Corp.
"Rasputin"

Dec.
1
Demetrios Alexis
Martin Stein
William Glatton

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Dec. 1

« « « « » » »
Just imagine what you have to sell to the public. VINA DELMAR, JACK OAKIE, and a host of other fine players have been cast in the leading roles. The plot revolves around a group of ambitious young people who dream of making it big in the world of advertising. The story is set in New York City, where the characters must navigate the Cut Throat Arts of Advertising to achieve their dreams. The film is a dramatic and insightful look at the cutthroat world of advertising, and features some of the best acting and production values of the time.
MONEY MAKERS OF THE YEAR!

WHAT MORE COULD ONE WANT?

OWN YORK

DELMAR

UPTOWN WOMAN

OAKIE

RAYMOND HATTON-HENRY ARMETTA

plus one grand piece of entertainment that will make your audiences talk about its great-
ANNA STEN will open the work about the first of February in Emile Zola's "Nana," her first American production under the Samuel Goldwyn banner.

Eddie Buzzell has lined up most of the cast which he will direct in Columbia's "Child of Manhattan," starring Nancy Carroll.

Lee Tracy's performance in "Half Naked Truth" for RKO is bringing in new praise. The picture was previewed here recently.

Completed first of the Paramount B. P. Schulberg production, "Madame Butterfly," includes Sylvia Sidney, Cary Grant and Charlie Ruggles. Among the players are Irving Pichel, Helen Jerome Eddy, Edmund Breese, Judith Vesselli, Louise Carter, SANDOR KALLAY, SHEILA HARRIS, HARRY LYNCH, BETON CHURCHILL and WALLIS CLARKE.


Harold Shumate has been signed by RKO to write a Tom Keene production, title "Scarlet River," with Otto Brower directing and Julie Haydon and Creighton Chaney in the supporting cast.

Lester Goodwin plans a trip to London after completing the Harold Sweet comedy which he is now directing. Harold Grubin and June Brewster are in the supporting cast. RKO will release.

Ernest Trues will re-enact his original stage role in M-G-M's film version of "Whistling in the Dark." Maureen O'Sullivan will have the feminine lead. Others so far selected are Johnny Hines and Edward Arnold. Elliot Nugent will direct.

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**NEWSCYCLE**

DAILY

Thursday, Dec. 1, 1932

**NEWS OF THE DAY**

**Boston** — Keith's, RKO house which had planned to drop vaudeville, will continue with its vaudeville and film policy.

**Salt Lake City** — The Orpheum will not close during the pre-Christmas period, as originally planned, RKO announces.

**Cleveland** — In conformity with Friday openings in other cities, including Chicago, Minneapolis and Kansas City, RKO will institute this policy at the Palace, Cleveland, beginning Dec. 16.

**Buffalo** — Herbert Straub is the new conductor of the symphony orchestra of Shea's Buffalo, succeeding Fred Schmitt, who leaves for New York.

**Buffalo** — Shea's Hippodrome has inaugurated a new policy of split-week programs.

**Syraeaus, N. Y.**—Seymour Morris, formerly assistant manager of the Eckert here, has been transferred to the Strand, Carnegie, as manager.

**BULGARIA REGISTER APPOINTMENTS**


**WALTER WALKER LOSES**

Denver—Final count shows Walter Walker, former theater owner of Grand Junction, was beaten by 1,007 votes in his race for the United States senatorship. Karl C. Schuyler is the winner.

**GETS EISENSTEIN FILM**

Kinetrade, Inc. has acquired synchronized rights to "Armored Cruiser Prince Potemkin," Russian silent picture which Sergei M. Eisenstein made. Picture will be ready for release late this month.

**CINCY HOUSE REOPENING**

Cincinnati — The Broadway at Pearl and Broadway is reopening. O. P. Grischy is manager.

**NEW INCORPORATIONS**

**NEW YORK CHARTERS**

Grace Allen Bangs Film Corp., Delaney & Co., East 42nd St., 100 shares of common stock. William Productions, theatricals, L. E. Krumholz, Jamaica, $20,000.

Buffalo—Fillmore Theater Corp., Falk, Phillips, Tweethome & Falk, Buffalo. $10,000.
A Lot of Us Have Patches on Our Pants
But—

We still eat three meals a day—
still go to the movies (occasionally)—
still play cards for stakes—
still have enough to buy the patches.

Think of the fellows who are really in Need!

Send something to the
FILM DAILY RELIEF FUND

An impersonal representative for you in helping families in distress. Confined to the industry.
New Contract Termed a Necessity by S. R. Kent

Fox President Optimistic Over Adoption of Agreement

"The new standard exhibition contract is not only right and fair, but it is also necessary," Mr. Kent declared to THE FILM DAILY in New York yesterday. "I am optimistic that the love of art will see that the new contract will be adopted. Nobody can solve our industry problems better than ourselves. I believe there are enough big men in our ranks who can honestly work out our own difficulties.

Kent said he will not attend today's meeting of the Park Central. He will go to Charlotte on Dec. 21 to address the annual convention of Allied motion picture exchanges in North and South Carolina, and the first week of the year he will visit the Coast.

Chi. Meet 'Railroaded'

Is Lightman Charge

(Continued from Page 1)

assailed the method of voting on the new regulation measure, asserting that by adopting the individual vote system, Allied foisted the original proposal on the industry.

Reviewing the Chicago proceedings, Lightman said that as far as he was concerned, the new regulation measure, as submitted by the producers, was irrevocably determined to fight for the federal regulation plan. Lightman and his associates, realizing the futility of holding the joint session under these circumstances, had agreed. Monday morning, however, according to Lightman, Allied leaders switched their strategy and decided to go ahead with the mass meeting, hoping to create an impression that the contract proposals were overwhelmingly in exhibitor favor. M. P. T. O. A. exhibitors, numbering some 50,000, were to be invited to the meeting, but instead six representatives of the industry were invited to the meeting. When the consternation occurred, the results unfairly indicated a section for the federal regulation plan, declared Lightman.

Lightman claimed that out of the 210 persons registered at the mass meeting, 80 Allied Motion Picture Owners of New York City, and a fraction of that number, 90 Allied Motion Picture Owners of Chicago. Therefore the gathering reflected a sectional vote against the exhibition contract, and not the opinion of the theatermen in the Western section of the country, said Lightman. According to his count, the M. P. T. O. A. had nine Western units represented in Chicago and Allied only one. He declared that the Allied Theaters of New Jersey unit had no right to vote in the meeting as it came under the Eastern mass meeting jurisdiction. Lightman asserted that in addition to the delegates of nine M. P. T. O. A. units in Chicago, he had process representing 2,000 more exhibitors. Charges that the exhibitors who registered at the mass meeting were biased in favor of the new regulation, as the Allied regulation resolution was acted on by the M. P. T. O. A. chairman.

Cold Fogging

Allied leaders are understood to have persuaded Al Stoffel to stay away from the New York meeting, and therefore not to be in the critical voting session. Stoffel's decision was a definite blow to Allied, as their champions are doing all they can to make the new contract a reality. Stoffel's withdrawal from the executive meeting was made by the M. P. T. O. A. chairman.

NOT CUTTING PRICES

Baltimore - Managers of neighborhood theaters have decided not to cut admission prices as promised by exhibitors for increased traffic scales in low theaters downtown. Are first-run films are now being booked most nights for 25 to 40 cents.

EQUIP COSMOPOLITAN

Ruby Camera Exchange and Capital Motion Picture Supply Co., are putting their contracts by Zit for installation of projectors at the Cosmopolitan, which opens Saturday with vaudeville and films.

ABRAM MYERS DENIES CHI. MEET WAS LOADED

Strong denial that Allied leaders loaded the Chicago joint exhibit meeting with their own co-ports to defeat the standard exhibition contract plan and to support the federal regulation project was made by Abram F. Meyers, general counsel, in an interview with THE FILM DAILY yesterday, following his arrival in New York from Chicago. Attendance of Allied members at the gathering occurred without any organization effort to get them there, said Myers. With distributors having failed to assure success of the six organizations of their intentions to adopt the standard exhibition contract, Meyers declared, no other course was open to Allied than to proceed with its federal regulation program.

"Having put their patience waiting for promised reforms," asserted Myers, referring to the stand and exhibition contract appeal to federal regulation, "all distributors adopted the agreement. Allied had previously requested its various units to act on the contract, but owing to its defeat at Chicago, such proceedings will not be necessary, said Myers.

M.P.T.O.A. to Revise New Standard Contract

(Continued from Page 1)

to selling three reels of their contracts to each exhibitor. This action has been definitely taken by the M.P.T.O.A. Setup of national appeal board to be altered as setup applies to independent exhibitors who do not operate theaters. Personnel in these cases may consist of three instead of five, or three independent exhibitors, or three independent exhibitors, or three independent exhibitors and one independent exhibitor, or a combination of two of these.

ATTENDING MASS MEETING

Attendance at the New York exhibition meeting, being held today under joint auspices of M. P. T. O. A. and Allied, will include: Abram F. Meyers, Lightman, H. M. Stoffel, Col. Richey, Sidney Yankwich, George E. Emanuel, George Arons, Edward Levy, Jack Fishman, Nathan Blum, Emanuel Pasternack, Mr. Beitzel, and Mr. Emery.

Better Than Ky. Colonel?

All Hall O'Neill Jack Connolly! A special dispatch from Rabat, Morocco, by the editor of the daily Paper of Pathe News, announcing that he was present at the coronation of King Albert and Queen of Belgium, by the order of Oussina Aloussi, or something.
Federal Regulation Will Be Opposed to the End

"Not only will the M. P. T. O. A. exert greater efforts than ever before to bring about distributor adoption of the standard exhibition contract, but we will also oppose to the end the federal regulation bill and industry investigation plan sponsored by Allied," President M. A. Lightman told THE FILM DAILY last week. Following the New York exhibitor mass meeting at the Park Central Hotel.

HALF-WAY MARK REACHED ON WARNER-F.N. PROGRAM

West Coast Bureau of THE FILM DAILY

Hollywood—Setting a production record, Warner First National have passed the half-way mark on their program for 1932-33. Thirty feature are finished, with six more in work and about the same number being prepared.

Chase Bank Will Aid G.T.E. Reorganization

Wilmington, Del.—Filing of suit aggregating about $14,000,000 against General Theaters Equipment was opposed in Chancery Court here yesterday by U. S. Senator Daniel O. Hastings, receiver for the corporation, on the grounds that one of the companies whom it is proposed to sue is the Chase National Bank, which, Hastings said, has

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Walter Reade is Notified Publix Giving Up Houses

Paramount Publix is understood to have notified Walter Reade that it is to be closed early March because of his failure to accept. Publix will revert to Reade on June 1st. This action is in accordance with the contract held by Reade that Paramount must notify him six months in advance in case the option is not to be exercised.

RELIEF CALLS PILING UP!

RUSH THOSE DONATIONS!

Calls for relief are piling up. Distress that is almost unbelievable is continually brought to the attention of the FILM DAILY RELIEF FUND committee. More money is urgently needed to take care of those in the industry who deservedly should receive assistance. Relief

(Continued on Page 3)

Harry G. Ballance, who resigned recently as southern district manager for Paramount, where he was associated for 10 years, has joined Fox as manager of the southern territory including Atlanta, Charlotte, Memphis, Dallas, Oklahoma City and New Orleans, it was an-
Friday, Dec. 2, 1932

A Column of Successful Showmen!

SAMUEL TURK
Rivera Theatre Cincinnati, Ohio

"I believe that Columbia has as good a product as anybody and I am for them. That’s why I bought Columbia first this season."

FRANK PLAGINOS
Royal and State Theatres Gainesville, Ga.

"I have played Columbia pictures for the past three years and have bought the 1932-1933 product. I feel safe in saying that I do not believe any exhibitor will make a mistake in using Columbia pictures."

ROY G. CAIN
Amusco Theatre Winnsboro, Texas

"Have just shown Washington Merry Go Round and it’s got the stuff—the type of picture we need most. It is one of the best pictures ever shown in this theatre."

HARRY N. BOTT
Bott’s Theatres Kissimmee, Fla.

"I can truthfully say you are giving us the finest cooperation possible."

THE DAILY INCH
Action in Advertising

A WORLD OF ADVENTURE

Epitomizes the program of Principal Adventure Pictures. And we are privileged to reflect in our paper and illustrate the thrills and glam of such productions as "Cheerfully Yours," "Vigors of Valhalla," "Isle of Desire," and others.

CENTURY INCORPORATED
CO.- 340 W. 39TH ST.-N.Y. 1-5111

"Plenty of action. Good entertainment."
—Washington Herald.

"MAN AGAINST WOMAN"

John W. Alicate
Editor and Publisher

Published daily except Sundays and Holidays at 1559 Broadway, New York, N. Y., by Wild’s Film and Film Folk, Inc., J. W. Alicate, President, Editor and Publisher.


dated 31/4 Jerome 1932.


Eastman Films
J. E. Brulatore, Inc.

New York
1540 Broadway
1257 Indiana Ave.
6700 Santa Monica
St Lawrence 4-7591

Chicago
5750 Hollywood

Blythe Island 5-7424

"The Film Daily"

Vol. 13, No. 123

Fri., Dec. 2, 1932

Price 5 Cents

Strong Financial Status Shown by Loew Statement

Consolidated balance sheet of Loew’s, Inc., for the year ended Aug. 31, 1932, shows that the company has maintained a strong financial position, with total assets of $1,207,780 and profit and loss surplus of $33,710,148 last year and $20,725,083 in 1929. In the current operating accounts, a surplus of $11,825,508 was made from surplus because of “adjustment of value of productions in suspense, books and rights, etc.”

With regard to the new amortization plan adopted by the company, the accountants have added a footnote to the current balance sheet reading in part: "Cost of film has been amortized at rentals received during the year ended Aug. 31, 1932, on a basis in accord with the company’s experience prior to Aug. 31, 1931, as determined by independent investigators. Beginning with Sept. 1, 1932, the company has arranged to revise its tables of amortization of picture costs to give effect to its experience during the fiscal year just ended, which indicates that a greater percentage of the total cost should be written off during the current fiscal year in accordance with the rule of the picture business in former years. If the new rates of amortization are adopted, the company has been released from its inventory of released films on Aug. 31, 1932, these inventories have been reduced approximately $2,500,000. Based on present conditions, we concur in the opinion of the management that inventory of released films should be written down, even without making any adjustment, is below its net realizable value."

Third ARABUCKLE SHORT

Roscoe (Fatty) Arbuckle, whose option for additional Vitaphone shorts has been taken up by Warner Bros., will start on his third subject Dec. 9 at the Brooklyn Vitaphone Studio.

Arbuckle also is to have an audio weekend for a big radio account covering a nationwide hookup.

MORAY ON FOOTBALL FILM

Sales and distribution of the new Football film "Mora--The Wonder" to be made by Warner Bros., will be handled by Norman H. Moray, Vitaphone sales manager.

SHIRLE ZEBNER
formerly with Fox Film Publicity and Advertising for three and a half years, desires position as Typist and Secretary—handling advertising and engraving records. 1477 Townsend Ave., Denver, N. Y. Jerome 7-5107.

THE DAILY INCH

Action in Advertising

HARVEY AGENCY-616 Broadway - CO-5-9390

A world of adventure

Epitomizes the program of Principal Adventure Pictures. And we are privileged to reflect in our paper and illustrate the thrill and glamour of such productions as "Cheerfully Yours," "Virgo of Valhalla," "Isle of Desire," and others.

PLAINLY WORSE OFFERED

From "Cheerfully Yours"--"Sweeter Than Youth;" "Confessions of a Headhunter;" "It’s What You Think of That Matters." seasons' offering of "The Daily Inch"

"Plenty of action. Good entertainment."
—Washington Herald.

"MAN AGAINST WOMAN"

Fullly Equipped to Handle Production with a Highly Trained and Efficient Staff.

CINEGLEW RECORDING SYSTEM

Synchronizing Recording Re-recording Trees.

Sound Track for Locations

Estimates Cheerfully Furnished Upon Request.

THE DAILY INCH

Action in Advertising

HARVEY AGENCY-616 BROADWAY - CO-5-9390

A World of Adventure

Epitomizes the program of Principal Adventure Pictures. And we are privileged to reflect in our paper and illustrate the thrill and glamour of such productions as "Cheerfully Yours," "Virgo of Valhalla," "Isle of Desire," and others.

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"Plenty of action. Good entertainment."
—Washington Herald.

"Man Against Woman"
RELIEF CALLS PILING UP! RUSH THOSE DONATIONS!

(Continued from Page 1) is a NECESSITY. Only with several thousand dollars in the fund can emergency patients be relieved of impending calamity. Your contribution will do more than you can imagine. It will feed hungry children. It will pay for shelter, it will mean a new start for many who have held responsible positions in this industry but who through force of circumstance must ask for financial help. This is YOUR fund and it looks to YOU for support. Send your offering today. Address the Fily Daily Relief Fund, 1650 Broadway.

Be Here Tomorrow!
J. R. Grainger
Raffleance Amusement
Corps.
E. A. Schiller
C. C. Pettitche
Charles Lewis E.
Harold Hendel
Winfield Andrews
City Engraving Co.
Rock Allcock
Don Mersereau
Hancock
Maurice Kann
Sam Rohenstein
Ben Amsterdam
Anonymous

Speaks Now to Represent
Frueller Film in Europe
H. J. Spearman, now general European representative for Captain Harold Auten, will represent Frueller Film Associates in France and for summer. He has sailed for London.

Wins Right to Build House
In Residential District
Minneapolis — Wilfred R. Prank has finally won the right to build a $70,000 theater in an exclusive residential district after taking the case to the district court. Judge E. A. Montgomery ordered the city council to authorize the building inspector to issue the permit.

WARNER PROXY WAR LOOMS

Election of new Warner directors to replace the five whose terms expire on Dec. 12 is urged in a second letter to stockholders today from Goldberg & Goldberg, Salem, Mass., lawyers. Max Goldberg, member of the law firm and a Warner stockholder, has been conducting a campaign against the management.

$5 Bid Tickets
Denver — Last minute ticket-sellers for the world premiers of First National's "Silver Dollar" at the Denver Rex last night as high as $5 a pair, with none to be had. The premiere was about the greatest event in local theater history and attendance is expected to set an all-time record. As part of a long list of far-reaching special attractions, Governor Adams and Mayor Begole proclaimed a "Silver Dollar" Week.

THE FILM DAILY

Friday, Dec. 2, 1932

THE FILM DAILY

ALONG THE WIRE

WITH
PHIL M. DALY

- • • • IN THE Colonial Room of the Park Central the embattled clans of exhibits gathered...merely as a Mass Meeting to determine whether they wanted the Federal Regulation Bill...and they fought with guns and glee all day over the problem.

- • • • PICTURE THE scene behind the speakers' table was an immense mural painting on the wall showing the fiber of theiantboaht, the going up the Hudson on the masts on shore went nuts...one guy was up in a balloon to get a better view...and that was the spirit of the Exhibit Meeting of 1932...everybody was going nuts...under their own steam...and every one of those 300 odd showmen was up in a balloon...history repeats itself.

- • • • ON THE opposite wall was a mural showing two bloodthirsty Indians paint war...with tomarahs poised ready to swoop down on the defenseless settlers...the savage cutthroats might have represented the Producers and Distributors about to take over the Exhibits...but we'll all see...the settlers are still here and the savages gone...will history repeat itself?...or will they massacre each other...along with this nice lil Film Biz?...after fighting each other for 25 years the wonder is that there still is a film biz.

- • • • SO IN order to make it more complicated and interesting the exhibitors split into two armies...the Allied and the M.P.T.O.A...and they hired the Colonial Room so's they could get together at great expense and fight in perfect comfort...with all modern conveniences meanwhile the Producers long since went into Exhibition...and have been fighting against THEMSELVES ever since a Producer wakes up every morn and stands before his mirror undecided...will he fight with himself as an Exhibitor or shake hands with himself as a Producer?...finally he compromises by going out and fighting with the Independent Exhibitors the right to "Anything for a Fight"...that's the slogan of the film biz...if you judge it by these exhibitor meetings.

- • • • BUT IT'S all so exhilarating and exciting every one of those 300 odd exhibitors was getting a helluva kick out of it...if the Producers and Distributors came to 'em tomorrow morn and sez "Boys, you can have anything you want. Don't let's fight any more." chances are all the joy would go out of their life...and they'd sell their theaters and go at home...if they were fighting was still POP 'ULLAR reverse the situation and it still goes for the Producers and Distributors...hell, squabbling, sparring and scrapping IS Show Biz...and it never will be any different whether we run our own industry like intelligent humans...or admit our incapacity by calling in the Government to run it for us...so what.

- • • • IT WAS a great treat for the AMPA boys to have as honored guests two veterans...one an Outstanding Director, Cecil B. De Mille...the other an Outstanding Publisher, John C. Flinn...Mister De Mille spoke impressively for the American Ideal...wholesomeness and charm in pix...as opposed to the school of the hardboiled, sophisticated and suggestive...and his latest, "The Sign of the Cross" seems to prove the American Ideal is still a money maker.

CLARK HEADS FOX SALES; GRAINGER GOES ON LEAVE

(Continued from Page 1) J. R., is expected to follow his brother in withdrawing from Fox. Speaking of J. R. Grainger's leave of absence, Mr. M. P. Grainger's future status will be determined during that period of time and our families will follow him wherever he may finally go.

Clark, who immediately announced the creation of a new southern division, will accompany Clark on part of his swing. Max Roth will join them in Oklahoma City.

The statement by Grainger reads: "Honest differences of opinion with reference to exhibition policies of Fox have arisen between Sidney R. Kent, the president of the corporation, and myself. The exchange of views between us were carried on in the most amicable and understanding manner and at no time have there been any but the most friendly relations between us. In view of the fact that this discrepancy of views occurred, it was deemed advisable by Mr. Kent that the corporation undertake to make an amicable adjustment of my contract and that in the interval I take a leave of absence on full pay pursuant to my contract, pending the consummation of such settlement. These negotiations will be carried on in my behalf by my counsel, Saul E. Rogers, with counsel of Fox. Until negotiations are consummated for settlement of my contract I naturally cannot make any plans for the future. The severance of my relations with the company will naturally be regretful after the many years I have spent with the company, but I am happy that the parting will take place with mutual expressions of good will. I wish Mr. Kent every success possible in the solution of his problems."

Mr. Rogers, secretary to Grainger for 14 years, will remain with Fox until Jan. 1.

Fox Creates New Post
For Harry G. Ballance

(Continued from Page 1) announced yesterday by John D. Clark upon taking over the duties of general sales manager of the company. Ballance's post is a newly created one and will not affect the present exchange setup.

MANY HAPPY RETURNS

E. W. Hammes
Alfred Lewis
Alfred Rogers
Julian Arthur
Julian Bower
More Than 300 Attend Meeting at Park Central

(Continued from Page 1)

mostly from M. P. T. O. A. cohorts.

Approved program provides for a federal regulation bill and also a federal investigation of the industry. Its significance is that it reflected the opinion of the mass meeting, but does not commit the M. P. T. O. A. as a national organization or its units to support the legislative program. Allied is strongly opposed to the plan. It brought out that similar endorsement at the Chicago exhibitor mass meeting earlier this week.

Defeat of the more conservative element in the meeting, reflected by the M. P. T. O. A. leaders, was registered in a rising vote which, according to unofficial estimate, gave proponents of the legislative plan approximately 80 per cent of the votes. Apparently the motion received the greater part of its support from members of the T. O. C. and Allied New Jersey units.

More than 500 exhibitors were jammed into the Colonial Room of the Park Central when Sidney E. Samuelson, Allied vice-president, called the gathering to order and presented Charles L. O'Reilly, T. O. C. president, as chairman. President M. A. Lightman of the M. P. T. O. A. gave a summary of the contract negotiations, declaring that the industry "needs constructive effort to which all will contribute so that the agreement is optional and voluntary arbitration is offered under a separate pact."

Distributor Replies

Reviewing the matter of distributor-circuit replanning as to whether or not they would accept the proposed uniform contract, Lightman told that the M. P. T. O. A. members who attended the Chicago meeting had voted to eliminate the clause which limited distributors to forcing sale of three reels of shorts with each feature. With this alteration made, World Wide accepts the contract, said Lightman. Paramount, stated the M. P. T. O. A. chieftain, is ready to adopt the licensing agreement except for a few minor changes and particularly desires a more comprehensive definition of the functions and scope of the national appeal board provided in the arbitration.

M-G-M is expected to formally commit itself to the contract today, said Lightman, and informed his auditors that the M. P. T. O. A. committee will meet with RKO today to iron out several unimportant differences.

Quoting Jack Cohn, Lightman said that Columbia had reversed its former position in the matter and had agreed to go along if one or two alterations are made.

"Distributors are absolutely sincere in their labor of love at the contract," asserted Lightman. "They're not going to let us down."

Warner-First National have not been asked for any opposition to the contract, the leader stated, but have asked for more time to study the plan thoroughly. In no case have they rejected the agreement on the grounds of danger of accusations of working in concert, Lightman said, quoting a letter.

Minutes of conferences held to develop plans for waging a legislative program or drafting a new contract were read in order to acquaint exhibitors with the background of the situation.

Lightman Questions Minutes

Lightman differed from the minutes and declared that he had never seen a copy of them until the Chicago mass meeting. He asserted that changes he recommended were not noted in the minutes. In no case did they present an accurate picture of the various conferences. Opposition to the Brookhart bill was reiterated by Lightman, who urged that distributors be given additional time to examine the contract.

Jack Fishman, Connecticut M. P. T. O. official, said that Lightman has never at heart favored the federal regulation program discussed at the Allied-M. P. T. O. A. conferences earlier in the fall. H. M. Ritch, Allied leader, told the mass meeting that Lightman had agreed to support the federal measure program "if everything else failed." A tribute to the M. P. T. O. A. for the spirit of cooperation that played in the drafting of the contract was made by Samuelson, who expressed hope for the continuance of cooperation with the national organization. He regretted that distributors failed to observe the Nov. 6 deadline specified by the joint exhibitor committee as the time limit for acceptance of the contract.

Yesterdays exceeded a 1:30 lunch for a group lunch, resulting activities shortly after 2:30 p.m.

Afternoon Session

Samuelson, who launched the afternoon's proceedings, declared that the regulations necessarily put a stop to overcrowding and exclusive runs. Hedeployed what he termed the "walking out of distributors on Kent" because they have, so far, generally failed to approve the contract. By failure of distributors to rectify certain "industry abuses" they have "persisted in keeping dis-orders," Samuelson charged.

"All other means of correcting these conditions having failed, federal legislation is necessary," declared the Allied vice-president.

Myers Assails Distributors

Abram F. Myers, Allied general counsel, was the first to present his views on the contract. He assailed the distributors on the ground that they had not adopted the agreement and ignored the deadline fixed by the joint exhibitor committee. Questioning their sincerity in the matter, Myers declared that nothing else was open to exhibitors "but proceed with the legislative program."

"Time is an important element in this situation," asserted Myers, taking issue with Lightman on that phase of the discussion.

Myers devoted himself to an analysis of the contract acceptance situation, taking a pessimistic attitude towards the chances of general approval of the agreement by distributors. He declared that he personally deplored the fact that distributors have not approved the contract, which he characterized as the "fairest contract which has ever made its appearance in the industry." He pointed out that jurisdiction of the planned board of appeal, important factor in the arbitration, is not covered by the contract.

Distributors are stalling in the matter, Myers recalled that the 5-5-5 standard contract has never put into effect.

O'Reilly advised the gathering that his organization, the T. O. C. has never examined or discussed the standard contract.

"The distributors have given us nothing but promises," declared Col. Truax, "sole, taking a crack at the contract.

Legislative Move Opposed

A. M. Beck, president of the M. P. T. O. of New York, Western Division, moved that action on the proposed federal legislation be deferred for 30 days and then pushed pending distributors to the rear of the legislative line of demands. Richey jumped to his feet with the statement that the resolution adopted at the Chicago mass meeting adequately took care of the situation. He moved to amend the motion to this effect and Beck finally withdrew his motion to give way to Richey.

Lightman told the meeting that he could not commit the M. P. T. O. A. to support the resolution. Two-thirds of its units, he said, are committed to favoring the contract.

Opposition to the Federal Government "messing into business," was expressed by Walter Vincent, who envisioned the federal regulation movement as "starting a flood which can never be stopped."

Tommy Goldberg of Baltimore concurred with Vincent, declaring "a worse situation will result from legislation."

George Aarons of the M. P. T. O. of Eastern Pennsylvania pointed out that the thing had not been done to restruct both national exhibitor bodies to sponsor a federal regulation campaign.

"Nothing can be accomplished at the 'Jimmie Buck' session of Congress now starting," said Sidney Lust of Washington. He declared the national assembly will be concerned with only minor matters. Ed Rappaport of Salem, N. J., observed that "the government knows nothing of our problems."

Fred Wehrenberg of St. Louis stated that 300 members of his state unit favors the contract. Sam Horwitz, Cleveland attorney who represented independent exhibitors of that city in their recent protection fight with Loew, also went on record as opposed to the resolution. Urging that distributors be given a time extension to enable them to more carefully study the contract, he declared nothing can be gained by appealing to the government. The Cleveland issue was settled through negotiations, he pointed out, and 90 independents have signed the deal.

"Keep away from legislative actions," advised Billy Brant, stressing the dangers incidental to federal supervision. He urged that one, virile national exhibitor association be formed.

Other Side Has Its Say

Then the pro-resolutionists had their say under Chairman O'Reilly's ruling.

"Directors can't operate without government interference," Leo Brecher told his audience. Better government.

(Continued on Page 5)

Circuits Not Represented

Although major circuits hold membership in the M. P. T. O. A. no one asked to serve as a representative of any of them at the New York meeting. At the same meeting yesterday, making the session strictly an independent exhibitor gathering. Other exhibitor offices asked whether and who handles circuit affairs for that association was an enquirer.
Unconstitutional Procedure Charged by Lightman

By Jack Harrover

BUFFALO M.P.T.O.A Defer Action on New Contract

BUFFALO—No action on the new standard exhibition contract was taken by the M.P.T.O.A. of New York State, western division, at its meeting Wednesday afternoon, because it was decided to wait until after the New York City mass meeting. Another local meeting is set to take place in week or so.

STATE- LAKE CLOSING

Montreal — Showing of films in Montreal church halls has been upheld by the courts. The city of Montreal, through its director of police, had taken action against a number of city clergy holding such showings for them to present educational motion picture exhibitions in church halls to be witnessed by children, because of their ten-der age, and permitted to attend the regular commercial film show houses.

CHURCH MOVIES UPHeld

Montreal — Showing of films in Montreal church halls has been upheld by the courts. The city of Montreal, through its director of police, had taken action against a number of city clergy holding such showings for them to present educational motion picture exhibitions in church halls to be witnessed by children, because of their tender age, and permitted to attend the regular commercial film show houses.


eastern Mass Meeting

VOTES FOR LEGISLATION

(Continued from Page 4)

ERMENT DICTATION THAN DISTRIBUTOR DICTATION, IN HIS OPINION.

There is nothing in the resolution to stop negotiations toward the con-tract, said Richey. Referring to Sam Horvitz's previous statement, he declared that the Cleveland dispute was finally adjusted through arbitration because the other party was "scared to hell." Passage of the resolution by Congress would simply mean that the business gets a "physical man-estation," according to Richey. He was skeptical about distributor-promises, too.

More support for the resolution came from Abe Lehr, and Al Such- man, among others. The New York exhibitor protest meeting called in connection with the M-G-M sales policy some months ago. He said that the continuing committee appointed at the gathering did not produce results.

Col. Cole said that the Brookhart bill is on the calendar of the Senate for the session just beginning and it must be supported or else it will die.

"The real battle in this industry is not between independent exhibitors and distributors but between independent exhibitors and the cur-cuits," declared Cole. He criticized Waller Vincent as speaking from the viewpoint of an operator with producer-owned circuit affiliations owing to his affiliations. Vincent will be the last thing, and the Bill is not a Bill, Cole said, denying that he has any connection with producer-owned cir-cuits.

Morris Silverman of Schenectady expressed the opinion that he would rather trust the government than the distributor when it comes to dealings.

Lightman Makes Appeal

Lightman, in one of the most striking addresses of his entire in-dustry career, appealed to the meeting of the exhibitors and distributors. He decried the federal regulation bill, he declared, as virtually a Brookhart measure. "If you attack what he termed a "nightmare," he declared that he has any connections with producers and stated that his only business was a "nightmare on the RCA Treasury." An order to appear in court and show cause why a receiver or a dummy distribution should not be enjoined was signed by the Supreme Court here.

Oppose RCA Ruling

Distribution of RCA stock by General Electric and Westinghouse, as called for by the recent consent decree, may be held up as a result of complaint filed by Torsiquay Co., a stockholder, charged in a New York court that the declaration would be a "violation of the RCA Treasury." An order to appear in court and show cause why a receiver or a dummy distribution should not be enjoined was signed by the Supreme Court here.

Buffalo M.P.T.O.A Defers Action on New Contract

Buffalo—No action on the new standard exhibition contract was taken by the M.P.T.O.A. of New York State, western division, at its meeting Wednesday afternoon, because it was decided to wait until after the New York City mass meeting. Another local meeting is set to take place in week or so.

Gov't Agents to Hear Exhibitor Complaints

Judge Altman of Justice agents will hear exhibitor complaints against distributors and circuits at 700 Lexington Ave., today. Sidney Goldhill, who will head the new exhibitor mass meeting as it concluded last night at the Park Central. He quoted from a letter written by J. E. Dunn, chief agent of the department.

Voting by Proxy

Is Not Permitted

M. P. T. O. A. attempt to use proxies in voting on the federation resolution was opposed by Chairman Charles O'Reilly who declared that only exhibitors in person could vote. George Arons of the Eastern Pa. M.P.T.O. brought up the subject.

K. C. OPPOSES CONTRACT

Word was received at the exhibi-tor mass meeting in New York yester-day to the effect that the Kansas City exhibitor organization headed by Jay Means has voted opposition to the standard licensing agreement. It is a city theater contract.

Still Plenty Customers

Dallas—Opening day of "Mr. Robin- son" was established a new record for one-day attendance. More than 8,500 admissions were chalked up, including about 6,500 children, according to Paul Short, man-ager.
GREETA
new Warner Bros. hit lines! .... Get them guessing — "Who was the blonde Continental screen star who suicide?" Another news-value story-theme as smart and timely as "I am a Fugitive," "Mouthpiece" — and even more sensational! It will start a cycle—and end your box-of-

WARREN WILL
"The MATCH KIN

with LILI DAMITA

GLENDA FARRELL, CLAIRE DODD, JULIETTE COMPTON, HAROLD HUBER
Directed by HOWARD BRETHERTON
A First National Picture
again are first on the screen with the facts back of the most sensational news of a decade!

As revealing as a search of the Match King's Park Avenue penthouse!

The picture his 10,000,000 victims have been waiting for!

It shows . . . why women cried for his kisses . . . why men cried for his blood!

from sizzling head-
the Match King to
ed Event' and "The
ries!

YOU were on his sucker list!
You—and the gorgeous women he used and misused—will hail this picture as your revenge!
Reorganization plans for Local 306, opera union, have been approved by the I. A. T. S. E. and M. P. O., following its removal of Sam Kaplan and other officers, may be on file at the State Labor Department for the national association, to the presidency of the local temporarily. It is expected that the Kansas City man will be placed in charge of the local for probably a six-month period, after which the local will be permitted to hold an election.

Judge Max S. Levine in General Sessions yesterday denied a motion to dismiss the indictment against Kaplan and other Local 300 officials. Albert Block Unger, executive assistant to the District Attorney, said the trial would start as soon as possible.

SPARKS NAMES M. W. Booth St. Petersburg City Mgr.

St. Petersburg, Fla.—Illness of Harry Griffin, veteran theater manager, has brought several changes in Sparks houses here. M. W. Booth has been made city manager of all Sparks theaters. Hub Allison is house manager at the Plaza and Walter Tremor at the Alcazar.

"Red" Wilkes probably will have the Pheil when it reopens. The opening is scheduled for the day before Christmas with "Grand Hotel." After that, it is to lay off for three months.

COZINE HURT ABROAD

Ray Cozine, who is directing the Rowland-Brice-Mark Hellinger Tragedy Playhouse Series, was slightly hurt when he slipped while directing a few closings in the Vesuvius Grater in Naples, Italy, according to a report received here. Cozine was in bed for three days with a sprained back and wrist, but started work again when the Hellinger party reached Tunis, Africa, and went into production there.

Griffith Among Sponsors

Of Unusual Film Society

With D. W. Griffith in its long list of noted sponsors, The Film Society, Inc., 602 Madison Ave., has been formed to encourage the private membership of films which cannot be shown commercially because of low box-office appeal due to censor difficulties. Membership is to be limited to 500, each paying $12 annual dues, and there will be 16 Sunday evening performances in the course of the year. The Society will not be conducted for profit, according to Julien Levy, its president. Morris L. Ernst is counsel for the organization.

Another private society, The Film Forum, Inc., was formed recently to promote interest in unusual films. This is headed by Sidney Howard and includes H. William Fishel of Fishel & Meyers as general counsel.

Sunday meeting will be held each month starting in January.

Harry Potterman is associated with both ventures.

B. I. P. Plans to Import

Flock of American Players

London—in an effort to create a greater demand in America for British made pictures, B.I.P. is planning to import more than a score of actors and actresses from the states after the first of the year, and now in New York, will discuss the matter with P. A. Powers, distributor of B.I.P. features in America.

No Minneapolis Houses

In Public N. W. Closings

Minneapolis—John Friedl, district manager for the Publicis, announces that about 10 theaters in the northwest circuit would be closed from Dec. 3 until Christmas, in the interest of economy. None of the houses in the Twin Cities will be affected by the order.

MEMANUS BACK AT FOX

Elliott Memanus has resumed his publicity department under Earl Wingard. He started yesterday.
Another BOX-OFFICE SMASH

"The IRON MASTER"

featuring Reginald

and Denny

LILA LEE

J. FARRELL MACDONALD
ESTHER HOWARD
WILLIAM JANNEY
VIRGINIA SALE
RICHARD TUCKER
FREDDIE FREDERICK

ELEVEN COMPLETED

"THE INTRUDER"
"A PARISIAN ROMANCE"
"THE STOKER"
"A MAN'S LAND"
"THE BOILING POINT"
"OFFICER 13"
"UNHOLY LOVE"
"VANITY FAIR"
"FILE 113"
"COWBOY COUNSELLOR"

DISTRIBUTED THROUGH

ALLIED EXCHANGES EVERYWHERE
COLUMBIA STUDIO AT PEAK WITH 17 FILMS UNDERWAY

Week Coast Bureau of THE FILM DAILY

Hollywood — Capacity operations are in progress at the Fox studios. The "Broadway Bad," "Dangerously Young," and "Inferno Machine" going before the cameras this week, the list of pictures being made recently completed a long term contract with RKO Radio.

Walter Weems and Harry Sweet are writing another "Mr. Average Man" comedy, which will star Edgar Kennedy, with Louis Brock as the producer.

Harrison Wiley, art director for the Charles R. Rogers Prods. at Paramount, has developed a special paint chart for motion picture sets, which designates the fraction the exact photographic value of all practical colors.

Max Trelf, who wrote "Lawyer Man," produced by Warner Bros., has joined the M-G-M scenario staff.

The number, "When He Comes Home to Me," sung by Sharon Lynn in "Brief Moment" at the Pasadena Community Playhouse, was written especially for her by Sam Coslow and arranged by Ralph Rainier. It is being cut from the song used by Frankie Larrimore in the New York production of this sparkling S. N. Behrman comedy.

Mr. and Mrs. Hal Wallis expect the stork in March. Professionally, Mrs. Wallis is in Louise Fazenda.

Simile — As helpful as a movie company auditor minus red ink.

Fred Jackman, veteran head of Warner Bros. miniature department, is convalescing, following an operation for appendicitis.

Having completed the direction of RKO's "Half-Naked Truth," Gregory La Cava is preparing to film "Three Came Unarmed" for the David O. Selznick organization.

Product Being Played Fast

WARNER-FRIST National exchanges report product being played up faster than ever, according to A. W. Smith, sales executive, who returned this week. "The Writing on the Wall" is the front runner in the territory. Comparatively few deficient pictures are in the leading role in any of the eastern branches, says Smith.
THE SIGN OF THE CROSS
Paramount 115 mins.
OPULENT SPECTACLE OF CHRISTIAN PERSECUTION BY NERO. GRAND CAST AND STUPENDOUS PRODUCTION.
Nero's regime with all its cruel persecution of the Christians has been vividly presented on the screen by Cecilia B. DeMille in this gigantic spectacle taken from the stage play. From a dramatic story interest, it misses somewhat at the end due to the lack of a strong elevating climax. But as a showy exhibition of debauchery on Nero's court it fairly bristles with action and feminine pulchritude, royal dissipation and orgies of mortal combat in the arena. Taking into account the success of some recent horror pictures, the parade of torture depicted here may not prove too disagreeably shocking to the mass public, but the point is one for each exhibitor to decide for himself. There are many fine performances in the picture, including those of Fredric March and Elissa Landi as lovers, Charles Laughton as a murderer, Nero, Claudette Colbert as his wanton wife, and a long list of others.
Director, Cecilia B. DeMille; Author, Wilson Barrett; Adaptors, Waldemar Young, Sidney Buchman; Dialogue writers, same; Camerman, Karl Strauss; Recording Engineer, Harry M. Lindgren; Editor, Anne Bauscher.
Direction, Spectacular.
Photography, A.1.

TRAILING THE KILLER
World Wide 64 mins.
GOOD POPULAR ENTERTAINMENT. SOME INTENSELY DRAMATIC SCENES SUSTAIN THE ACTION THROUGHOUT.
Here's one that is geared to satisfy a wide popular appeal. The picture contains an unusual number of intense scenes with the action carried along at a fast clip. The story deals with the difficulties encountered by a pair of sheep-raisers in saving their pack from the killer, a mountain lion. At first it is thought Lobo, the dog, is the killer, but in the final few scenes he redeems himself. Among the thrilling dramatic scenes are the dog's fight with a rattlesnake, another encounter with the dog protecting his master from the mountain lion and the final fight in which the dog kills the lion. Comedy relief is supplied by the sheriff's dumb assistant and scenes showing geese chased by frogs and playing with crawfish.
Cast: Francis McDonald, Hene Conklin, Jose de la Cruz, Peter Rigas, Tom London, Caesar, the wolf dog.
Director, Herman C. Raymaker; Author, Jackson Richards; Adaptor, same; Dialogue writers, same; Recording Engineer, W. C. Smith.
Direction, Good.
Photography, Fine.

THE PENGUIN POOL MURDER
with Edna May Oliver, James Gleason, Mae Clarke, Robert Armstrong
RKO 70 mins.
FORCED COMEDY AND OBVIOUS SITUATIONS HURT FAIR MYSTERY STORY.
Edna May Oliver fans will like this one, but others will feel that the comedian is trying too hard to put over gags and doing altogether too much mugging. After the first reel there is little doubt as to the solution of the murder mystery. The mystery angle has been handled poorly, it concerns the finding of a man's body floating in the penguin pool in the New York Aquarium. Miss Oliver, as a school teacher, is taking a class of youngsters through the museum when she makes the gruesome discovery. James Gleason, the inspector-detective, arrives and takes charge, but Miss Oliver also takes an interest in the case with the result that she outsmarts the detective and solves the mystery. A brutal husband, the eternal triangle and an unbelievable courtroom scene are all in the build-up.
Cast: Edna May Oliver, James Gleason, Mae Clarke, Robert Armstrong, Donald Cook, Clarence Kolb, Edgar Kennedy, Mary Mason, Rochelle Hudson, Guy Usher, James Donlan, Joe Hermano, William Le Maire, Gustav von Seyffertitz.
Director, George Archainbaud; Author, Stuart Palmer; Scenarist, Willis Goldbeck; Editor, Jack Kitchin; Recording Engineer, Hugh McDowell, Jr.; Cameraman, Harry Gerrard.
Direction, Fair.
Photography, Good.

Pardon Film Daily for being optimistic because it does not believe the country is going to pieces, that the picture business is done for, that our social order is old fashioned or that our methods of doing business are all wet.* * Film Daily does believe in its industry, its future and its progress. Does believe that competition was never keener. Does believe that the opportunity for the advertiser in those publications reaching buying power was never greater ** Such a publication is Film Daily. Not only because it has years of prestige behind it but because it goes straight to those executives who buy or direct buying power. * * *
MOTION PICTURE ACADEMY OF ARTS
AWARDS FIVE FIRSTS TO PARAMOUNT

FREDRIC MARCH
awarded trophy for the best male performance of the year. His current picture is "THE SIGN OF THE CROSS."

HELEN HAYES
awarded trophy for the best female performance of the year. Starred in Paramount's "A FAREWELL TO ARMS."

FRANK BORZAGE
awarded trophy for the best directorial achievement of the year. Director of "A FAREWELL TO ARMS."

Trophy for photography third consecutive year Lee Garmes's "SHANGHAI EXPRESS."

Paramount awarded trophy second successive year for the best sound recording.
Allied Fears Concessions by MPTOA to Dribble

M.P.T.O.A. PLANS TWO NATIONAL APPEAL BOARDS

Legalizing of Sunday Shows in Mississippi Planned

Do This Over the Week-End!

You'll have plenty of time over the week-end to send your contribution to the FILM DAILY RELIEF FUND. Time is getting short. Every dollar counts. Every dollar is needed. The call is urgent. Have your contribution in the mail by tomorrow night. Address the Film Daily Relief Fund, 1650 Broadway.

Allied Answers Lightman on Conduct of Mass Meet

Replying to M. A. Lightman's charges that the meeting was conducted in a criminatory manner, Allied directors at a meeting yesterday in the Park Central, “declared” them and denied having sought to control the gathering.

J. J. McCarthy to Manage "Sign of Cross" Companies

John C. Flinn, in charge of exploitation of the road tours of Cecil B. DeMille's Paramount production, "Sign of the Cross," has arranged for J. J. McCarthy to manage the road companies and make bookings in legitimate theaters. McCarthy plans to open in at least five cities by Christmas.

Lichtman Agrees in Principle With Contract

Provisions for two separate national boards of appeal have been worked out by the M.P.T.O.A. committee headed by M. A. Lichtman in conference with various distributors. Selection of each board will be optional. This change in the original plan was made principally to take care of distributors who do not own theaters. One board as originally planned will consist of 2 distributor representatives, 2 affiliated exhibitor representatives and 4 (Continued on Page 2)

FOX WILL USE CONTRACT SAYS SIDNEY R. KENT

Sidney R. Kent yesterday told the M.P.T.O.A. contract committee that despite the action of the New York mass meeting in throwing out the standard contract, he will "go along" with his own company, Fox, in offering the agreement. Attitude of the mass meeting in approval of a Federal regulation project "has not influenced my attitude," said Kent.

Exclusives Dying Out Declares Jules Michaels

Exclusive run policies are dying out, in the opinion of Jules Michaels, president of the M. P. T. O. of Western New York, Western Division. Houses in Syracuse and Rochester, in his territory, have played pictures on this basis, he stated, before leaving New York yesterday for Buffalo. Michaels said policy of his unit will be to let members run their own theaters, without trying to dictate any phases of their operations.

W. Penna. Unit Favors Bill

Support of the Allied program calling for a Federal regulation bill and investigation resolution has been unanimously voiced by the M. P. T. O. of Western Pennsylvania.

L.A.T.S.E. Puts Holmden at Head of Local 306

Upsizing the predictions, the L. A. T. S. E. has installed Harland Holmden, seventh vice-president of its organization and business manager of Local 109, Cleveland, as head of Local 306, operators' union, succeeding Sam Kaplan and his associates who were ousted. He will hold all executive reins pending the local's next election of officers, date of which has not been fixed.

In a letter to all 306 members, the L. A. T. S. E. has warned them not to attend any union meetings other than those sponsored by the union.

Tax Is Unconstitutional

Philly Exhibitors Hold Meeting

Philadelphia—If the City Council passes the proposed tax of 5 per cent on admissions over 20 cents, the M. P. T. O. of Eastern Pennsylvania will attack the measure in court as unconstitutional and discriminatory, according to leaders of the unit. Indications are that the tax will be approved by the council on recommendation of its finance committee.

Feature Concessions by MPTOA

In Order to Put Over Contract

Allied directors yesterday expressed fear that M. P. T. O. leaders, "in an effort to regain prestige, may make damaging concessions to the distributors in return for prompt adoption of an industry program," said a statement issued following a conference in New York yesterday. It continued:

"Acceptance of the contract without the national appeal board would be, in the opinion of Allied directors, treachery to the independent theater owners." Plans for probing an industry legislative program, approved at New York and Chicago mass meetings, were discussed in detail. Appeal will be made to various civic organizations, including Parent-Teacher Associations, and to Senators and Congressmen in an effort to line up support.

The New Jersey Allied unit met late Thursday night to map out its own program.

35 COMPLAINTS FILED WITH DEPT. OF JUSTICE

Thirty-five complaints against distributors are understood to have been filed recently with the Department of Justice, which yesterday listened to more exhibitors protests. A majority of the complaints are understood to involve protection.

Another Sunday Fight

Looming in New Jersey

What may be the opening gun in another fight for Sunday shows in New Jersey has been started at the Tom's River by L. H. Hirshblond, member of Allied Theaters of New Jersey, who operated his house last Sunday without interference from the authorities. Hirshblond is expected to try Sunday shows at his other house, the Community, Tuckerton.

"Publix Opinion" Dropped

"Publix Opinion," published for the last eight years as a house organ for Publix theater personnel, is being suspended with the issue for today. Two weeks' notices were given last night by Robert Faber, editor, and four assistants.

Jackson, Miss.—Following on the heels of the recent legalization of Sunday shows in Alabama, a move under way to have a similar bill introduced at the next session of the Mississippi legislature, THE FILM DAILY reports.

With the possible exception of Pennsylvania, the state of Mississippi is believed to have the strictest blue law in the country. No Sabbath shows are permitted anywhere in the state. Several attempts to open theaters on Sunday have met with failure.
Plan Two National Boards of Appeal

(Continued from Page 1)

Independent representatives. The new board will provide regular representation for independent exhibitors and distributors.

The M.P.T.O.A. contract committee yesterday interviewed various distributors. Lightman last night said that Al Lichtman of United Artists was agreeable in principle to the standard contract and hopes that he will be able to iron out the legality angle. Lightman said that distributors are showing no tendency to "stall" and that they have recommended several points which have strengthened the contract. Comprising the M.P.T.O.A. committee in addition to Lightman were: Fred Wehrenberg, Charles Picouet, Jay Emanuel and Dave Barrist.

Another Undersea Film

J. E. Williamson, producer of "Willow Streamomen on the Sea," now at the RKO Cameo, plans to take his undersea studio through the Mediterranean Sea and into the Atlantic, where he will make additional films in color.

PARAMOUNT PROMOTIONS

Phil Longdon, formerly in Charlotte, has become branch manager of the Dallas exchange for Paramount, succeeding Jack Dugger, promoted to district manager. Al Kane, former Boston salesman, is now New Haven manager.

WARNER-PASCALL DEAL

Paschal Texas Theaters is the latest circuit to sign for all the Warner-First National and Vitaphone product. Fred Jack, southern division manager for Warner-Hammer, handled negotiations for his company. The deal involves 42 theaters in 11 Texas towns.

HOFFBERG GETS FILMS

J. H. Hoffberg Co. has acquired from the Irving Trust Co., receivers in bankruptcy for Peerless Pictures, the distribution for the entire world of "Loverland," "Sporting Chance," "Sea Ghost" and "Reckoning."

K. C. THEATER HOLDUP

Kansas City — Samuel Naster, manager of the Lincoln, was held up this week by a bandit who got $216.

BOSWORTH IN WASHINGTON

Washington Bureau of THE FILM DAILY

Washington — Hobart Bosworth was in person yesterday at the Earle.
You'll go W-I-L-D over "The Savage Girl" with Rochelle Hudson—Walter Byron—Harry Myers A Freuler-Monarch Production

EXCLUSIVE DISTRIBUTORS OF RUSSIAN SOUND and Talking Pictures AMKINO CORP. 723 7th Ave., N.Y.C. Bryant 9-7680

"GOONA - GOONA" A National Institution Distributed by The World's Leading Independent First Division Exchanges, Inc. HARRY H. THOMAS, President Executive Office 1600 Broadway, New York City Cable Address: Thomfilm PEnn 6-4424

"POWERS MUSICALS" There's MIRTH, MELODY and MONEY in this series of six 30 minute features. POWERS PICTURES, INC. 723—7th Ave. Bryant 9-6067 N. Y. Exchange, 630—9th Ave.

Now Ready for State Right Market "THE HORROR" An Original Mystery Drama. STANLEY DISTRIBUTING CORP. 729 Seventh Avenue Bryant 9-2812 IRA H. SIMMONS President


CITY PHOTO ENGRAVING CO. 
(Day and Night Service) 
250 W. 54th St., N. Y. C. 
Tel. COLLumbus 5-6741

WILD WOMEN of BORNEO PERCENTAGE ENGAGEMENTS 
Now Booking Nationally 

MAURICE SCHWARTZ in UNCLE MOSES By SHOLOM ASCH 100% JEWISH TALKING PICTURE IN 9 REELS Available for All Foreign Countries YIDDISH TALKING PICTURES 729 Seventh Ave., New York Cables: Weisspelt, N. Y.

CRAFT FILM LABORATORIES, Inc. 729 7th Ave., N. Y. C. BRYANT 9-5372-3-4 Laboratories—Flushing, L. I.

De Luxe Trailers, Inc. Developing and Printing 630 Ninth Avenue Tel. PEnn. 6-6636

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PRINTING Service — Quality — Price Modern—Economical—Accurate • BARNES PRINTING CO., Inc. 229 W. 28th Street, New York Telephone, PENNSYLVANIA 6-4740

THE ART GUILD THEATRE FRONTS AND LOBBIES 250 West 54th Street, New York City Telephone: COLLumbus 5-7870

THE DAILY INCH • Action in Advertising • HARVEY AGENCY-16TH BROADWAY-303-0390

"GOONA-GOONA" We commend First Division’s Campaign on "Goona-Goona" as the outstanding exploitation achievement of the year. Our bit in executing ideas for the elaborate press book and other advertising and exploitation literature utilized all the resources of our entire service embodying Art, Copy, Printing and Engraving.

CENTURY ENGRAVING CO. 340 W. 30TH ST. 3-5535
"THE MASK OF FU MANCHU"
with Boris Karloff
M-G-M. 72 mins.
They certainly went the limit on this one in the way of lavish and bizarre settings for a rippling thriller that will have all the boys sitting on the edge of their seats. Boris Karloff plays the role of the sinister and powerful Oriental, Fu Manchu, who has a fantastic dream of the yellow race conquering the Western world. He plans to do it through securing possession of the gold sword and death mask of Confucius Khan, the Chinese military leader dead 800 years. Meanwhile the British government has sent a secret expedition in charge of Lewis Stone to secure the relics from the tomb which has been located, and frustrate Manchu's sinister scheme of world dominion. Manchu gets the various members of the team in his clutches after they secure the sword, and puts them to various fiendish and weird tortures to force them to give up the sword and mask. Scene after scene is hair-raising, grotesque and terrifying. It is the last word in high class meller, although some of the torture stuff was a bit too heavy.


Direction: Excellent Photography. First Class.


"UNDER-COVER MAN"
with George Raft and Nancy Carroll
Paramount 70 mins.
FAIRLY SATISFACTORY CROOK DRAMA
which moves along a lit-
tle too slowly.
Due to plot complications that require a lot of groundwork, this crook yarn lacks enough real action to give it the necessary punch. Otherwise, from the angle of cast and production handling, it holds interest at a pretty fair level. The undercover business indicated by the title refers to secret men from headquarters who scout around the financial district on the look-out for bond thieves. To track down a big-time gang, George Raft poses as a notorious con man. He is aided by Nancy Carroll, whose brother was bumped off by the racketeers. Through a slip on Nancy's part, the master crook, Lew Cody, learns George's identity and plans to do away with him, but the situation is saved when another of Cody's trusted men also turns out to be a head strong man in disguise. Raft's role doesn't give him as good opportunities as some of his previous roles, but both he and Miss Carroll do nice work and they have ability support all around.


"THE GOLDEN WEST"
with George O'Brien, Janet Chandler, Marion Burns
Fox 70 mins.
WESTERN PROGRAMMER IDEALLY SUITED FOR ACTION FANS, O'BRIEN EXCELS PLAYING DUAL ROLE.
George O'Brien is right at home in this type of western drama. Zane Grey's story offers him all kinds of opportunities to display his daring horsemanship in a dual role of both fighter and later Indian chief. Kids especially will go for this one in a big way, for the last half of the picture is full of fast-riding, cowboy and Indian stuff. The love interest is only slight. An old family feud prevents O'Brien from marrying his sweetheart. At a masked af- fair he is discovered and in a struggle kills her brother. George gets away and travels west and from there on the picture reveals the notorious battles between Indians and the workers of the U. P. track. Janet Chandler also portrays a dual role.


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All Contract Differences Clarified--Lightman
OVERSEATING ON BROADWAY REACHES NEW HIGH

‘New Deal’ Urge Seen as Factor in Legislation Vote

Prevailing “Repudiation Spirit” Ruled Meet, Says Aarons

Philadelphia—Passage of the federal regulation resolution, including language for a federal investigation of the industry, at the New York exhibitor mass meeting last week, was due to a “repudiating spirit” reflected in the recent national presidential election, said George Aarons, secretary and general counsel of the M. P. T. O. of Eastern Pennsylvania, on his return from New York.

Aarons said the action had the results of drawing a distinct line of demarcation between the two national exhibitor organizations. One, Allied, favors legislative regulation, Aarons pointed out, while the other, the M. P. T. O. A, is against such methods of readjusting industry problems.

BIG OR SMALL DONATIONS WELCOMED BY RELIEF FUND

The weather man predicts a cold winter. The Film Daily Relief Fund cannot control the temperature, but it can bring warmth and comfort to innumerable men and women of this industry who would otherwise suffer until distress and want. Cheery words and a flock (Continued on Page 7)

Publix Discontinues Advertising Service

Paramount has discontinued its advertising contact department for Publix theaters. Seven men, working at the home office sending daily contact letters to men in the field, have been given their notices. Manuals on other company product played by Publix houses will be discontinued. The company will use the original producers’ press books in the future.

Cash Opening
Opening of Radio City late this month will be strictly a cash premire. No free passes will be issued. KO will pay out of its petty cash account for tickets furnished to trade paper and newspaper critics.

THE CENSOR HAS HIS SAY

Being the views, presented as a friendly critical forum, of prominent members of Censor Boards from several States on Problems of the industry, particularly production.

Today—DAVE HIMELHOCH, President Seattle Board of Theater Supervisors

Urges More Human Interest

I think there is a great deal of improvement in the present-day motion picture. In my opinion there is too much sex, and the pictures that have been produced appear too sophisticated for the average public. I believe people go to theaters to be entertained, and if the producers would give more comedies and more human interest the box-office receipts would be far greater. Gangster pictures have become obnoxious and the general public is tired of them.

I, therefore, believe that if pictures in the future would contain more human interest, the public would be better satisfied. This is my personal reaction and as I have been president of the Seattle Censor Board for the past seven or eight years. I feel that I am pretty well versed in the matter.

4 Two-a-Day and Dozen First-Run Houses on Main Stem

With four houses on a two-a-day policy, a dozen more playing first-runs, four offering second-runs and a half dozen houses presenting first showings of foreign pictures, the Broadway sector has reached a new high in overseating. Where the houses will get product to sustain the first-runs for any length of time is the problem now worrying these operators.

The four houses now on a roadshow policy are the Astor, Criterion, Palace and Rialto. Latter is ordinarily a first-run house for ex-

ADOLPH ZUKOR PRAISES PARAMOUNT SALES FORCE

Repeating his 1922 assertion that “the bankers can have everything else if they will leave me my sales force,” Adolph Zukor has issued a statement, along with one from George J. Schaefer, to the Paramount sales force praising its fine work in the drive just concluded. Leaders in the drive were the Maine exchange, managed by John Howard; Jersey, managed by Earle Sweigert; San Francisco, J. M. Bettencourt; New York, Harry Siegel; Los Angeles, Carroll Pasco; Chicago, Allen Usher; St. Louis, Maurice Schweitzer; Washington, Harry Hunter; Albany, Clayton Eastman; Memphis, Paul Wilson. Al Gehart of Jersey led all salesmen.

Community Circuit
Opens First on Jan. 1

National Association of Community Theaters plans to open the first house in a national circuit about Jan. 1. Leases on five theaters will be signed within 10 or 12 days.

Hey, Skinny!
Shades of the wooden-fence ballpark! RKO discovered last week that kids have been sneaking into the 15th St. Theater through the cracks. Upon checking it was found that the theater never had panic bolts on exit doors.
**The Broadway Parade**

*Week Beginning Dec. 5*

### FIRST-RUNS

**Picture** | **Distributor** | **Theater**
--- | --- | ---
"Toc Busy to Work" | Fox | Roxy
"The Mask of Fu Manchu" | M-G-M | Capitol
"I Am a Fugitive" | First National | Winter Garden
"And the Wind" | Paramount | Rivoli
"Rocky" | RKO | Mayfair
"In a Lonely Place" | Columbia | Century
"Jungle Killer" | Paramount | Rialto
"Night Mayor" | RKO | Rialto
"With Williamson Beneath the Sea" | Paramount | Rialto
"Trailing the Killer" | Paramount | Rialto

**$2 RUNS**

"Strange Interlude" | M-G-M | Actor
"Moocheck in Uniform" | Paramount | Criterion
"Kid from Spade" | Associated Exhibitors | Palace
"Sign of the Cross" | Paramount | Rialto

### FOREIGN PICTURES

**Picture** | **Theater**
--- | ---
"Nicho" | Paramount
"Kameradschaft" | Associated Exhibitors
"Torck" | Associated Exhibitors
"Teinnehmer Antworten Nicht" | Capital

### FUTURE OPENINGS

"Das Lieb Ist Aus" | Associated Exhibitors
"Farewill to Arms" | Paramount
"Central Park" | Warner
"The Match King" | First National

---

**3 Commercial Pictures Being Made in the East**

Three commercial pictures are being produced in the East at present, a checkup shows. One is being made by Caravan Studio for Black & Decker, tool manufacturer, and William Ganz is producing two for the A. & P. stores, working at the RCA Photophone studios on Fifth Ave. H. B. Blake Co. is planning to start a picture for a food concern at 10 days at the Photophone plant.

N. S. HOLIDAY TRAILERS

Two distinct styles of Christmas and New Year trailers, a short and a long version, have been created by National Screen Service and are now ready for distribution. The subjects combine symbolic living characters with effective animation and specially recorded music composed for these particular trailers. The combined production work was done by the Ideo Studio and the animation department of National Screen Service.

### Circuit Officials Urge More Women’s Pictures

Constance Bennett in "Rockabye" is drawing good business in RKO house because it is one of the first pictures in a long while with a definite woman appeal, according to circuit officials, who declare women’s pictures are needed.

### Attested to by All Major and Independent System

CINEGLOW RECORDING SYSTEM

Modern Facilities and Equipment

Recording Tests

Re-recording Synchrovision

Sound Quality Guaranteed

Estimates cheerfully furnished on request.

---

### Greater Opportunities than ever before at NED WAYBURN'S

This year above all others offers unusual opportunities if you are seeking a career on stage, screen, radio, or in the teaching field. Area which we believe will be more liberal than ever is the field of Radio. The famous Ned Wayburn course at the Engineering College has graduated hundreds of outstanding young people, and helped to place such stars as Marilyn Martin, Jeanette MacDonald, Marion Davies, Eddie Cantor, Ed Wynn, Richard Haydn and hundreds of others.

You are invited to the studios for a FREE Dance Tryout or FREE Radio Audition. No obligation.

---

**CHILDRREN’S COURSES**

For girls and boys—ages 3 to 16—Classes meet Saturdays. Also special one-hour after school classes. Enroll Now! Next regular winter term for children starts Saturday, January 7th.

**ADULT GIRLS’ CLASSES**

Ages 16 years and over—Regular winter term starts Monday, January 9th. Also special one-hour evening or two-hour classes five times weekly. Mondays to Fridays.

**LADIES’ REDUCING AND BODY BUILDING CLASSES**

Daily, Mondays to Fridays, 10:30 to 12:30, 2:30 to 3:40. Enroll now for the new winter session. Classes for middle-aged people.

**RECOR DING STUDIO**

For children and adults— advance private instruction in dictation sound record, modification of dialogue for radio and talkies.

Free illustrated booklet on request.

---

**The Daily Inch**

*Action in Advertising*

**HARVEY AGENCY—676 Broadway—CO 5-9396**

**RIDE 'EM COWBOY**

It takes more than a ten-gallon hat to make a cowboy, and it likewise takes special ability to interpret the spirit of the eternal west with accuracy and feeling. We invite your scrutiny of our press book ads for such outstanding western stars as Roy Bell, Bob Steele, Ken Maynard, etc., created in the black and white technique so essential to effective newspaper advertising.

---

**The Film Daily**

Monday, Dec. 5, 1932
In “The Toy Parade” the characters come to life from the shelves of toyland. They enact a real story with amazing reality. Not a cartoon! M-G-M believed it was time to produce a real novelty for your holiday demand. Screen it for yourself and you’ll grab it.

The Toy Parade

A Holiday Delight for all sizes!

from METRO-GOLDWYN-MAYER
BROADWAY OVERSEATING SOARS TO A NEW HIGH

(Continued from Page 1)

(Continued from Page 1)

• • • At last it looks as if the world at large is about to get the real lowdown on Russia . . . where so many vital, significant and revolutionary changes are in the making . . . the newspapers garble the reports or only tell half-truths . . . while the Soviet films only show us what they want to propagandize . . . it may surprise you to learn that through motion pictures we will get a real glimpse of the Inside . . . motion pictures made by an American girl .

• • • One of the outstanding commercial photographers in the United States is Miss Margaret Bourke-White . . . who has specialized in photographing industrial plants and machinery . . . with her marvelous composition and lighting . . . she can dramatize a piece of machinery and make . . . as interesting and fascinating as any work of art . . . the Soviet film since recognized her remarkable talents . . . so invited her to Russia to take all the photographs she desired . . . under the five-year plan Machinery is their god . . . and here was the artist who could properly present their deity .

• • • So it came to pass that Miss Bourke-White spent two months in Russia in connection with the Stalin administration extending every possible courtesy . . . she came and went as she pleased . . . set up her camera wherever her fancy dictated . . . and shot what she liked, regardless . . . and she has just returned with 22,000 feet of uncensored film . . . which is destined to open the eyes of the world . . . to what is REALLY going on in Russia . . . easily the greatest film document that has ever come out of this interesting country . . . because it is UNBIASED . . . shot by a photographic expert whose sole objective was to secure something else, human, truthful .

• • • This unusual film is now being developed . . . we have seen some remarkable still photographs . . . and Miss Bourke-White assured us that they were typical of the subject matter of her motion picture film . . . well, boys take it from us . . . if the film is half as interesting, gorgeous, vital and human as these marvelous still photographs . . . then the screens of the nation are in for a real treat.

• • • Keep your eyes on that Warner publicity dept . . . something entirely new and most is about to break in the way of super-exploitation on a couple of their coming pictures . . . we wormed the info out of Charlie Einfeld . . . but he swore us to secrecy .

• • • All we can tip off is that one gigantic stunt will blanket the big cities clear across the continent . . . a natural that will have all the chambers of commerce standing on their ears to get aboard . . . and every newspaper will go for it . . . and all the merchants . . . it's that sort of an idea that sells itself . . . and it's never been done before . . . another stunt will have all of New York and the surrounding villages for 25 miles talking . . . what we mean SPECTACULAR . . . as Mister Einfeld says: "These are days for Tactics, not for Strategy" . . . meaning that you've got to knock 'em off with shocks . . . quick stuff . . . and Charlie has two Shockers up his sleeve to-day, and it's a treasure trove to this Allied press chief hand the credit to his staff . . . he has them on their toes . . . because he's on his toes every minute . . . it's just a game 'they play over on 44th St.' . . . the Game of Results and how they're getting 'em!

ALLIED ASSN'S STATE UNITS TO DEVELOP CAMPAIGN

Concentrating its efforts on its federal-relations program, Allied's next important meeting in connection with developing its plans, endorsed at the Chicago and New York independent exhibitor mass meetings, will take place when its board of directors meets in January, probably in Chicago. Meanwhile state units affiliated with Allied will foment support for the federal regulation bill and industry investigation resolution at their regular and special meetings. One Jersey unit will further work out its campaign at its meeting tomorrow at the Hotel Lincoln, New York.

94 Per Cent of Territory
Signs Monarch, Says Glett

(Continued from Page 1)

else: H. K. Buchanan, Allied Film Exchange, Oklahoma City; William A. Aschmann, Monarch Pictures Exchange, Milwaukee; Heni Elhanan, Capital Film Corp., Chicago; Marcel Mckelburg, Century Film Corp., Boston; & K. Decker, Excellent Pictures Corp., Detroit; Louis "Pop" Korson, Masterpiece Film Attractions, Philadelphia; Tora Productions, Washington; J. A. Welch, Progressive Pictures Corp., St. Louis; Nat L. Lefton, Monarch Pictures Corp., Ohio; Cleveland; Monogram Pictures Corp. of Ohio, Cincinnati; Monarch Pictures Corp., Pittsburgh; M. Rehner, RKO New York City; Jack K. Adams, Adams Film Exchange, Dallas; Thomas A. Hrom, Emery Film Co, Atlanta; James M. E. Consolidated Productions, Salt Lake City; G. C. Jones, Consolidated Productions, Denver; Harry Loz, Hollywood Film Exchange, Buffalo.

Three Monarch features are now receiving super-scaled Spanish titles for distribution in Latin America, while "The Fighting Gentlemen" is readying for release in London. Three additional Monarch releases are being shipped abroad this week in the interests of further negotiations.

TEA FOR TWO

Warner Bros. will hold a reception for James Cagney this afternoon at the Warwick Hotel. Tomorrow afternoon Mervyn LeRoy will similarly be welcomed at the Waldorf Astoria Towers.

LAMB TO UMPIRE CODE

Thomas W. Lamb, architect, has been selected by the arbitrator in the building code protests in New York.

MANY HAPPY RETURNS

Best wishes are extended by THE FILM DAILY to the following members of the film industry, who are celebrating their birthdays:

Dec. 4-5

Lloyd F. Bacon Jack Sullivan
Walt Disney Sidney Aligel
W. P. Gary Al Boordager Virginia Lee Corbin
GRISWOLD AT PARAMOUNT IN FINANCIAL DEPARTMENT

(Continued from Page 1)

connected with Paramount publicity advertising or exploitation.

Before joining Fox, Griswold was editor of the “Chicago Journal of Commerce” for nine years, having assembled that daily financial newspaper when it was first published. Prior to that, Griswold was financial editor of two Chicago newspapers and for two years was western manager of Dow-Jones & Co.

Court Rules Against

General Theater Suits

(Continued from Page 1)

Chancellor J. O. Wolcott handed down on request of U. S. Senator Daniel O. Hastings, receiver for S. T. E. General creditors include William Fox. The Chancellor said the present reorganization plans, if consummated, would prove of more benefit than if such plans were disrupted.

DROP “GUEST TICKETS”

St. Louis—Through Sidney R. Kent, Fox president, the local Fox has discarded its plan to give away “guest tickets” with each package of a cereal. The M. P. T. O. headed by Fred Wehrenberg protested against the practice.

N-E-W-S O-F T-H-E D-A-Y

New Orleans—Reopening of the Metairie, suburban house, will take place about Dec. 15, according to A. Lederer.

Fertile, Minn.—The Hyland theater was destroyed by fire, with loss estimated at $10,000.

Lake Worth, Fla.—The Oakley, dark for some time, has been re- paired and opened for the season.

Denver—Clarence Reynolds, former municipal organist, has become organist at the Ogden theater, succeeding Ermanie de La Vergne, who died recently.

Denver—Katherine Kaderly has returned here and is the organist at the Denver, succeeding Marjorie Nash.

Denver—Jack Krum has resigned as a United Artists salesman.

Akrone, O.—Fiber and Shea’s Colonial, first-run, closes Dec. 12 for two weeks to permit installation of the newest RCA sound equipment.

San Francisco—De Luxe theater, 1506 Church St., has been opened by Bouysson & Deutscher.

Dallas—Jack Adams, who some time ago sold his Allied exchange to William Underwood and Claude Ezell, has organized the Adams Film Exchange, Inc. He is handling Freuler Film Associates and Mayfair product.

Canton, O.—Keith Chambers has been made assistant manager of the Palace, recently leased for 10 years by A. G. Constant of Steubenville. He will assist George A. Delis, manager, and will also serve as organist.

Akrone, O.—Civie, old Grand Opera house, now offering straight pictures, has been sold to Federated Amusement Co. by the Legitimate Theater Company.

Belfonteain, O.—The Cort theater has been acquired by the Cort Theaters from Schine Theaters. Improvements will be made.

Milwaukee—L. K. Brin, who operates the Garden and Majestic here, has taken over two houses in Ironwood, Mich.

Charlottesville, Va.—Two local theaters, the Jefferson and the Paramount, have included stage acts along with certain film attractions within holiday periods.

WHITE HOUSE—It is rather a serious business for the industry to meet in Washington, D. C. later this week. For a long time there has been a growing sentiment that something should be done about the various trouble spots which have been cropping up all over the country, affecting every phase of the industry. The results are beginning to have a cumulative effect, and it is evident that the various organizations are now beginning to realize the situation. A big meeting has been planned, and it is expected that all important groups will be present. The aim is to get the various organizations to work together in their efforts to combat the various problems which have been cropping up, including the street sweepers, the legal cases, and the various other problems which are affecting the industry. It is expected that the meeting will result in some definite action being taken, and that the various organizations will work together in their efforts to overcome the various problems which are affecting the industry.
The motion picture business is a funny business. Today you’re a big shot; tomorrow you’re a nobody. And the nobodys in picture business today are right up against a stone wall, a wall built like a well pit. They can turn around but they don’t get anywhere.

Depression may be passing—but for them it’s stark reality. No job: no money; no money: no food; no food: that’s where the . . .

**FILM DAILY RELIEF FUND**

. . . steps in.

This industrial benefactor knows both sides of the story. The side that’s on the upgrade, and the side that’s tobogganing down toward God knows where. It is for these men and women of the picture business that we appeal to you to give and give your utmost.
M. Feld and D. J. Chatkin Resign From Publix

SAM KATZ, JOHN ZANFT WORKING ON NEW CIRCUIT

RKO Upheld in Use of “Roxy” Name for New Theater

For Instance
...did you know?

By Jack Alicoate

MAT 276 different industries, arts, and professions are involved in the making a motion picture production. THAT Department of Commerce checks and checks checks the statement that every cent of American film sold abroad returns dollar of income from other exports. At Eastman Kodak Company uses over 30,000 tons of cotton each year in the manufacture of film. THAT the RKO is turning Hollywood uses enough electric current to light up 33,300 homes nightly. At the chance of a screen-struck girl reaching stardom is one in 137,000. Information bits we have before the coming 1933 Film Daily will be a fortune.

Carolina T. O. to Ratify MPTOA Contract Stand

Howard Hughes Planning Two Pictures Next Year

Howard Hughes left New York yesterday for Hollywood with plans for at least two United Artists features in 1933. First will be another aviation film, the theme being commercial aviation for which Hughes has been obtaining first-hand data as co-pilot for American Airways.

Milton Feld and D. J. Chatkin Resign From Publix Circuit

250,000 See “Fugitive”

Setting a new mark since “Little Caesar,” the New York Strand will chalk up an attendance of nearly 250,000 for “I Am A Fugitive” when it ends its four-week run Wednesday. Total admissions up to yesterday were 235,768, according to Warners.

The Film Daily Year Book Covers Everything and Goes Everywhere—Advt.

Don’t Put This Off!

Contributions to the FILM DAILY RELIEF FUND have taken a bad slump in the last few days. Are YOU one who is delaying? With only 18 days to other this campaign because, at least several thousand dollars must be received if those worthy of your support during the “dark days” are to be helped. Thousands in the industry are receiving weekly pay checks, but only a few have sent their bit. SEND IT TODAY. Address the Film Daily Relief Fund, 1650 Broadway.

Katz Project to Embrace Groups of Houses Now Operating

Formation of a circuit, embracing various theater groups now operating, is being worked out by Sam Katz, former Publix chief and Paramount vice-president, and John Zanft, former Fox theater executive. They are understood to have approached several circuits, some of which are now affiliated with national theater organizations.

Enterprise is expected to confine

(Continued on Page 4)

For Distributors Today

Television Protection Called Most Vital Issue

Contending that federal investigation and regulation could not be put into effect for several years, by which time television will be the theater’s chief worry, Robert Robbins, executive secretary of the American Society for the Protection of the Motion Picture Theaters, expects to

(Continued on Page 3)
OLD-FASHIONED STORIES KILL STARS—J. L. WARNER

West Coast Bureau of THE FILM DAILY—Nothing will kill favorite film players sooner than old-fashioned stories and old-fashioned treatment of ideas, declared Jesse L. Warner in a statement yesterday. "This industry has always moved rapidly, but never as fast as it is moving now," says Warner. "The story idea that was welcomed last year is passed today. The public, in step with the modern age of speed and progress as exemplified by the airplane, the radio and other modern conveniences, will not countenance entertainment that is not abreast of events."

Only stories with a timely angle, such as "I Am a Fugitive," "Match King," "Blessed Event," etc., are being considered by the Warner-First National story department, says Warner.

BARRYMORES' "RASPUTIN" OPENS DEC. 25 AT ASTOR

M-G-M's "Rasputin and the Empress," with John, Ethel and Lionel Barrymore, will have its preliminary Christmas night, Dec. 25, at the Astor, following the run of "Strange Interlude.""BURKEY TRIAL STARTS

Kansas City—Jury trial of the suit of W. G. Burkey, former owner of the Admiral, for $285,000 against some fourteen local exchanges opened yesterday before Judge Reeves in Federal District Court. Burkey charges a conspiracy forced him to sell out in 1928.

COOPER AFTER CLEVE. HOUSE

Cleveland—A. J. Cooper, who recently opened the Hippodrome in New York and also has houses in Ohio, is reported trying to get the Allen here. Lower closed the house a few weeks ago and is now booking to a State, with concurrent changes at the Stillman and the Hall, which becomes a first-run.

LIONEL KEENE HONORED

Arkansas—Lionel H. Keene, southeastern manager for Loew, who recently retired as president of the Atlanta Masonic Club, was named chairman of the board of directors for his "excellent service" as president of the organization for the past two years.

WARNERS SELL HOUSE

Streetsville, Ont.—The Olympic, second-run, for several years owned by Warner Bros., has been sold to John Papaulias.

PARTY FOR SHIFFMAN

Various film executives attended a birthday party given in honor of Harry Shiffman at Beaux Arts last night.

START FILM AT MAIN STREET

Kansas City—The Mainstreet, closing Friday, reopens Dec. 23 with straight film.

DIALOGUE NOT TOO SMART, DECLARES MERVYN LEROY

Motion picture dialogue is not too sophisticated for present-day audiences, said Mervyn LeRoy, ace Warner executive, at a recent interview yesterday in New York.

"Never let your audience sit back in their seats," is the LeRoy formula for picture making. If a scene looks slow from the directorial seat, it's going to look slow on the screen, asserted LeRoy, who believes in simple characterization. Not only must the principal parts be played by capable people, but the same applies to bits, the director said. Audiences should be "let in" on the story, declared LeRoy, as they resent being "tricked." He praised Darryl Zanuck's production abilities.

LeRoy will remain in New York until Jan. 15, when he returns to the coast to make "Elmer the Great," with Joe E. Brown and an all-star cast.

HERMAN A. METZ ELECTED PRESIDENT OF AGFA-ANSCO

Herman A. Metz has been elected president of Agfa-Anso Corp., succeeding Horace W. Davis, resigned. Metz was a director in the company. He also is president of General Dyestuffs Corp.

QUITTNER HEARING STARTS

Joseph P. Quittner's case against Paramount went to trial yesterday in the Federal Court, New York, before Judge Francis G. Caffey, following a number of postponements. trial is being held in the Postoffice Building. Adolph Zukor will be one of the first witnesses to be called.

GOULD WITH YUGOSLAVIAN CO.

Yugoslavian Talking Pictures Co. has engaged Synmon Gould as special sales director and exploitation head for its first production, "Ljubav i Strast" ("Born to Kiss"), which is to have its Broadway première shortly.

NEW RECORDING STUDIO

National Sound Recording Service, Inc., has opened its new studio at 720 Seventh Ave. Leonard Herzog, RCA engineer specializing in sound-on-film recording and synchronization, heads the new organization.

LOUIS BROCK MARRIES

West Coast Bureau of THE FILM DAILY—Hollywood—Louis Brock, associate producer of RKO short subjects, will be married in the spring to Helen Collins, niece of Austin Parker, the prominent Texas newspaperman. The bride-to-be is socially prominent.

LICENSE CUT IN HALF

St. James, Minn.—The city council has lowered the license for operation of the movie theater from $200 to $100 a year.
MUSIC CLEARANCE BUREAU
READY BY FIRST OF YEAR

Operation of a music clearance bureau, being developed under the
supervision of John B. Gait, manager agent for music men, will begin be-
fore the first of the year, Paine said yesterday. A representative of the
film producers will occupy "an authoritive position" in the setup.
Paine met with music men yester-
day to discuss the new music con-
tact, and today or tomorrow he
will confer with Major Edward
Bowes, representing producers.

Television Protection
Called Most Vital Issue

(Continued from Page 1)

lay before the New Jersey Allied
unit's meeting today in the Hotel
Lincoln, a program designed to
achieve immediate protection for ex-
thibitors and producers. Robins, who
says he has knowledge of plans
whereby television will blanket the
homes of the country in unfair com-
petition with other forms of amuse-
ment, is a member of a standard contract or
government mediation. Media is as vital
as this new menace. The exhibitor
proposals now under discussion don't
get far enough, he declares, because
the control which television spon-
soned have over electronics and talk-
ing pictures will leave very little
movie business for either exhibitors
or producers. Efforts are being
made to have a large delegation of
both exhibitors and producers' rep-
resentatives at today's meeting.
Robins also has been invited to ad-
tend other Allied groups around the
country.

Carolyn T.O. to Ratify
MPTOA Contract Stand

(Continued from Page 1)

ing the exhibitor mass meetings in
Chicago and New York.

Some plans have been made for
holding an annual M. P. T. O. A.
convention, the Charlotte gathering
will take much of the significance
of a national meeting. It will at-
tract various important exhibitor
leaders in addition to Sidney R.
Kent.

"CYNARA" FOR RIVOLI

Ronald Colman in "Cynara," Sam-
uel Goldwyn production for United
States, opens Dec. 23 at the Rivoli.

RKO AND ROTHAFEL UPHOLD IN USE OF "ROXY" NAME

(Continued from Page 1)

the Southern District of New York.
The right to the name was contest-
ed by Harry G. Koch, Roxy The-
aters Corp. receiver. The Special
Master's report establishes the claim
of ownership by RKO and "Roxy" to
the name "Roxy" and the report
ordered the discontinuance of the
name in connection with any other
theater save that which will be op-
erated in Radio City. The full name of
the Radio City photoplay theater
will now be the RKO Roxy.

Revised Contract Ready
For Distributors Today

(Continued from Page 1)

organizational council with the M.
P. T. O. A. Approval of the con-
tract has so far been received from all
but three large companies, War-
ners, First National, United Artists
and Columbia.

"Progress is being made on work-
ing out a new status of appeal board
setup," said Lightman.

D. A. Doran Resigns
As Para. Story Head

(Continued from Page 1)

month before returning to New
York. He plans to center his fu-
ture plans on the theater, possibly
supplementing his affiliation. Doran
was formerly story editor for Pathe
and Columbia.

BEER THEME
West Coast Branch of THE FILM DAILY

Hollywood "Legal Crime," deal-
ing with the problem facing Con-
gress if the beer law is passed, will
be Charles R. Rogers' production
for Paramount. Willard Mack,
Gene Towne and Graham Baker are
collaborating on the story. Harry
Joe Brown will be associate pro-
ducer.

"MAEDCHEN" MOVES

Forced to vacate the Criterion due
to the booking of Paramount's "A
Farewell to Arms," which opens to-
night, "Maedchen in Uniform" has
moved to the 44th Street theater to
continue its two-a-day run. Due to the larger capacity of the house, top will be $1.10.
KATZ, ZANFT LINING UP NEW THEATER CIRCUIT

(Continued from Page 1) itself to theater operating, at least at first. It is understood that Balan & Katz will not be involved in the project, which Katz is mapping from his offices at 730 Fifth Ave.

Settlement of Katz’s contract with Paramount, now being negotiated, may be completed late this week, it was indicated yesterday.

3 EDUCATIONAL DEALS

An aggregate total of 542 days in Loew metropolitan houses has been given five educational shorts, A. W. Smith & Sons, to contracts signed yesterday. The shorts are "Torchy Rolls His Own," "Sunkissed Sweeties," "Toyland," "Forgiven Island" and "The Most Costly Road." RKO has booked four Educational subjects for its entire metropolitan circuit, and three subjects have been signed by the Roxy.

HOLIDAY TRAILER

A special two-part talking trailer for Christmas. This Year has been put out by Supreme Screen Service. The New Year’s part can be shown separately after Christmas.

ESTHER RALSTON, accompanied by her hus-
band, George Webb, and their baby daughter, after a brief stay at the Hotel New Yorker returned to their return from abroad, are on their way to Hollywood, where Miss Ralston will re-
sume picture work.

CHARLIE RUGGLES has returned to the coast to prepare for his role in Paramount’s “Murder of the Zep.”

SAMSON RAPHAELSON, Paramount staff writer who has been on a four-months’ leave in the east, returned this week to the coast studios.

WILLIAM C. DE MILLE arrived from the west coast yesterday on the Panama Pacific liner Pennsylvania.

I. J. SCHMERTZ, Fox branch manager in Cleveland, spent the week-end in New York, and changed his train for Toronto last night following a week’s vacation in Bermuda.

AL JOLSON, United Artists star, arrives in
town today.

A. W. SMITH, Warner executive, left yesterday for Boston and New Haven for conferences.

JAMES R. GRAINGER leaves New York on Saturday for a vacation in Florida.

JOE GIBRAN leaves New York on Thurs-
day to return to the Coast.

EARLE W. HAMMONDS leaves Sunday for a tour of Educational exchanges in Chicago. After a brief stay at the Hotel New Yorker returned to their return from abroad, are on their way to Hollywood, where Miss Ralston will re-
sume picture work.

JOE GIBRAN leaves New York on Thursday to return to the Coast.

LOUISIANA SUGAR FILM

New Orleans — First complete sound picture of all phases of the Louisiana sugar industry has been started by Jacques and Emanuel Hertzig. Story deals with a German boys’ school. English tities are now being written prepara-
tory to a Broadway showing.

NEWSREELS BY AIR

Fox Movietone News begins the shipment of the South American edition by air freight to Buenos Aires beginning Thursday.

11 ALLIED PICTURES FINISHED

West Coast Bureau of THE WESTERN DAILY

Hollywood — Allied Pictures has finished 11 of its 26 features for 1932-33. In addition, there are three now in preparation, including Hoot Gib-
son’s “Boots of Destiny,” “A Shrike in the Sky,” first of the Glassay Melodramas, and “Eleventh Com-
mandment,” last of the six stage Classics.

COMING TO THE ROXY

Bookings of the Roxy for the rest of this month are announced by Frank Cambria as follows: JoAnn Bennett and Spencer Tracy in “Me

TURKISH STUDIO STARTS

Istanbul — Production has been started here by Ipekli Freres, with recording done on German equip-
ment in a former factory in Beyoglu, local suburb.

NEW UFA FILM AT CARNEGIE

Ufa’s "Das Schone Abenteuer," the third of the "Fliegen" pictures to appear in this country; tomorrow at the Little Carnegie Play-
house.

70% OF M-G-M PROGRAM

10 TO BE READY IN JANUARY

(Continued from Page 1) output of 35 features out of the scheduled 50 for the season. Six of the new batch of 12 features are adaptations of Broadway stage suc-
ses. The first is "The Night is Near A. Wire," "Reunion in Vienna," "Whistling in the Dark," "La Ten-
dress," "Peg O’ My Heart" and "Night Must Fight." Other productions include "Turn About," "White Sister," "Tarzan and His Mate," "Light Life" and "The Man on the Nile."

B. I. P. TRIAL CONTINUES

Toronto — Hearings in the action brought by Mrs. Joshua Smith (Ray Lewis) against British International Pictures, charging breach of con-
tract, are being continued. Mrs. Smith asks $1,000,000 damages. In court last week she told of having negotiated with the British organi-
zation for the distribution rights to "Khartoum" for Canada for a five year period. She also contends that she agreed to pay $150,000 for the rights to distribute the film, but when the contract was drawn up it made her liable for $250,000. Miss Smith said she formed a $200,000 company for the distribution of the pictures.

1 MONOGRAM RELEASES SET

Monogram has set four features for December release, as follows: "Self Defense," starring Pauline Frederick; "The Fighting Camp," starring Bob Steele; and "Lucy Lamarr," and "The Diamond Stall," starring Rex Bell. "Twist" and "Black Beauty" are also under way at the Monogram studios.

CORTEZ, MISS YOUNG AT FOX

West Coast Bureau of THE WESTERN DAILY

Hollywood — Ricardo Cortez and Loretta Young have been signed for Fox Productions. Cortez takes the male lead in "Broadway Bad" with Joan Blondell and Ginger Rogers. Miss Young will be in the Jesse L. Lasky picture, "Zoo in Buda-
pest," with Gene Raymond.

New Incorporations

NEW YORK CHARTERS

Film forum, motion pictures, Fitchell & Mayer, 1619 Broadway, New York. 200 shares com-
mon stock.

Circle Enterprises, motion pictures, D. Guitt, 300 shares com-
mon stock.

Vanguard News, Syracuse, theatricals, O. J. Brown, Syracuse, $5,000.

Distinctive Screen Service, motion pictures, Monroe & Byrns, 50 Broadway, New York, 200 shares common.

Yankee Theatre, New York, theatrical business; H. B. Sobol, 3 Park Row, New York, $20,000.

DORAL CHARTER

Morrell Street Theater Corp., Philadelphia: Corporation Guarantee & Trust Co., Dover, Del. $10,000.
32 Pennsylvania Theaters Opened in November

NO DRASTIC CHANGES MADE IN REVISED CONTRACT

Feld and Chatkin May Join New Sam Katz Circuit

Publix Executives Likely to Figure in Newly Planned Project

Speculation concerning future activities of Milton Feld and David J. Chatkin, Publix executives who resigned Monday, hinted that they might eventually join the new Sam Katz theater circuit now being organized, with John Zanft as an important factor. From this angle considerable significance was

Selznick to Handle 6 to 8 Productions

West Coast Bureau of THE FILM DAILY

Hollywood — Decision has been reached whereby David O. Selznick will handle only six or eight productions for RKO on the 1935-36 program. The Film Daily learns that Selznick’s new contract will be settled here by B. B. Kahane and will not be taken up at the RKO board of directors’ meeting in New York on Tuesday. Whether a supervisor

Bitzer to Demonstrate Third Dimension Process

Initial trade demonstration of a third dimension process perfected by Billy Bitzer, veteran cameraman, will be held Dec. 23 in New York. Process is being sponsored by the Robert B. Colman Laboratories. Third dimension effects obtained are

Reopening of 32 Penna. Houses Reported by Film Trade Board

Protective Group Plans Mass Meeting Dec. 16

For the purpose of launching a strong organization to bring about relief from present oppression and for militant activity against future activities of the electrics which might

THE CENSOR HAS HIS SAY

Being the views, presented as a friendly critical forum, of prominent members of Censor Boards from several States on Problems of the industry, particularly production.

Today—ERNEST MUELLER
Chicago Censor Board

Constantly Changing

I should say the greatest fault in present-day motion pictures is their failure in many instances to gauge what will be found acceptable and entertaining to the general public.

To state how films could be made more acceptable for general public consumption would require ability which is entirely out of my line, as I am neither author nor playwright. As to whether stories are too sophisticated, have too much sex interest or too little human interest, no general answer can be made. Certainly many of them are too sophisticated, too much occupied with sex and too little concerned with human interest, but just as certainly that is not true of all and perhaps not even of the majority. It is impossible to characterize in any terms the general run of feature releases because of constantly changing character, and I feel sure that you can appreciate that it is scarcely within my province to act as critic of the films.

MAKE YOUR XMAS HAPPIER
BY HELPING RELIEF FUND

The REAL Christmas spirit of good cheer and fellowship cannot be completed without a thought to those, of this industry, who rightfully warrant your help. The FILM DAILY RELIEF FUND stands out as the staunch but husky

OUTLAWED ARBITRATION
CITED IN BURKEY CASE

Kansas City—Evidence submitted yesterday by W. O. Burkey in his suit for $250,000 against fourteen local exchanges was designed to show that most of his controversies with distributors came to arbitration, which he held was unjust. This

Only Minor Alterations Appear in New Draft of Agreement

Revised draft of the new standard exhibition contract effects no important changes in its structure as compared with the original agreement, prepared by a joint M. P. T. O.-Allied committee working in conjunction with Sidney R. Kent. A change in Clause 2 requires an exhibitor to notify a distributor’s exchange, “by telephone or telegraph, or in person, immediately after the first exhibition” of a picture.

6 MAJOR FIRMS ACCEPT NEW STANDARD CONTRACT

Six major distributors have sent written approval and acceptance of the new uniform licensing agreement to President M. A. Lightman of the M. P. T. O. A. They are: Fox, Paramount, M-G-M, RKO, Educational-World Wide and another major concern. Their ac

Kosch Plans to Appeal On Use of “Roxy” Name

Commenting on the report handed down by special Master Addison Pratt concerning the right to the use of the name “Roxy,” Harry G. Kosch of the Roxy told FILM DAILY yesterday that, should Judge Caffey

It’s A Bet!

Charlie Griswold, managing director of the Radio City theater, has made a wager with Samuel L. “Roxy” Rothchild that on Dec. 27, the day the Radio City Music Hall opens, the house will be completely sold out for the first month. Griswold has wagered his job against “Roxy’s” judgment. Seats go on sale Monday. Line forms to the right.
New York stock market

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NEW YORK CURB MARKET

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Help the Relief Fund—

DOWNEY AT CAPITOL

Morton Downey and Paul White man's orchestra will headline the stage show at the Capitol starting Friday, with Wallace Beery in "Flash on the screen."
UP SHE GOES!

The Star-Maker has made another star—Miss Jean Harlow! Following “Red-Headed Woman” with “Red Dust” she takes place among that illustrious company of M-G-M-made stars. Last year we gave you Clark Gable and Helen Hayes, winner of the year’s highest film award; prior to that Dressler, Beery; prior to that a roster that glistens with a Garbo, Shearer, Davies, Crawford, the Barrymores, Novarro, Cooper, Haines, Montgomery, Laurel-Hardy, Gilbert, Durante, and many more! Every M-G-M star was made a STAR by M-G-M. Your box-office demands popular idols...Depend on the Star-Maker, Metro-Goldwyn-Mayer!
MAKE YOUR XMAS HAPPIER BY HELPING RELIEF FUND

(Continued from Page 1)

man medium whereby you can contribute a wealth of happiness to our own needy. They are "up" yesterday, but today they are "down."

Many face problems that are truly incredible. Misfortune has visited many who are literally at the end of their resources and don't know where, or to whom, to turn. When they apply for assistance to the FUND, it must be prepared to give cheerfully.

Contributions are not, up to the mark of last year at this time, and the call is far greater. Send in a dollar, five, ten or a hundred; Mark Spitz is the most important thing you can do today. Do it right now. Address the Film Daily Relief Fund, 1509 Broadway.

YOU SHOULD BE HERE

J. R. Grainger
Randorfe Amusement
Cedar
E. A. Schiller
20th
Charles E. Lewis
Harold Hendee
Winfield Andrus
City Engraving Co.
Alabcile
Don Mennear
Don Hancock
Maurice Kaan
Don Sobol
Ben Amsterdam
Dr. Gillele
Anonymous
Fred Quomby
W. A. Scully
W. C. Robinson
Jimmie Dever
George Debow
Lee Kissman
William Frankel
Jay Immanuel
Monogram Pictures
M. E. Comford

6 Major Firms Accept New Standard Contract

(Continued from Page 1)

repealed by the strikes and arbitration plan. "Progress is being made" toward adjusting minor differences in the national appeal board. Lightman said last night.

—Do Your Bit for Relief!—

WILLIS GRIST TRANSFERRED

Lynchburg, Va.—Willis Grisst, Jr., for the last two years manager of Publix - Kinney theater properties here, has been transferred to a similar post in Savannah, Ga. He is succeeded here by Hugh Smart of High Point, N. C.

GO TO DOUBLE FEATURES

Canton, O. — Bolztan's Strand, managed by Joe Calia, has gone to double features, including many first-runs.

Fast Work

A small 32-page pressbook on Warner's "Silver Dollar" feature, which opened on the premiere at Denver, along with a 24-page show piece in merchant newspaper advertising. The latter blanketed the "Denver Post" issue of Nov 25. The pressbook was distributed five days later. The Denver campaign sets the keynote for the national campaign.

FELD, CHATKIN MAY JOIN NEW SAM KATZ CIRCUIT

(Continued from Page 1)

attached to the agreement that they intended to enter the exhibition field on their own, following termination of their duties at Publix. The offer of employment by one of whom has been with Publix since its inception, has always been close to Katz.

—Do Your Bit for Relief!—

Kosch Plans to Appeal On Use of "Roxy" Name

(Continued from Page 1)

concur with the Special Master's report, an appeal will be taken by the Roxy attorneys. Judge Caffey is scheduled to hand down a final decision tomorrow at 4:30 p.m. Kosch said a new name for the "Roxy" was not being considered.

Protective Group Plans Mass Meeting Dec. 16

(Continued from Page 1)

be injurious to theaters, a monster mass meeting is planned for Dec. 10 at the Hotel Astor by the American Society for Protection of Motion Theater Owners. Robert Robins, executive secretary of the organization, is now lining up a group of speakers for the occasion. The New York meeting is to be followed by other conferences in different parts of the country.

Outlawed Arbitration

Cited in Brokey Case

(Continued from Page 1)

led to the introduction of the Thatcher case proceedings and created an evidence, the decree being read to the jury.

RICHMOND EXCLUSIVES OUT

Richmond, Va. — "Cynara" and "The Kid from Spain" will not be shown here on an exclusive basis, according to A. M. Tolkins, United Artists salesman, who says Samuel Goldwyn will not permit his productions to be sold for exclusive run. "Movie Crazy," "Prosperity" and "Smillin' Through" also were not shown as exclusives here, though they had been advertised by Loew's in that class.

THEY TELL us that Al Steffes has a 25-cent slot machine in his office. Always the politician or is it trader? A film exec hired a gal as secretary... and was so disappointed to find she was just a sexatty ... or wasn't he?... Now is the time for all good men to come to the aid of the Relief Fund felines? grab that check book and write off your indebtedness to the MOST Worthy Cause. time is short the need is great. come on!

MANY HAPPY RETURNS

Dec. 7

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

M. J. O'Toole
Elsie Allen
Marcella Alban
Lee Marcus

(Continued from Page 1)

William H. Cadoret
David Cohen
M. J. Tottie
Jay O'Seary
W. F. Rodgers
Amusement Supply Co.
Anonymous
Irene F. Scott
Donation to C. C. Coin, inc.
Jerome J. Cohen
Bob Willson
Wayne Pierson
Neel E. Depinet
Max Silverman
Maurice McKenzie
M. K. Pickford
Mansfield Committee
William Ferguson
De Luxe Laboratories
St. Fash
John Hicks, Jr.
Harry Thomas
Charles C. Maskowith
U. S. Films, Inc.
Men. E. Simon
Muss & Dannesberg
Walter Roswe
I. Schwarz
Lynne Fann

••• QUITE AN impressed plea was voiced by Cecil B. De Mille for wholehearted support of our industry leadership in his address before the Empey Forum luncheon distinguished to the point of uniqueness in that he never even alluded to his pix, "The Sign of the Cross."

••• HE PICTURED our industry leadership as no better or worse than that of other industries... or the Nation itself. "Do not lose faith, and refuse loyalty to them. Don't let's say: 'Hell, they were all wrong!'... Maybe they were... But so were all the other industrial and financial leaders the world over... So was Napoleon at Waterloo!"

••• RIGHT NOW, said Mister De Mille... we are facing our Valley Forge... and we'll come through now, as we did then... so it's help, and not criticism, that our leaders need... he pleaded for Loyalty... first to our home office execs... and then to our production staffs on the coast... a Sane Voice sounding the keynote for all of us in this most critical period of the Industry.

••• A SELECT group of us trade paper mugs under- took to interview James Cagney in his hotel suite... but he beat us to it... he started to interview US... "What do you honestly think of us film actors?" asked Jimmie, and we give him a hearty hell, he has no paper to publish what we said... but the consensus of opin- ion was that film actors are no better or worse than the general run of humanity... just creatures of circumstance... trying to get by the rest of us...

••• THIS SEEMED to impress Mister Cagney in turn he opened up his heart... and admitted that he had nothing against newspaper and trade paper bounds... he needed us as much as we needed him... a swell guy, Jimmie Cagney... no fancy airs... just himself... all eager to start on his next, "Picture Snatchers," the story of a tab newspaper photographer... and he thinks Darryl Zanuck is aces... a guy who knows how to get pace, pep and punch into pix... and who should know if Jimmie doesn't?

••• WHEN the plane of Arthur Loew crashed in Africa... his mother called him not to fly any more... so Arthur dutifully took a boat for Lunnon... a 17-day trip on a tramp steam... with only one other passenger for company... a surly cuss... after a few days of talk- ing to himself... Arthur cabled Mort Spring from mid-ocean... "For God's sake send me a long cable... The other passenger won't talk to me."... Spring read it to Joe Seidolman, who cabled Mister Loew... "Understand you're the life of the party."

••• 

THE FILLM DAILY Wednesday, Dec. 7, 1932

(Continued from Page 1)
A SWELL December Booking

for a world that wants to laugh!

The laughs come loud, long and often in this rollicking romance that will get fans in droves and send them out happy. Plenty of fast-clicking action and hard-hitting thrills, too. Spencer Tracy takes another big stride towards stardom. Joan Bennett breezes through the best performance of her life. Just the thing to jack up your December business!

ME and MY GAL

with

SPENCER TRACY
JOAN BENNETT
Marion Burns • George Walsh

Directed by Raoul Walsh

It's a FOX picture
"TEX TAKES A HOLIDAY" with Virginia Brown Faire and Wallace MacDonald
First division, 68 mins. FAIR, SOUTHERN ENTERTAINMENT, ENTERTAINED ENTIRELY IN MULTICOLOR. ACTION IS SLOW IN DEVELOPMENT. Getting into the story rather slowly, this picture gradually picks up towards the end and with some nice bits of action that prove highly interesting. Done in Multicolor, the photography in many of the outdoor scenes is splendid and effective. Both leads share in the acting honors with convincing portrayals of the senora and senor. The story develops around the gay senor who always keeps his promise. Stopping for food and shelter at the senora's casa, he falls in love. Before leaving, to repay a debt, he promises to return. After a gun battle with bandits, he returns to find the senora had been kidnapped by his enemy. Kidnapped, to the bandit's hangout and by clever tricks manages to rescue the girl and capture the bandit gang. The picture winds up in a clinch when he learns the baby in her arms belongs to her sister.


Director, Alvin J. Neft; Author, Robert Webb; Dialoguer, same; Cameraman, Otto Himm.

Direction, Good Photography, Effective.

"LJUBAV I STRAST" ("Born to Kiss") (In Yugoslavian)

(Relase not set) 61 mins.

ROMANTIC DRAMA OF NEW YORK LIFE HITS POP ANGLE IN REALISTIC AND HUMAN STORY SIMPLY TOLD.

Here is the first release in this country in the Yugoslavian language, performed with a cast of native players. It is solely designed for the entertainment of several million peoples of this Slavic race resident in the United States, and as such is bound to go over strongly. It tells the story of a poor Yugoslav girl on the East Side of New York, who meets a rich compatriot of the opposite sex, and together they work out their destiny. A very simple and appealing story, showing the contrast between the poverty of the girl's surroundings and that of her rich suitor, employing for the latter some very imposing sets. The theme is designed to catch the pop fancy, showing how the rich youth starts out to get the girl on a bet, and wins up by falling madly in love with her. But the girl learns of the bet with her heart, and does not realize that his intentions are honorable, and that he proposes marriage. Works out into a strong and human climax. Direction is restrained and carries a punch. Rakel Davidovich as the girl is appealing and very dramatic.

Cast: Rakel Davidovich, Ivan Plomin, Zorka Bregovska, Rabil Hriz, Yvica Salmich, Olga Adamovich, Linnen Staiich, Captain Ribić, John Ribić, Joseph Krantich.

Director, Frank Melford; Authors, George Mosier, Frank Melford; Adaptor, Eve Etlinger; Dialoguer, same; Cameramen, William Stein, Frank Zucker, Sam Levitt; Editor, Edna Hilt.

Direction, Good Photography, Okay.

"MICHE" (In French)

Paramount, 75 mins.

LIGHT PARISIAN COMEDY ROMANCE FINELY ACTED ALTHOUGH ACTION IS DRAGGY. CLEVER DIALOGUE. This is a typical Parisian light comedy from the Joinville studios. The action is dragged out to extreme lengths, and it needs cutting more than anything. French audiences certainly will enjoy it, for the dialogue is sparkling and the acting of the principals also is a pleasure. Suzy Vernon takes the major honors as the heroine, a beauty and a very competent actress. And she can wear clothes! The theme is that of Michele, the girl, who slaps the face of Jacques, the artist, when he thrusts his attentions on her when overcome by his love for her. She leaves him, and later meets him in the Swiss Alps. She sets out to punish him, coquettishly, for she is fascinated by him. She leaves him a merry chase, and has a middle-aged male friend pose as her husband just to give her important-sounding phrases! Works out in the usual happy lovers' ending. Beautiful scenes in the Alps with the winter sports. Some neat musical numbers brighten the film.

Cast: Suzy Vernon, Robert Burnier, Marguerite Moreno, Edith Mera, Magdaeline Berutam, Dianes.

Director, Jean de Marguerat; Author, Etienne Ray; Music, Lionel Cazaux.

Direction, Dragg. Photography, Okay.

RKO COMEDIANS ON AIR

Tomorrow night's Hollywood-on-the-Air program over NBC will feature a group of RKO comedians with Louis Broek, producer, as master of ceremonies. The comedy contingent includes Edgar Kennedy, Harry Sweet, Harry Grmillon, Skeets Gallagher, Walter Catlett and Fussy Knight.

IN THE HEART OF HOLLYWOOD

HOLLYWOOD'S most convenient hotel. Next to famous studios, theaters, cafes and shops, ten minutes from golf courses, bridle paths, etc. The Hotel is quiet, luxuriously furnished, with select beds, glinting tile baths, and showers, excellent service and cuisine, convenient parking—complete comfort and convenience for your comfort.

European plan. $2.50 and up, single. $3.50 and up, double. $4.50 and up, twin beds. Special rates for extended stays. Look for the "Doorway of Hospitality".
YESTERDAY he was your pal

How about TODAY?

Only a short time ago you and he kidded, gagged, and sat on top of the world. But he slid off.

Savings melt swiftly...and pride prevents the "touch" that admits destitution. The Film Daily Relief Fund gives...and tells no secrets.

Send your check to

FILM DAILY RELIEF FUND
1650 Broadway
Seattle—With the closing of the Paramount this week, Fanchon &Marco stage moves to the Fifth Ave. Theater.

Cleveland—Meyer Kaplan, local theater owner, will be married Jan. 1 to Lillian Rosen.

Cleveland—Charles Beekerman has been appointed Ohio representative for Master Art organists.

Elyria—A. J. Cooper is out of the Rialto, which has reverted to John Pekras, who holds the lease. Pekras will not open the house.

Selznick to Handle
6 to 8 Productions
(Continued from Page 1)

of all of these productions will be named to succeed Selznick is up to Kahane to decide. It is understood that no one will be given that official capacity.

Work on the current season’s program is being actively handled by Selznick of the east, and the RKO studios are about to start an unprecedented year-end drive with 10 features in work within the next week. Now in production are “King Kong,” “The Last Days of Cleopatra,” “Mary Holmes.” Being prepared to start within 10 days are “Tessie,” “The Great Jasper,” “Our Bettors,” “Sweeping,” “The Magnificent Obsession,” “The Past,” “New You See It,” “Animal Kingdom,” and “No Other Woman” are in the cutting rooms.

Hammons Not to Duplicate
Story Ideas in Features

A policy of not duplicating story ideas which are worked on the World Wide program, according to E. W. Hammons, crusader for diversified program. The same type of attraction, whether in run of the house or one, soon becomes passe no matter how fine it is, says Hammons.

ABRAMSON CASE COMING UP
Long-pending case of Ivan Abramson, producer, against the Hays office is due for trial this month in the Federal Court, New York. Abramson, who is charging conspiracy, will call Jake Conn, former exhibitionist, as his first witness. Max Steuer is representing Hays office and may delegate Bruce Bromley, expert in film litigation, to cross examine Conn.

AID “MAIL EARLY” CAMPAIGN
M. J. O'Toole, secretary of the M. P. T. O. A. and Charles L. O'Reilly, president of the T. O. C. C., are urging their members to cooperate with the movement in its “mail early” campaign. The theaters are being asked to run plugs for the campaign and insert helpful notices in their programs.

COLUMBIA FILM FOR ROXY
Columbus’s “Man Again Woman,” with Jack Holt, opens Dec. 16 at the Roxy.

In Trenton, N.J.—Ness & Reek have disposed of their interests in the Grand to H. B. Lindblad.

Arramone, N. D.—The Hyland, destroyed by fire, will be replaced by a new theater.

Frazee, Minn. —The Palace has been taken over by Victor Anton from George Bauer.

Knoxville, Tenn.—Fire did about $8,000 damage to the Gay theater. The house immediately reopens without repair

Selznick to Handle
6 to 8 Productions
(Continued from Page 1)

Fox Starting Flexible Scales in Jan., Says Kent
MPTOA ASSAILS ALLIED FOR 'HOPELESS PROGRAM'

Borris Morros Takes Over Milton H. Feld's Post

Santa Claus
... Walt Disney, Agent
By Jack Alacoque

HOOPLE! We are five years younger.
Sure, business is terrible, but what
do we care? To hell with the depression!
Our outlook on life is completely changed
and all because we have just seen old
Santa Claus himself, brought to the screen
as only that old maestro Walt Disney can
present 'em, and as full of fun, good cheer
and happiness as a Christmas morning on the
old southern plantation of Col. Alacoque
with all the kids blowing horns at the
same time. Here is a gem of a Christmas
story. Doubt not the finest we have ever
seen. It is called "Santa's Workshop"
and will be devoured by every kid
from seven to seventy. Any mile of film
that gets us to eat spinach and wash be
hind our ears must be pretty good. Good
hell! Here's a bundle of Christmas spirit
that's perfect. 

WISH to goodness that PARAMOUNT
would change the theme MUSIC they
use to OPEN their newsreel. ... We have
seen SEVERAL excellent film minds tell us
"The Sign of the Cross" is the GREATEST
picture ever made ... "ROXY" is still
the daddy of 'em all over the RADIO ...
TRANSM-LUX should fix that Broadway
SCREEN so that you can see the picture
from the side seats ... There will be
more BIG names on Broadway than at
any time in its history during the early
weeks of the RADIO CITY shows.

EVEN the EXECUTIVES will have to pay
for their tickets at the opening of the
RADIO CITY theaters ... SAM Katz won't
talk, but he's just about the BUSIEST man
in or out of pictures ... There's a BIG
resignation in the air ... "If I Had a Mil-
lion" is swell entertainment ... There's
a BANG-UP battle going on WITHIN
one of the major outfits ... HARRY Cohen siz-
zed when we SUGGESTED Columbia might
merge with another company ... Wonder
what happens to mass meeting-suggesters
when they GROW UP.

Will Have Charge of N. Y.
Houses and Contact
De Luxers

Appointment of Boris Morros in
charge of Publix New York the-
aters and home office contact for de-
lux houses, succeeding Milton H.
Feld, who resigned Monday, was
announced yesterday by Depen-
bow, Jr., head of Publix operations.

Help the Relief Fund?

MAY TRY 1-YEAR PLAN
FOR NAT'L APPEAL BOARD

Operation of the national appeal
board over a 1-year plan with ob-
ject of testing its scope is likely to
be tried, said M. A. Lightman, M.
P.T. O. A. president, yesterday.
Providing the set-up works out
satisfactorily at the end of the year,
the plan will be extended for two
years, making it comparable
to the La Salle scheme.

Have You Helped the Fund?

Admission Tax Netted
$1,509,708 in October

Washington Bureau of THE FILM DAILY
Washington—Total tax collections
for October, as released by the In-
ternal Revenue Department, show
$1,509,708.27 from admissions,
against $156,255.65, in October, 1931.
Admissions ranked eleventh among
the 52 tax incomes reported.

Kent Says Flexible Admissions
Will Be Started by Fox in Jan.

Zukor Spikes Rumor

As a result of a published report,
significant on the coast, of the peri-
odical rumor about an impending Para-
mount-Warner move, Adolph Zukor
yesterday issued a formal statement
branding the story as entirely unfound-
ed.

The 1931 Film Daily Year Book will be Bigger
and Better than ever.—Advt.

How About It, Col. Cole?

On Nov. 25 THE FILM DAILY pub-
lished a dispatch from Dallas quoting
Col. H. A. Cole, president of Allied
Theater Owners of Texas, to the effect
that his unit, in convention, had ap-
proved the proposed new contract
few days later, at the Chicago mass
meeting. Cole denied the Dallas story.
Investigating the matter, FILM DAILY is
informed by its Dallas correspondent
that the statement published Nov. 25
was obtained direct from Cole. The
respondent further says Cole em-
phasized the fact that his unit's en-
dorsement of the contract would prove
a national bombshell. This is being put
on record because it belongs there.

NEW CONTRACT APPROVED
BY WASHINGTON M.P.T.O.

Washington Bureau of THE FILM DAILY
Washington—Executive committee of the M. P. T. O.
who has disposed of Musicians of Colum-
ia, of which A. Julian Brylawski is president, has
approved the proposed new exhibition
contract. The organization is against
federal legislation.

Conferring With Unions
On Marco's Legit. Plan

Conferences now being held with
President Frank Gillmore of Ac-
tors' Equity, William Elliott of the I.A.T.S.E., and Joseph N. Weber of the
American Federation of Musicians will
determine whether Stage
(Continued on Page 4)

PARA. WINS COURT RULING,
NEW ACTION UP MONDAY

Paramount's contention that Rel-
mar Holding Co., holder of some
Paramount bonds, had no right to
seize the company for a receiver
Film Producing Corp., Paramount
subsidiary, and for an injunction
(Continued on Page 4)

Relief Fund Needs Your Aid:

Brookhart Measure
Is 75th on Calendar

Washington Bureau of THE FILM DAILY
Washington—No calendar busi-
ness affecting motion picture indus-
ty has come up yet in the Senate.
The Brookhart Bill is about seventy-
fifth on the calendar.

Share What You Have!

Come on in, you fellows. Share
what you have, no matter how much, with
the chaps who are really up against it.
Send SOMETHING in for the FILM DAILY RELIEF FUND. Right now, Be-
fore you put it off. Don't force as
you turn away good fellows who apply
for Federal relief. Without money the
fund cannot function. It has never
failed the unforeseen of this indus-
try. It's up to you to carry on. SEND YOUR BIT TODAY.

SEEDS NO CHANCE OF RELIEF
THROUGH FEDERAL INTERVENTION

Assailing Allied for its federal regu-
lation program, the M. P. T. O.
yesterday stressed the futility of
prospects of industry relief from this
quarter. Allied, he said, "to con-
continue a wild goose chase for such
legislation is unfair and misleading to
the independent exhibitor who wants
relief here and now."

"Well-informed opinion is unanimous that
there is no hope for securing any sort
of relief through changes in the anti-trust
despite or innovations in the way of Federal control
of a national industry for a long time
to come in Congress," says the statement,
embris in a resume of the industry relief
program negotiations which involved Allied
(Continued on Page 4)
May Try 1-Year Plan For Nat'l Appeal Board
(Continued From Page 1)
to the 3-year length of the standard licensing and local arbitration agreement. Otherwise the plan will be modified.

MILWAUKEE CENSUS FUND
Milwaukee—Up in arms over the elimination of the city’s $2,000 annual appropriation for film censorship, National Board advocates are to hold two protest meetings in the next 10 days. The $2,000 allotment, granted yearly for the past decade to the municipal motion picture commission, was cut out for economy.

Be a Regular—Help the Fund!

ATLAS TO MAKE SHORTS
Atlas Soundfilm Studios has made a deal with Cinevox Productions to do a series of six two-reelers, it is announced by Ben Berk, vice-president. Atlas also is expanding its scope to include commercial films.

TAX. SUN. SHOWS PROPOSED
Baltimore—Two proposals have been made whereby theaters will figure in unemployment relief. A tax on admissions is advocated by the Tidewater Ministerial Union, while exhibitors favor Sunday performances. A meeting on the situation will be held today.

MILLIKEN FOR MILWAUKEE
Milwaukee—Carl E. Milliken of the Hays Office will address the Milwaukee County Federation of Women’s Clubs at the Wisconsin Club, Dec. 12. Others on the program will be Fred S. Meyer, L. George Ross, C. W. Trampe, Frank M. Metcalfe and Mrs. J. C. Buckland.

SHERIDAN BOMBED AGAIN
Chicago—For the second time in a week the Sheridan, northside house, has been bombed. Mayor Leyman, part owner, told police he uses a non-union operator.

ASTOR OPENING CHANGED
Opening of M-G-M’s “Rasputin and the Empress” at the Astor has been changed to Dec. 23, instead of Christmas night.

—Relief Fund Needs Your Aid—
E. S. S. LEASES SPACE
Exhibitors Screen Service has leased space on the fourth and fifth floors of the Film Center Building.

RKO LEASES REGENT
RKO circuit has leased the Regent in Harlem. House once was operated by “Roxy.”

PERRY VAUGHN IN HOSPITAL
Kansas City—Perry G. Vaughn, son of the Sun, suburban house here, has been critically ill in pneumonia in Menorah hospital.

GASTONIA HOUSE BURNED
Gaston, N. C.—The Ideal, formerly managed by J. E. Simpson, has been destroyed by fire, with loss estimated at $80,000. Plans are under way for rebuilding.

Wampas Select Fifteen Baby Stars This Year
West Coast Bureau of THE FILM DAILY
Hollywood — The following have been selected as Wampas baby stars: Lillian Miles, Columbia; Mary Carlisle, M-G-M; Eleanor Holm, First National; Patricia Ellis, Warner; Marion Buckley, Educational; Dorothy Wilson, Radio; Ruth Hall, Sam Goldwyn; Lona Andre, Paramount; Boots Mallory, Fox; Gloria Stuart; Evelyn Knapp, Lillian Bom and June Clyde, Ginger Rogers and Dorothy Layton, free lance players. A triple tie makes fifteen selected instead of the usual thirteen. They will be presented in six Los Angeles theaters.

—Help the Relief Fund—

“SILVER DOLLAR” HOLDS OVER
Denver—Having attracted almost three times as much business as the previous picture in its first week, First National’s “Silver Dollar” is being held a second week at the Denver, making it the first extra week holdover. Backed by an unprecedented advertising campaign, the house has been packing them in. Nearly all copies of the newspaper space was devoted to reviews and stories following the premiere.

COLE SUPPLY REORGANIZED
Kansas City—Cole Theater Supply has been reorganized and incorporated. W. P. Humston, sound engineer, is now president, and T. F. Cole, who organized and headed the company, will manage.

ED SULLIVAN AT AMPA
Ed Sullivan, Broadway columnist, is the surprise number on today’sampa luncheon program in Sardi’s. Others already announced include Herbert Rawlinson, Mr. and Mrs. J. E. Williamson and Frankie Besh.

KAREN MORLEY MARRIED
West Coast Bureau of THE FILM DAILY
Hollywood — Marriage of Karen Morley and Charles Vidor on Nov. 5 in St. Paul, Minn., has just been disclosed. She used her real name, Mildred Linton.

—Every Dollar Helps the Fund—
KAPLAN HEARING TODAY
Argument on a motion for an injunction against the outing of Sam Kaplan as head of Local 206 will be heard in Supreme Court today.

RKO ST. LOUIS CLOSING
St. Louis—RKO will close the St. Louis Theater tonight. House may reopen after Christmas, but it’s not certain as the city is expected to be badly overheated. Report also has it that RKO is dickering for Publix to take back the Missouri.

DAVID O'MALLEY RESIGNS
David O’Malley, general office manager of Powers Pictures, has resigned.

QUITTER TESTIMONY TODAY
More preliminaries continued yesterday in the Joseph P. Quittner case against Paramount, being tried in the Federal Court, New York. Taking of testimony begins today.

A Column of Successful Showmen!

MRS. J. E. COURTHER
Courting Courtier, Gallatin, Mo.

“We were greatly pleased with Columbia pictures for last season, and have bought them for 1932-1933. Our patrons ask for them, so it is a pleasure to recommend them.”

ROBERT L. SCHERER
Grand Theatre, Linton, Ind.

“Columbia has many satisfied and happy exhibitor customers, none so loyal as I. I buy Columbia because Columbia knows how to make pictures that my patrons want.”

S. ENEA
California Theatre, Pittsburg, Calif.

“We are all more than pleased with the quality and type of pictures released by Columbia. Our patrons tell us that Columbia continues making bigger and better pictures.”

A. R. MALEY
Lamer Theatre, Elk City, Okla.

“We have played Columbia pictures for two seasons and like them very much. Have just played ‘American Madness’, one of the greatest pictures ever made.”


“MAN AGAINST WOMAN”
IT'S A HABIT!

2 Weeks Ago....

And now---

4 Stars in "Liberty" for
EDW. G. ROBINSON
"SILVER DOLLAR"

DEC. 10 ISSUE, OUT NOW.
GET IT........FRAME IT!

And 40% of all 4-Star and 3-Star pictures
in Liberty in the past 6 months have been
WARNER BROS'!!
MPTOA Assails‘ Allied’ For ‘Hopeless Stand’

(Continued from Page 1)

up to the Chicago exhibitor mass meeting. "The new incoming administration has room for development?" he added, "but all signs of its interest in the interests of the exhibitors are negligible."

Supporting the M. P. T. O. A. industry relief propoa, including a ten-point "Window Display" contract, the bulletin calls upon "organized exhibitors to make a showing of their interest and support in the matter."

In a criticism of Allied’s part in the Chi-
cago and New York mass meetings, the re-
sume says that "strategy was employed to prevent a vote on acceptance or rejection of the optional contract."

Later the bulletin continues: "What is the net result of all of this maneuvering and strategy by Allied? For six years their paid organizers have continuously sponsored and campaigned for the Brookhart-Myers bills. Surely reaffirming their proclaimed support of such legislation was meaningless. It has been for the benefit of Allied. By winning control on their six-year plan for another six years, it may continue to be profitable. The only immediate result of any importance is the op-position to the last-minute of any other support and help Allied may have been able to deliver in putting over the present plan for removal of abuses within the indus-
ty and the practical solution of some of the exhibitors major immediate problems."

MPTOA Not Draining
Regional Unit Finances

Listing the basic principles to which it is dedicated, the national organization, O. A., in a bulletin sent yesterday to its directors and regional units, states that it seeks to drain the finances out of our regional units to maintain an expensive, high salaried national organization, but rather urges you to spend your own hard-earned money on activities in your own territory." Reference obviously is to the national officers.

Among the principles listed is that the M.P.T.O.A. has "insisted that an exhibitor organization be run for the benefit of the independent exhibitors, not to provide well paid jobs for so-called leaders and or-

WARNER FILMS ON TRAIN

Warner has closed a deal whereby its entire library will be shown on the special Year Round Florida train put on by the Pennsylvania Rail-

The Film Daily

Thursday, Dec. 8, 1932

Para Wins Court Ruling; New Action Up Monday

(Continued from Page 1)

restrain payments to bank creditors, is upheld in a ruling by the Su-
preme Court. Justice Wesselvogel. A similar case was made by the court in a case brought by Max Nathan.

Another ‘bondholders’ suit, in which Adolphe Goodman and Sun-
Operating Corp., through their at-
torney, Saul E. Rogers, seek re-
val of Paramount officers and
directors, is scheduled for hear-
ing Monday in Supreme Court.

Conferring With Unions
On Marco’s Legit. Plan

(Continued from Page 1)

Shows, recently organized by Harry Arthur and backed by Fan-
chon & Marco and New York finan-
cial interests, will go through with the plan to present legitimate shows at $1 top in 100 or more houses now dark.
First story of the plan was published in THE FILM DAILY of Nov. 22.

A. C. Lindquist Transferred

Kansas City — A. C. Lindquist, district manager of the technical department of the RCA Photophone branch here, has been transferred to Detroit in the same capacity, suc-
ceeding the late R. L. Davis. O. V. Swisher, staff supervisor in western U. S., replaces Lindquist.

New House for Clayton, Mo.

Clayton, Mo.—James P. Wilson, owner of Shady Oak Filing Station, is expected to award contracts soon for a theater here. Plans have been prepared by John A. Lorenzo and C. Alden Scott.

Schine Adds One

Buffalo—The Schine circuit has added another theater, in Bath, to its ar-

Brooke Johns Back

St. Louis—Brooke Johns returns to the Ambassador tomorrow as master of ceremonies.

Many Happy Returns

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrat-
ing their birthdays:

Dec. 8

Bryan Fay Wallace Worsley
Paul Cavanagh Wallace Heffernan
William S. Hart
M.H. Hoffman Again Heads Independent Producers

MORE VAUDE STRONGHOLDS GIVING WAY TO FILMS

Production of Westerns to be Curtained Next Season

World Wide May Drop Its Outdoor Series—Fewer from Monogram

Production of westerns will be curtailed by several companies for the 1933-34 season, according to a Film Daily survey. On account of the popularity of westerns, in both first run and neighborhood houses, particularly for week-end business, the number was increased for the present season, but it is likely that World Wide will discontinue the

LEGISLATION BALLYHOO

BLAMED FOR 7 NEW BILLS

Washington Bureau of THE FILM DAILY
Washington—Interpreted as a re-action resulting from the Allied campaign for a federal legislative program, seven minor petitions urging enactment of an industry regulation bill, in most instances seeking elimination of block booking, have been filed in the House of Represent-

Detroit Unit Is Formed

By Trans-Lux Theaters

Detroit—Daylight Theaters, Inc., headed by Charles O. Lloyd, Sr., John R. Kerby, Abba L. Hill and T. William Sinclair has been chartered to erect a Trans-Lux theater here. Site will probably be at Woodward and Grand Blvd., with opening in about 60 days.

Job-Sharing Plan Clicks

First month’s operation of the 40-hour-week job-sharing plan, first intro-
duced in the motion picture industry by Paramount, resulted in $32 unemployed film craftsmen being given work at that studio and paid wages amounting to approximately $25,000. The plan limits all craftsmen at present employed in the Paramount studio on an hourly basis, to a fixed number with a maxi-
mum of 40 hours of labor. Number of men on the payroll was increased about 20 per cent.

Station F-U-N-D Broadcasting

Are you listening? If you have heard the call of the Film Daily Relief Fund, you’ll surely come across today. You know what it’s for. You know how the unfortunate fellows are helped ALL YEAR by your generosity. You know you can afford something. And we know you will do it right now. Come on, loosen up. We’ve never given to a more worthy cause and never has a call for funds been more urgent. Let’s have it. Address the

COL. JOY, LAMAR TROTTI BECOME SHEEHAN AIDES

West Coast Bureau of THE FILM DAILY

Hollywood—Col. Jason S. Joy and Lamar Totti, both formerly with the Hays organization, have been appointed assistants to Winfield R. Sheehan, Fox vice-president in charge of production.

Re-election of Picquet Expected at Carolina Meet

Charlotte—Re-election of Charles Picquet as president of the M. P. T. O. of North and South Carolina is indicated at the coming annual convention, scheduled for Dec. 21 here. Picquet is also active in the affairs of the M. P. T. O. A. Speakers slated for the program include S. R. Kent, M. E. Comerford, M. J. O’Toole, Dave Palfreyman, M. A. Lightman, Harry Baine, Love B. Harrell, H. Buchanan, Mayor Lam-

Borris Morros Retaining Some of His Old Duties

Borris Morros, whose appointment to succeed Milton Feld in charge of Publix de luxe houses was exclusively printed in The Film Daily yesterday, will also handle duties incidental to his old position.

Independent Producers Elect Hoffman, Goldstone, Carr

West Coast Bureau of The Film Daily

Hollywood—M. H. Hoffman has been re-elected president of the Independent Motion Picture Producers’ Ass’n, with Phil Goldstone as first vice-president; Trem Carr, second vice-president; Nat Levine, secretary; Larry Darnour, treasurer.

Playing Time for Acts is Less Than Half Last Year’s Figure

With playing time for vaudeville now less than half of what it was a year ago, dropping of “flesh” in favor of special film programs is progressing to such an extent that the zero line will soon be in sight. Since the New York Palace, leading fortresses of variety, announced the show world by go-

ONLY 11 PUBLIX HOUSES NOW USING STAGE SHOWS

Only 11 Publix deluxe are now playing stage shows, following the circuit’s extensive decentralization movement. In Toledo the Paramount house will drop this policy in two weeks. Other Publix theaters using

Feld and Chatkin Finish Publix Duties This Week

Arrangements have been made for Milton F. and David Chatkin, Publix executives who resigned Tuesday, to end their duties immedi-

“A Farewell to Arms”

One of the most compelling love stories brought to the screen in many a day finds expression in this strikingly

(Continued on Page 5)

GILLETTE.
Only 11 Publix Houses Now Using Stage Shows

(Continued from Page 1)

stage shows are: Paramount, New York; Roxy, Brooklyn; Beulon, Buffalo; Paramount, Fisher and Michigan, Detroit; Chicago and Metropolitan, Boston; and the Paramount, Los Angeles.

ROXY DECISION NEXT WEEK

Court decision on the Roxy name was deferred yesterday until sometime next week. Meanwhile attorneys for both sides were instructed to agree on the amount of bond to be posted for the losing side. Whatever the decision is, it will be carried further on appeal.

GRAINGER SETTLEMENT UP

Working out of a settlement of James R. Grainger's contract with Fox as vice-president in charge of sales starts immediately with Saul Mersereau, Paramount's representative, as active. Grainger leaves tomorrow for a rest in Florida.

RIALTO, NEWARK, REOPENING

William Shirley, representing the Rafferty estate, owners of the Rialto, Newark, is in New York from upstate to handle a deal whereby the house will be reopened with films and Fanchon & Marco stage talent. Warners closed their theater about two years ago. Before that the Shuberts had it. Remodeling is planned.

SALKIN LEAVES ORIENTAL

Chicago—Leo Salkin, manager of the Oriental, has resigned, effective Dec. 23, and may join Fanchon & Marco. Though reported closing, the Oriental will remain open, and R & K Stage shows probably will be dropped after this month.

JOHN GORING AT GAITY

John Goring, former manager of the Criterion, has been signed by Warners as stage manager for the Gaity, where "Cavalcade” opens next month for a two-a-day run.

VALEEN WINS DECISION

Justice Wassergold yesterday handed down a decision denying the motion made by Grantland Rice, who sought action against Van Buren for contempt.

NEW N. C. HOUSE OPENS

North Wilkesboro, N. C.—The New Orpheum has opened, with four Warner attractions occupying the entire first week's feature program.

VALLEE IN PARA. FEATURE

Paramount has signed Rudy Vallee for "International House.”

HARRY LEE DIES

West Coast Bureau of THE FILM DAILY

Hollywood—Harry Lee, veteran character actor, died suddenly here.

"FUGITIVE" HOLDS

Warner’s “I Am a Fugitive” is being held a second week at the Brooklyn Stratis.

Feld and Chatkin Finish Publix Duties This Week

(Continued from Page 1)

... and A. C. "Bud" Feldman, managing director of the RKO, was again in charge.

MILLIKEN IN MEMPHIS

Memphis—Carl B. Milliken of the Hays office addressed a joint meeting of the Better Films Committee, the Parent-Teachers Ass’n, Civic Clubs, Rotary and Kiwanis here yesterday. He spoke on the value of films as an ally of all American business and declared that through organized interest in and support of the better type of films, the public can determine what the screen entertainment of the future will be. He denied that censorship is doing nothing to the improvement of pictures, and never will.

VON LUCKNER FOR CUOMO

Count Von Luckner will be next Tuesday’s guest of honor at the Motion Picture Club Forum. He will be present to testify this week just preceding the Forum session, at which he is to be the principal speaker. Other attractions for the program are now being arranged.

ARBUCKLE SIGNED AS M. C.

Hollywood—(Patty) Arbuckle has been signed as nightly master of ceremonies at the Coconut Grove on the roof of the Park Central, starting tonight. In addition he will be heard three times weekly on the air over the NBC network. At the same time he is continuing his series of shorts for Vitaphone.

WARNER STUDIOS FINISH 2 WEST COAST BUREAUS OF THE FILM DAILY

Hollywood—George Arliss, now engaged on his next Warner vehicle, "The King’s Vacation," is devoting his spare time to writing his mem- oris of Hollywood.

W. M. DESMOND A FATHER

West Coast Bureau of THE FILM DAILY

Hollywood—William Desmond and his wife, the former Mary McVor, are being congratulated on the arrival of a daughter.

FRISCO FOX REOPENING SET

San Francisco—Reopening of the Fox theater here in about two weeks under the direction ownership of William Fox is reported set.

"VIRGINS OF BALI" AT CAMEO

"Virgins of Bali," released by Paramount, opens today at the RKO Cameo.
TREE CHEERS FOR WALT DISNEYS
TWO GREAT
XMAS
SPECIALS!

MY! WHAT WONDERFUL THINGS
THEY'RE SAYING ABOUT THAT NEW
SILLY SYMPHONY
IN COLOR
“SANTA’S WORKSHOP”
AND
MICKEY MOUSE
“MICKEY’S
GOOD DEED”

GLORIOUS!
GLITTERING
GOOD
WONDERFUL!
GUILTY!

OH! MIN!
WHAT DOES
STOOPENDUS
MEAN?

SANTA!
LOOK AT
THOSE
WORDS!
COLOSSAL! TERRIFIC!

M-M-M-
MAGNIFICENT!
I LIKE
THAT WORD!

Distributed EXCLUSIVELY by

UNITED ARTISTS
Showmen are playing them UP in their ads, on their marqueses, in their lobbies! Critics give them more space than they give the full-length attractions on the same bill. Audiences applaud and cheer them at every performance.

THEY OUT-FEATURE THE FEATURE BECAUSE THEY ARE THE FEATURE...

ON ANY BILL!
VAUDE STRONGHOLDS
GIVING WAY TO PICTURES

(Continued from Page 1)

William Shirley is in town from upstate.
Sari Marita, Passmore player, has
returned to the coast after a visit in New York.
Nat Leaton of Cleveland has been visiting
Warner. He is also assistant to the president of
the I. A. T. S. E. and M. P. O.

PALACE POLICY CHANGE
Akrum-O.-Straight pictures on a split-week basis, with occasional
first-run double features, is the new policy at the
RKO Palace.

"LIFE BEGINS" DOING BIG
"Life Begins" is proving one of the
biggest money makers on the coast.
Warner release schedule, outside of "I Am a Fugitive From
a Chain Gang," according to Warner officials.

Borris Morrow Retaining
Some of His Old Duties
(Continued from Page 1)
in charge of the circuit's production
and music departments.

A new statement last night by Paramount Public confirmed that
Morgan had been promoted to take charge of
the New York theaters, but due to the general decentralization be-
ing put into effect, successors to the posts held by Feld and D. J. Chat-

KROUSE RE-ELECTION SET
Philadelphia-Re-election of Lou
Krouse as president of the opera-
tors' local is assured with his un-
opposed nomination for that office.
He is also assistant to the president of
the I. A. T. S. E. and M. P. O.

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biggest money makers on the coast.
Warner release schedule, outside of "I Am a Fugitive From
a Chain Gang," according to Warner officials.

THE MATCH KING
with Warren William, Lili Damita, Glenda
Fayle, Juliette Compton.
First National. 70 mins.

ATTEMPT TO FILM A FANTASTIC
CAREER IS JUST FAIRLY SUCCESSFUL;
WUNCH MISSING.

Despite the amazing true-life material on
which this picture is based, the produc-
tion emerges as a rather mild affair. It
holds a certain amount of interest, sus-

cence and probably curiosity because of
the widely-publicized activities of a busi-
ness wizard who rose from a street

deciever to a dictator of governments, but
the handling of the story falls far from
any definite reactions. There is so much
ground to cover, from the hero's brazen
financial operations to his ardent roman-
cing in various cities of the world, that
the action skips along pretty fast but fails
to register much of a punch.

Cast: Warren William, Lili Damita, Glen-
da Farrell, Harold Huber, Spencer
Charter, John Wray, Murray Kinnell, Hardie
Albright, Juliette Compton, Claire Dodd,
Alan Hale, Edward Broode, Harry Ber-
ford, George Meeker, DeWitt Jennings,
Alphonse Ethier, Robert McAdoo, Bodil
Rosing, Warren William, Lili Damita
Director, Howard Bretherton; Author,
Einar Thordalson; Adaptors, Sidney Sut-
erland, Houston H. Smith;
Editors, Cameraman, Robert Kurlee, Editor, Jack
Kiliffer.

GOOD, Photography, Fine

CENTRAL PARK
with Joan Blondell, Wallace Ford, Guy
Kibbee.
First National. 57 mins.

ACTION AND NOVELTY KEEP THIS
BIG CITY MELLODRAMA MOVING
AT FAST PACE.

This might be called the public park
version of "Grand Hotel" and "Union De-
pot." It presents a fantastic array of
melodramatic and comedy incidents such
as might happen in New York's world-

famous Central Park. Though the story
itself is flimsy, consistent action and
unexpected developments serve to pep it up
so that galloping affair reminiscent of the
deadly. Not much conclusive plot to the
proceedings, but for romance there is a
meeting between a hungry girl and her
boy, Joan Blondell and Wallace Ford; for
melodrama there is a holdup of the Casino
and an escaped lion. Haunts are plentiful;
the cast strong.

Cast: Joan Blondell, Wallace Ford, Gay
Kibbee, Henry B. Walthall, Patricia Ellis,
Charles Sellon, Spencer Charters, John
Wray, Harold Huber, Holmes Herbert, De-
Witt Jennings, Henry Armetta, Willard
Robertson, Harold Holman, William Pavley,
Maude Eames, Edward LeSaint, Irving
Bacon, George Collins.

Director, John Adleff; Author, Ward
March; Adaptors, Ward Howrehouse,
Earl Baldwin; Dialogues, same; Camer-
aman, Sid Hickox; Editor, Bert Levy.

Direction, Action, Photography, Good.

PRODUCTION OF WESTERNS
TO BE CUT NEXT SEASON
(Continued from Page 1)

making of westerns and Monogram
will reduce its present line-up of
16 to half that number.

World Wide is now considering dropping the
Ken Maynard series for next year. Mono-
gram, now making 8 Bob Steele and 8 Rex
Bell westerns, will continue to make the
former, but will transform Bell into a "stunt"
star with stories written along action themes.
It is understood that several other companies
will cut the number of westerns under the
present schedule.

Legislation Ballyho Blamed for 7 New Bills
(Continued from Page 1)
atives. Rep. Selvig of Minnesota
has brought in the petitions from the
following legislators, all being re-
ferred to the committee on inter-
state and foreign commerce:
Holy Name Society of Detroit Lakes,
Mich.; Holy Rosary Alt., Detroit Lakes;
Holy Rosary Parent-Teacher Association,
Detroit Lakes; Parent-Teacher Association,
State River Falls, Minn.; sodality of the Blessed
Virgin, Duluth; and Holy Family of Ohio
has filed a similar petition from the Woman's
Home Missionary Society of Delaware, that
state.

Arch Reeve Quits Para.;
Reported Joining Fox
(Continued from Page 1)
ic relations lead now occupying a
similar position at Fox, is visiting
the studio and is reported to have
arranged for Reeve to join his out-
fit.

MONARCH RELEASES TWO
Two Monarch productions are be-
ing released this month by Preuler
Films. "The Savage Girl," with
Robinson and Walter Byron, goes
in release this week, followed by
"The Penal Code," with Regis
Toomey, Dec. 19.

AFTER MIDDLETOWN HOUSE
Middletown, O. — Maurice Davis,
who has houses in Evansville and
St. Vernon, Ind., is reported negoti-
ating for the Strand here. House
has been operating under receiver-
ship.

MANY HAPPY RETURNS
Best wishes are extended by THE FILM DAILY to the following members of the
families of those celebrating their birthdays:

Dec. 9
Douglas Fairbanks, Jr. Edward J. Dowling
Harry D. Wilson
R. M. Blumenfeld
Mark Hamilton
Bert Spratte

THE FILM DAILY
Dec. 6 at N.Y. Winter Garden

"CENTRAL PARK"
with JOAN BLONDELL

"Bound to please"..."one thrill after another"..."fast—exciting."
—The Critics

Dec. 7 at N.Y. Strand

WARREN WILLIAM
in "The MATCH KING"

"Highly intriguing"..."splendidly acted"..."exceedingly entertaining"..."William excellent."
—The Same Critics

HITS IN 2 DAYS FROM WARNER BROS.
It's a Habit!
Another ‘First National’ Unit Proposed in Philly

SHORT SUBJECT OUTPUT FAR AHEAD OF SCHEDULE

Too Much Gov’t in Business Now, Says Sidney Lust

Exhibitor Says Proposed Contract Has Ample Concessions

Washington Bureau of THE FILM DAILY

Washington—Declaring that the proposed new contract represents “the best concessions we have ever received,” Sidney Lust, exhibitor in this territory, urges adoption of the agreement in preference to federal legislation, believing that “there is too much government in business now.” Lust was a delegate to the New York mass meeting and a member—

(Continued on Page 4)

—Help the Relief Fund!—

STUDENTS WILL REPORT
BOX-OFFICE REACTIONS

Planning to deliver box-office reactions to picture producers, the National Association of Teachers of English is conducting a student experiment with object of teaching appreciation of motion pictures. Plan is to have several student groups, one partly trained in film appreciation and the other untrained, view pictures from time to time and learn their ingredients. The M.P.T.O.A., yesterday urged—

(Continued on Page 4)

—Have You Helped the Fund?—

2 Warner B’way Houses

May Reopen Xmas Week

In addition to reopening the Hollywood on Dec. 23 with “Lawyer Man,” Warner Bros. contemplate reopening the Warner for a showing of “Silver Dollar” simultaneously with the run of this picture at the Strand a few blocks down the street.

Halperins May Join Paramount

West Coast Bureau of THE FILM DAILY

Hollywood—Negotiations are pending whereby Victor and Edward Halperin will join Paramount as unit producers.

FILM RELIEF FUND NEEDS SUPPORT FROM EVERYBODY

“If you fellows who have not as yet contributed to the FILM DAILY RELIEF FUND come across SOON, the total amount collected will be far from sufficient to take care of those who need assistance, and deserve it, during the next 12

(Continued on Page 4)

Paramount Wins Point

In J. P. Quittner Suit

Paramount won a point in the Joseph P. Quittner case when Judge Caffey denied a motion of the plaintiff to amend the complaint to allow the action to cover events as far back as 1911. Under this decision in the Federal Court, New York, the case will confine itself to occurrences since 1921. Both sides finished their openings yesterday afternoon at 4:30 o’clock. Change in the plaintiff’s plan is expected to call Quittner as the first witness Monday.

15 Roadshow Dates Set

For “Sign of the Cross”

“Sign of the Cross,” Cecil B. De Mille’s Paramount production now at the Elston, will have roadshow openings in seven cities during Christmas week, followed by other plays more after New Year’s. In the first group are: Majestic, Boston; Aldine, Philadelphia; Wilson, Detroit; Ohio, Cleveland; Erlanger, Buffalo; Ford’s, Baltimore; Hartman, Columbus. The openings after New Year’s include: American, St.

(Continued on Page 15)

Move Launched in Philadelphia For New ‘First Nat’ Company

William Fox Sells Six Lots

In Radio City Development

William Fox has finally sold to the Rockefeller Center interests the six lots owned by him in the area covered by that development. This will make it possible to carry out the new construction plans of the Rockefeller group.

Philadelphia—Believing the situation “perfectly set for the organization of a production company, financed and controlled by independent individual exhibitors and independent circuit owners,” a move is under way here to line up support—

(Continued on Page 2)

The Film Daily Year Book is the Standard Reference Book of the Industry.—Adv.

Majority of Shorts Units Reach Half-Way Mark in Four Months

Production of short subjects for the coming season as a whole is close to 30 per cent ahead of schedule, with indications that the final total of shorts turned out in 1932-33 will exceed the estimate of about 1,200. Plans are progressing at a rate that will enable them to finish their entire year’s program of shorts in about six months. Among these is the

(Continued on Page 4)

—Do Your Bit for Relief!—

BURKEY LESOOS DECISION IN ANTI-TRUST ACTION

Kansas City—Verdict in favor of defendant was handed down yesterday in W. O. Burke’s suit against distributors. Burkey’s petition claiming certain parts of the old contract were illegal.

—Relief Fund Needs Your Aid!—

No Tent Show Opposition

In Florida This Winter

Jacksonville—Florida theaters finally appear to be rid of the tent-show opposition that has been giving exhibitors worry during the winter months. Following the drive launched against these itinerant attractions last year, only two outfits to date have attempted to invade the state this season, and both of

(Continued on Page 15)

World’s Fair Film

Chicago—Chicago Film Laboratory has turned out a world’s fair photoshow depicting the story of the growth of Chicago from Fort Dearborn to the metropolis of today. Harold Wilcox furnished the narrative voice that runs through the several reels. The picture is to be distributed to theaters and educational and civic groups.
Students Will Report
Box-Office Reactions
(Continued from Page 1)

exhibitors to co-operate with the association in this experiment. It pointed out the prospects of exploitation and good-will which can be derived from such a tieup.

CARL EDOUARDE DEAD
Carl Edouardé, 57, formerly orchestra director under "Roxy" at the Regent and Strand, and in synchronizing music for films, died Thursday at his home in Lo-cust, N. J. He underwent a heart operation several months ago. Edouardé also was connected with Pathe when it was producing shorts in the east. Funeral services will be held today at Christ Church, Rochester, N. Y.

Another "First National" Proposed in Philadelphia
(Continued from Page 1)

ers for such a project. "This organization can be patterned to some extent on the old First National order, except that exhibitors should have even greater control and more voice in the production company," says Oscar Neufeld, spokesman. "It is possible to form such an organization now. All that is necessary is the assurance that the exhibitors will support and encourage the or- ganizers. Without obligation on the part of the exhibitor, a man can be an exhibitor, by mail or wire, merely signify approval of such a plan, addressing Oscar Neufeld, 1243 Vine St., Philadelphia.

WIN STORY CREDIT
West Coast Bureau of THE FILM DAILY
Hollywood—A special committee of the writers' branch of the Academy of M. P. Arts and Sciences, after an extensive examination of scripts of the RKO prize nomination film, "What Price Hollywood?" announced that credit for the story should have gone to Jane Murin and Adela Rogers St. John. Findings of this committee are expected to invoke more vigorous enforce- ment of the writers' code.

Do Your Bit for Relief!
PREMIUM FIRM OPENS
Full House Premium Co. has opened headquarters for theater premiums in a store directly opposite the Film Center at 354 West 44th St., New York.

YUGOSLAV FILM PREMIERE
"Ljubov i Strast" ("Born to Kiss"), Yugoslavian talker, will have its American premiere Dec. 15 at the 72n St. Playhouse.

MORTON DOWNE A FATHER
A daughter was born yesterday to Mr. and Mrs. Morton Downey. The mother was Eliza Bennett.

HARRY LIEB DIES
West Coast Bureau of THE FILM DAILY
Hollywood—Harry Lieb, veteran film editor, died yesterday.

DATE BOOK
Dec. 12: Bishop and Golf Evening sponsored by Catholic Writers Guild of America, 8 P.M., 57 E. 47th St., New York.
Dec. 13: Contract Bridge Tournament, Motion Picture Club, New York, Dinner, 8:30 A.M., play begins 12:30 P.M.
Dec. 16: Mass Meeting sponsored by American Federation of Motion Pic- ture Theaters, Hotel Astor, New York.
Dec. 17: Dance and Reception of the RKO Em- ployees for Benefit of New York's at 5th Street Theater Building, New York, 9:30 P.M.
Dec. 21: Mid-winter meeting of North and South Carolina Theater Owners Ass'n, Hotel Charlotte, Charlotte, N. C.

Ways-Means Chairman
Would Drop Ticket Tax
Washington Bureau of THE FILM DAILY
Washington—Chairman Collier of the House Ways and Means Committee is strong for repeal of the nuisance tax, although the committee is approaching the sales tax plan with reluctance. Collier named specifically, the nuisance tax, higher postage and the 2-cent levy on checks. "These taxes bring in little of any account and should be wiped off the books," he said.

CANADIAN TALENT IN FILMS
Toronto—As the result of a test launched in Toronto for possible screen talent which might be used in future productions, Bloom and Fine Theaters have selected eight girls who will appear on the screens of the circuit next week, following a private showing this week in the studio of Famous Players. They appear in separate one-reel films made with portable equipment.

Liberty Plays Films
Forty-second St. gets another sub- sequent run house, when Max Rudnick, operator of the Eltinge, reopens the Liberty today with a combi- nation vaudeville and picture show. Eltinge plays burlesque and films.

CAPITOL EXCH. MOVES
Capitol Film Exchange is moving from the sixth to the 10th floor of the Film Center Building in order to get more space.
Playing ALL the BIG ONES

EVERY BIG CIRCUIT OF THEATRES IN THE COUNTRY
HAS CONTRACTED FOR

Educational Pictures

The Finest Theatres and the Finest Short Subjects Naturally Go Together.

EDUCATIONAL FILM EXCHANGES, Inc., E. W. HAMMONS, President
SHORT SUBJECT OUTPUT

(Continued from Page 1)

Hal Roach studios, producing for M-G-M, will have 75 per cent of its subjects completed in January. Vitaphone Pictures, 89 on schedule, with 89 shorts, or two-thirds of the total planned, finished in the first three months. Half of Educational's big lineup is completed and the RKO program is more than 50 per cent done. Majoritv of other shorts producers, including independents, are more or less in advance of release dates.

Recent impetus to short subject sales occasioned by double-featureing is one of the factors in the speeded output of shorts, and the same condition is expected to help the production of additional brevities not originally planned for this season.

- Have You Helped the Fund-

Neil McGuire Producing
Cartoon Series on Coast
West Coast Bureau of THE FILM DAILY

Hollywood—Neil McGuire has begun production on the first of a series of cartoon pictures at his studio at 1050 N. Cahuenga Avenue. These pictures will combine animated cartoons with human players, painted backgrounds and miniature. McGuire recently came back from New York, where he produced forty short subject subjects for Master Art Productions with the following stars: Tony Wons, Boswell Sisters, Lew White, Ann Leaf, Jesse Crawford and 'The Street Singer,' McGuire will produce the new picture independently.

- Be a Regular—Help the Fund-

5 EDUCATIONALS ON BILL

Five Educational subjects are appearing currently at the Gaity, New York house which is featuring "Trailing the Killer." These are: "Forty Thieves," a Terry-Toon; "The Pie Covered Wagon," a Baby Burlesk; "A Fool About Woman," an Andy Clyde comedy; "Traffic," a Lyman H. Howe's Hodge-Podge, and "Hypnotizing for Love," first episode in the Great Hokus Mystery.

MONOGRAPH FOR FOX THEATER

St. Louis—Fox has booked Monographic's "Self Defense" for the week of Dec. 16. It is the first independent production ever single-featured at that house.

SIDNEY LUST, OPPOSES GOV'T IN BUSINESS

(Continued from Page 1)

ber of the M.P.T.O. of District of Columbia committee which last week approved the contract. Others on the committee, opposed legislation, were A. Julian Brylawski, C. H. Olive, John J. Payette, W. W. Weldon and Hardin Wilcox.

"We know how to run our own business," says Lust, "and if the government interferes, it would mean more committees and more red tape."

- Be a Regular—Help the Fund-

Film Relief Fund Needs
Support from Everybody

(Continued from Page 1)

months. Let us tell you of some cases, where men who have held executive positions are now in dire distress and face eviction from their homes. Come up and hear their stories (but not their names). Hear how misfortune has visited them, how they've tried to make ends meet. How they've tried to keep their little families together. If you could hear these stories, you'd get a better idea as to why they've come to this great cause. Address the Film Daily Relief Fund, 1650 Broadway.

Build This Up

J. R. Grainger
Randforce Amusement
C. E. Schiller
C. C. Pettijohn
Charles E. Lewis
Harold Mondoe
Wayne Andrus
City Engraving Co.
Jack Alacoque
Don Menefee
Maurice Karp
Sam Rubenstein
Mae Amsterdam
D. C. Gillette
Annex
Fred Quimby
W. A. Scully
E. S. Bode
W. P. Garry
Richard Brady
Manny Jacobs
George Demise
Leo Klabnow
William Frank
Jay Emanuel
Monogram Pictures
M. E. Comerford
H. C. Arthur, Jr.
Thomas Melgian
Frank C. Walker
William Fiedler
Edward Selzer
Helen Gwynne

"You can't realize the progress the 'movies' have made until you look at the old ones, which are now used as curtain-raisers to make people laugh."—CECIL B. DE MILLE.

Glance through the trends in the movies and you have a record of changing times, popular news and changing viewpoints. You have a pictorial record of them. The movie trends, in fact, are as interesting commentary."—JOHN S. COHEN, JR.

"Get there by your own efforts! Don't make excuses. Don't ask for help until you have failed."—DAVID SARNOFF.

"Audiences of today are like young girls brought up by indulgent parents."—FRANK CAMBRIA.

"I don't know whether I'm good or not until I ask my Chinese cook."—LEWIS STONE.

"Paste brushes and paste buckets have only one mission in life and that is to paste posters on billboards and deadwalls and every empty spot. And printers' ink is the sweetest smelling stuff in the world when it's smeared over advertising plates and served with newspaper circulation."—S. BARRET MCCORMICK.

"There never was a place for chain methods in the operation of theaters."—H. B. FRANKLIN.

"Looks like everything is sort of pulling through the haze of uncertainty... looks like folks will be smiling again... working again... things just seem to be a little better... at least I think so... How 'Bout You?"—TERRY TURNER.

"What ever you do insist that it be done in good taste."—ROXY.
WHAT ABOUT AFTER CHRISTMAS?

Sure—everybody feels merry when merry old Christmas rolls around. But what about after Christmas when the holiday excitement fades away? That’s when comedies count most! It's a happy holiday for showmen when Santa Leo fills their stockings with Hal Roach comedies, the comedies with the big comedy stars (Laurel and Hardy, Pitts-Todd, Charley Chase, Our Gang and The Taxi Boys with Ben Blue). Week in and week out, month after month, they’re the comedies that mean Christmas cheer throughout the year!

HAL ROACH COMEDIES

Merrily distributed by

METRO-GOLDFLOYN-MAYER
RKO Shorts Schedule
Finishing in Record Time

With more than half of the 1932-33 RKO Radio Pictures short program completed and the majority of the others in the process of preparation, work on this year's program will undoubtedly be completed in record time. Twenty-six of the 42 two-reel subjects listed on the program have already been completed together with 22 of the single-reel subjects.

Louis Brock, associate producer in charge of RKO Radio shorts production, is supervising the filming of five series of six two-reel comedies, which are being filmed at the RKO studios. Larry Darmour, producer of the Mickey McGuire comedies, is setting the last two of his subjects in this series of six into work within the next two weeks. The Van Beuren Corp., is readying the final three in the series of six Charles Blaney musical comedies which are also being filmed with sound and music.

Of the one-reelers produced by Van Beuren, films of the 13 Tom and Jerry cartoons, ten of the 26 Aesop's Fables and four of the six Vagabond Adventures have been completed. Preparations are also under way for the filming of the second of the three serials scheduled by the Van Beuren organization.

The shorts completed to date are:


Mr. Average Man comedies starring Edgar Kennedy — "The Golf Champ," "Parlor, Bedroom and Wraiths," and "Fish Feathers."

Harry Sweet comedies—"A Pain in the Parlor," "A Firehouse Honey Moon," "Strange Altitude" and "Havana Hot Shot."

Masquers comedies — "Two Lips and Juleps," "A Bride's Bereavement" and "Through Thin and Thickel, or Who's Zoo in Africa."


Headliner comedies — "Shampoo, the Magician," "So This Is Harris" and one untitled.


Tom and Jerry cartoons—"Jolly Fish," "Barnyard Bunk," "A Spanish Twist," "Piano Tuners" and "Pencil Mania."


*Origin of Christmas*
On FitzPatrick List

"Origin of Christmas," one of the Holiday Series produced by FitzPatrick Pictures, heads the list of releases from this company. These subjects run about three minutes and describe the why and wherefore of each holiday. Pictures have illustrated titles and may be run silent or with sound. The Christmas subject has musical accompaniment by Nathaniel Shilkret's orchestra and a vocal chorus singing carols.

FitzPatrick's schedule also includes 15 Travel Talks, 12 Music Master shorts and Movie Horoscopes for every month. They are available on 16mm. and 35mm. film.

Diversity of Educational Short Subjects Available for Holiday Programs

Educational Pictures has made available for immediate release a large number of its one and two-reelers to supply the usual holiday need of light entertainment. Because hundreds of thousands of children are home from school during the holiday season, this may be a particularly receptive mood for amusing screen fare, a number of subjects deemed especially suitable for the holiday period have been given early release dates.

In addition to the current releases "Duck-Toons, Paul Terry and Frank McGuire's "Toyland," especially for this season, other subjects recommended for educational for holiday are "War Babies" and "The Pie Covered Wagon" are available.

For musical fare during this holiday period, Educational offers the Kendall-deValley Operalouses, feature the world's most famous music. The Operalouses available up to and including the beginning of January are "Milady's Escapades," "The Idol of Seville," "Venetian Masquerade," "Sing Song of a Brahman's Daughter."

Then there are the Gleason's Sport Featurettes, the third of which, "A Hockey Hick," is especially timely, are recommended, as well as the Harry Langdon starring comedies, "The Big Flash" and "Tired Feet," also the Torchy comedies, revolving around Torchy, the office boy, and "Yale," "Cornell" and "Michigan," in the Spirit of the Campus series, in which the songs of the famous universities are sung by Reinald Werrenrath and the Alumni Glee Club.

Silly Symphonies Set New Mark In The Animated Comedy Field

Started in the nature of an experiment, Walt Disney's Silly Symphonies in natural color are now the most talked-of product in the industry. Everywhere they are shown they are eliciting unceasing praise for their artistry.

The Sillyes had been making a name for themselves months before United Artists took over their distribution last July, but when he signed the new contract Walt Disney got about for an idea that would elevate them to a new and higher standard, if possible. He decided upon adding natural color to one or two of them, just to see how the public reacted to them.

The result is history. Instantly the Sillyes became a sensation. The first one, "Flowers and Trees," not only registered an unprecedented hit upon screens throughout the country, but it blossomed forth in the art columns of newspapers and magazines, one of these, the "Philadelphia Public Ledger," devoting several columns to it on its Sunday art page.

Each successive one marked a distinct advance in artistry and ingenuity. "King Neptune" took up where "Flowers and Trees" left off; "Babes in the Wood," now showing in the Palace, New York, and "Kid From Spain," is receiving vociferous applause, and "Santa's Workshop" is making a strong bid to be one of the best short features ever made.

The trouble is that Walt Disney has just been awarded two prizes by the Academy of Motion Pictures Arts and Sciences—one for the creation of "Easy Street," and the other for his colored Symphonies—so now the Academy is going to have a tough time next winter in finding a new award for him.

The Newsreel as a Civic Force

Courtright Smith, President of Pathe News, who was responsible for the development of the sound newsreel, believes that by using the talking screen as a purveyor of news can become one of the first forces in the fight for peace. He says that Pathe News along those lines during the past year, Smith especially mentioned the company's campaign to relieve unemployment. Featured in this campaign were the stories of such industrial leaders as Charles M. Schwab and Thomas W. Lamont, pictures showing thousands of men going back to work in all parts of the country, demonstrating a revival in business. Another feature of this campaign was to publicize those showing the unexplored possibilities of earning a living in the western placer gold mines, which resulted in thousands of Rocky Mountain states discovering a way to make a living.

The result of the Wilson Presidential election, and in the peace and war-debt polls now being conducted by Pathe News, Smith also finds examples of a new opportunity for the newsreels to take part actively in the political and economic life of the country.

Christmas Item Included
In Paramount Pictorial

An item of Christmas interest will be included in the Paramount Pictorial released during the Holiday week. The Paramount newscast will be "War Brides" a new segment in Paramount's Screen Songs, Betty Boop cartoons and Screen Souvenirs. Also embraces subjects suitable for Christmas bills.
Disney Animation Takes Human Form

West Coast Bureau of THE FILM DAILY

Hollywood — Completion of comedies now in the preliminary stages of production and those actually in over-the-film schedule of the Hal Roach studios to the 75 per cent mark, and it is expected that the majority of the production for two or three weeks in January during which time stories and plans for the rest of the schedule will be prepared.

Within the fortnight each of the five comedy units will have three double features, according to A. J. Van Beuren. It tells the story of the building of the west in those pioneer days immediately following the Civil War. There was a depression following that war much the same as there is a depression now following the World War. The people in populated centers of the east were compelled to spread out and seek new lands, new means of earning a livelihood. Some went with a spirit of adventure, others were seeking to evade the law, but the vast majority took the long trail over western slopes in the hope of finding freedom and independence.

There were good and bad in the lot, as there is anyone who has read American history knows, and the good eventually won out. There is a lesson and moral portrayed in “The Last Frontier,” first serial produced by the Van Beuren Corp. for RKO release with a special time limited appeal to anyone interested in child welfare or education. Parent-teacher organizations in school communities and chambers of commerce, community workers of whatever name, are more than willing to sanction films of this kind that not only entertain, but educate as well.

VITAPHONE SALES UP 400 PER CENT IN CHI., DETROIT--MORAY

Since curtailment of double features in Chicago and Detroit, sales of Vitaphone shorts in those territories have about 400 per cent, says Norman H. Moray, sales manager for Vitaphone shorts and western regions.

With the majority of circuits being committed to playing Vitaphone product, the company's sales generally are about 50 per cent ahead of last year, according to Moray.

SANTA CARTOON AT ROXY

“Santa’s Workshop,” Walt Disney cartoon in color, distributed by United Artists, will have its first showing at the Roxy the week starting Dec. 16. It is rated one of the finest colored shorts ever produced.

Educational Program One-Half Completed

Educational’s 1932-33 program of one-half reel releases per cent complete, a steady rate of activity having been maintained from the beginning of the production season and slated to continue until its completion, according to J. M. R. Ziels, president. The company has always developed its program along the lines of feature activity, making the comedies individually, rather than turning them out in half dozen lots, and shelving them until ready for release.

Of the nine Andy Clyde comedies announced, the fourth to be completed is “Boy, Oh Boy!” in the fifth, as yet untitled, is now in production. Mickey’s Kitty Coup,” the third in the series of eight Torchy comedies, is now being completed. “Off His Base,” “Always Kickin’,” and “The Roxy Girls” in the series of eight Synchro Sports Featurettes, have been finished, the last of which will be released Dec. 11.

“Mickey’s Cow’s Fly” and “Two Black Crows in Africa” are the first two productions to be made in the Moran and Mack comedies, of which there are four. Four of the nine Mermaid comedies have been produced, the fifth, starring Harry Langdon, having just been placed in production.

“Keyhole Katie” is the third in the series of eight Vanity comedies to be completed. In the series of Kendall-de Vally Operalettes, the following five have been finished: “Mildy’s Escapade,” “Idol of Seville,” “Vendetta,” “Walpuriggs Night,” and “A Brahmin’s Daughter.” Three episodes in “The Great Hokus Mystery,” the third of which will be released on January 8, are also completed.

Of the 102 one-reel cartoons, novelties and comedies on Educational’s current program, 50 have already been completed, and a number of these are now in various stages of production.

Twelve of the 26 Terry-Toons on the current program have been completed, “Jeanette, Lovey,” and “Red Hood” being scheduled for January release.

The other one-reel series, all of which are 50 per cent or more complete, are: Camera Adventures, of which “The Forgotten Island” and “The Iceless Arctic” are finished, with the third in production; Bray’s “Naturals,” of which “An Oregon Camera Hunt,” “Our Bird Citizens,” “Our Noble American Wildlife,” and “A Great and Worthy Company,” and one untilled are ready: Baby Burlesks, which have two more to go with “War Babies,” “Fireman Morris” and “Pipe Smoker,” “The Gaslit Nineties” and “When Dad Was A Boy” have been finished; Tom Howard comedies, with “Mother Nutcracker” and the following release, “A Dog on the Market” completed; Lyman H. Howe’s Hodge-Podge, with the following release, “Women’s Work,” “Little Thrills,” “The Wonder City,” and “The Youngster” and “Michigan” as yet untitled; and the afterthought product, which are ready for release; and Battle for Life, in which “The Battle of the Centuries,” “Killers,” and two other untitled subjects have been finished.

Appeal to “Forgotten Man” Brock Advocate in Shorts

“The time is past when production can be made to please women alone, trusting that men will follow them into the theatre as a matter of course and of courtesy. The emancipation of women has emancipated the men as well—they won’t sit through features they don’t like, unless there is something else on the bill to steal them. The re-release of the Charlie Chaplin shorts in sound has brought through of men into picture houses, as have the two or three comedies of which Darrell Kennedy’s ‘Average Man’ series.

Brock believes exhibitors should give nearly as much consideration to shorts as to features, for this same reason. A well-rounded program will do more toward getting the whole family past the ticket-window than any single factor. Especially is this true, Brock thinks, when the theatre is an important factor in the home propaganda. ‘Let the men know they’ll get at least two-reels of laughs,’ says Brock, ‘and they’ll let the ladies choose the feature—and like it.’

Christmas Melodie

A special cartoon for the Christmas holidays has been prepared entitled “Christmas Melodie” by Warner Bros. and is to be released through Warner Bros. as part of the “Merrie Melodies” song cartoon series. It is entitled “Shanty Where Santa Claus Lives.” The Santa, a gaudy character who goes to bed supperless on Christmas eve, is taken off to a younger to his home in toland, where, surrounded by a legion of toys, the chimney finds a child’s paradise.
89 Vitaphone Subjects Completed in 3 Months

In the first three months of the season, the Brooklyn Vitaphone studio, under Sam Sax, has completed two-thirds of Vitaphone’s 1922-33 shorts released during the 1922-33 short subjects comprising 52 two-reelers and 81 singles on the release schedule, 30 two-reelers and 14 singles have been finished, with only 44 more needed to complete the season’s schedule.

Fifteen of the 44 shorts still to be made will be produced in Hollywood. These include seven of the “Looney Tunes” cartoon series and eight of the “Merrie Melodies” song cartoons, which are being produced for Warner Bros. by Leon Schlesinger. This leaves only 29 more shorts to be made at the Brooklyn Vitaphone studio for the current season.

The 29 shorts on the Brooklyn Vitaphone studio’s production schedule include 12 two-reelers, six belonging to the “Big V” comedy series and six to the “Broadway Brevities” musical comedy series. Of the 17 re-reelers to be completed, seven are in the “Sport Thrills” series, four in the “M. Newman’s World Adventures” series, four in the “Pepper Pot” novels and two in the “Melody Masters” series.

Aesop Fable Countess
Is Given a New Voice

Countess Cat, leading lady of the Aesop’s Fable cartoon series has a new voice. This transformation was not brought about by an operation, but by the signing of a contract, and the young lady involved is Marjorie Hines, well known radio artist and musical comedy star.

By terms of the contract, Miss Hines will be available exclusively to cartoons produced by Van Beuren. The peculiar qualities of this young lady’s voice make her particularly adaptable to the character of Countess Cat, which is more or less featured in the Fable series.

Some of the Aesop’s Fable cartoons released by RKO Radio in which Miss Hines’ voice is to be heard are “Venice Vamp,” “Hokum Hotel,” “Pickaninny Blues,” “A Yarn of Wool,” and “Bugs and Books.”

Variety for Holidays
On Columbia Schedule

An unusual number of short features, peculiarly adapted to Yuletide exhibition, is offered by Columbia.

Heading the list are a number of Scrappy cartoons, which, because of the human, lovable boy who romps through this series in place of the customary animal characters is well suited for juvenile holiday entertainment.

Several of the others include the Mickey Mouse release, “Mickey’s Orphans,” depicting the hilarious antics of an army of “orphans” mysteriously deposited on the Mickey Mouse doorstep Christmas eve; “Snow Time,” a cleverly drawn Krazy Kat cartoon depicting the hilarious adventures of the feline character during a Christmas snow fall; “Mother Goose Melodies,” one of the fantastic “Silly Symphonies,” animating the famous nursery rhyme characters, and a supplementary list of shorts indirectly related to Christmas subjects and suited for special holiday programs. The latter class includes a number of Walter Futter’s “Curiosities” and “Traveler’s,” with humorous dialogue by John P. Medbury.

Nearly All Radio Headliners
Appear in Vitaphone Shorts

After utilizing a good majority of the Broadway stage talent, Vitaphone this season has made a special dip into the radio’s ranks and enrolled most of the headliners in that field for its short subjects being made at the Brooklyn studio under the supervision of Sam Sax.

In the series of one-reelers known as “Rumbling Around Radio Row,” with Jerry Wald, those who have already appeared include: Kate Smith, Colonel Stoopnagle and Bud, the Boswell Sisters, Jack C. Flippens, Frances Langford, Harriet Lee, Aunt Jemima, Art Jarrett and Baby Rose Marie, Sylvia Fros, Howard Lanin and his orchestra, Rudy Wieden, Benny Krueger, Billy Jones and Ernie Hare. The Funbonlers, Freddy Rich, the Nitwits, Lowell Thomas and Uncle Don are some of the other radio stars who will be seen in Vitaphone pictures.

Prominent Broadway names signed for the series of two-reel Vitaphone musical comedy revues and comedies include: Ruth Etting, Phil Baker, Jack Dempsey, Hal Le Roy, Milti Mayfair, Bernice Claire, Alexander Gray, Roseoce (Fatty) Arbuckle, Jack Haley, Joe Penner, Ernie Colombo, Lanny Ross, Pearl Osgood, Hannah Williams, Jean Sargent, William Demarest, Richly Craig, Jr., Frank Orth and Ann Codee have all been signed to appear in shorts. In the two-reel version of Victor Herbert’s “Mlle. Modiste,” retitled “Pifi,” Vivienne Segal and Charles Judels have the leading roles.

A series of 13 one-reel “Melody Masters” band shorts, 12 of which have already been completed, features some of the biggest “name” bands in the country. Among the many nationally famous stage and radio orchestras in these shorts are: Jack Denny and His Radio Orchestra, Jimmy Caruso and His Cafe de Paris-London Orchestra, Smokey Paradise Entertainers, Roger Wolfe Kahn’s Orchestra, The Continentals, Abe Lyman and Band, George Owen and Gang, Noble Sissle’s Orchestra, Leon Belasco’s Band, Phil Emerson and Orchestra, and Fred Waring and Band.

Serial’s Imposing Cast

“While the Whipping Shadow,” M-G-M serial now in production, has a cast which producer Nat Levine is confident is the most impressive ever assembled for a serial. Headed by Bela Lugosi, who is described as the most delectable personage of all mysterious Wax Works, it includes: Henry Wilcoxon, Waltham, Robert Armstrong, Roy D’Arcy, Vivta Tattersall, Malcolm McGregor, Ann Darrow, Lloyd Whitlock, Ethel Clayton, Bob Kortman, Tom London, Late McKee, Jack Perlin, John Trent, George McGrill, Lionel Backus and Bess Wagner.

Circuits report the serial is to be edited to George Morgan, Colbert Clark, Wymond Gray, Howard Terry, E. J. Carey, Elyce Gray, Sarecky and Norman Hall. All Herman and Sarecky are directing.

M-G-M’s “Toy Parade” Creates Big Demand

A flood of bookings that demands the use of every available print has resulted from M-G-M’s announcement of “The Toy Parade” as a release in its current “Oddities” series of shorts. “The Toy Parade” is a single reel romantic-drama in which the huge assortment of toys of a toy factory showroom come to life and enact the story. The smooth and life-like action and expressions of the toys is one of the cleverest bits of animation-photography the screen has ever presented.

Circuits and independent houses alike have been quick to realize the possibilities of the subject for Christmas period bookings and numerous instances are reported where theaters in cooperation with local toy and department stores have arranged lobby and window displays of toys to give the subject proper exploitation and promotion.
ONLY SIX TIMES A YEAR

but

THEY'RE PEAK TIMES...
BRIGHTEST NAMES IN THE WORLD OF LAUGHTER!

Six Times a year you can play them! — and whether the business curve goes up or down here are six big moments you can bank on!

Always you will give them FEATURE BILLING. Always you will put them UP IN LIGHTS—for they add glamor to any program and definite box-office draw to any bill! In all show business there are no bigger names than these comedy stars who have toured America in outstanding musical comedy and revue attractions and are now the sensation of the newest $5.50 Broadway Smash "Walk A Little Faster."

ARK AND CULLOUGH

Presented by RKO-RADIO in

SIX TWO-REEL FEATURE COMEDIES

Ask Your RKO-RADIO Exchange About

"The Millionaire Cat"  "Jitters The Butler"
"The Iceman's Ball"  "Hokus Focus"
"The Druggist's Dilemma"  "The Gay Nighties"

And Make Your Audience Say

"The Whole Show Was Great"
MAINTAINING DIVERSITY
IMPORTANT FOR SHORTS

By A. J. MERTZ
Short Subject Sales Manager,
RKO Distributing Corp.

MAINTAINING an important place on every program in the hands of the exhibitors is one of the problems facing short subject producers.

Constant novelties must be introduced, as well as new personalities, something different, to assure the satisfaction of every taste. RKO Radio Pictures Headliners bring important names to the short subject field, not only because they will draw, but because their entertainment is sure.

Exhibitors cannot keep a balanced program going every day in the week without a great variety of subject matter. It is necessary to have shorts that cannot attract customers with old material, or new versions of old material. Too many comedy shorts now made are like state jokes, twice-told, New names, new ideas and a resulting new attitude toward the importance of shorts on the average program, in the minds of the audience, should be the goal of producers in this field.

EDUCATIONAL RELEASING
16 SHORTS IN JANUARY

Educational will usher in the New Year with 16 new subjects, representing one of its heaviest release schedules.

On Jan. 1, "Tired Feet," the third entry in the new Torchy "Kitty Cott" shorts, will be released; also a new Lyman H. Howe's Hodge-Podge and "Wild Company," a Bray's Naturgraph.


On Jan. 15, the following subjects will be released: "Keyhole Katie," a Vanity comedy, featuring Gay Seabrook and John T. Murray; the third release in the Camera Adventures series; and a new Lyman H. Howe's Hodge-Podge, as yet untitled.


And a new Bray's comedy, as yet untitled, and a new Bray's Naturgraph will be released Jan. 29.

Harder to Name Than to Produce

In a few more years talking pictures will have to be numbered as 1, 2, 3 and such, because today it is not possible to make an accurate count of the number of shorts being produced and the number that are suitable for release. As an example of the growing activity in this field, there are the comings and goings of two-reel comedies for RKO Radio Pictures. They are harder to name than to produce; by December in the past two months, which during which Mr. the comedy-making unit exercised violent measure, there were titles for the current Hollywood year. All were disapproved by the head office as either total or partial infringements.

Revival Believed Due In Musical Subjects

The general belief that musical short subjects are due to stage a comeback very soon is shared by RKO Radio Pictures, as witnessed by Phil Harris' debut film ready for exhibitors in record time. This comedy-entertainment, or "The Three Mistletoes," was ordered through to completion under the direction of Mark Sandrich, for immediate preview, as the first of several musical shorts designed to capitalize on the new trend. The studio recording orchestra under Max Steiner works night and day to complete the musical score.

"The musical-comedy short is the most logical incidental program entertainment yet devised," said Sandrich. "The object of a good short subject is to provide contrasting entertainment, or 'intermission,' a feature bill. With spoken dialogue playing the larger part of the bill, not only in the feature, but in newsreels, travelogues and other special items, the leading short subjects will be most keenly appreciated by the average audience if it furnishes a tuneful, singing-and-dancing interval. It's a distinct and welcome change."

RKO Radio Pictures will show its belief in this return genre by featuring, with Michael Curtiz, the leadership in several numbers on its projected production schedule, Louis Brock, associate producer, announces.

Dull Programs Inexcusable, Says Skirball,
With Wide Diversity of Shorts Available

"With the wealth of short subjects of every description on the market today," says J. F. Skirball, sales manager for Educational Pictures, "there is absolutely no excuse for any exhibitor presenting a program which does not provide the 100 per cent diversity which is the underlying principle of good showmanship."

"That short subjects are as indispensable to a screen program as the several courses which constitute a well-trained meal is axiomatic. The quality and kind of the course cannot be disputed. However, that each must be selected with an eye to making the perfect whole is also of tremendous importance, and only too often overlooked by theater owners or managers."

"The compilers of short features have certainly extended their activities to embrace every possible type of entertainment. Educational has carrots, adventure subjects, reels that combine entertainment with scientific discoveries, sport subjects, singing reels, chatty newsreels, comedies that run the gamut from slapstick to satire and even grand opera."

"Despite this progressive attitude on the part of producers, you will not infrequently hear an exhibitor say, 'I need a one-reeler' and he will book one with no regard for the relation it bears to the rest of the show."

"The shrewd showman, on the other hand, is the one who does a perfect job of blending in every program that he plans. Certainly the producers have made it simple for him by providing every conceivable ingredient. The greatest demand made of him is to show discriminative judgment."

THREE DISNEY CREATIONS
HAVE SPECIAL YULE ANGLE

Two Silly Symphonies and one Mickey Mouse, made especially for the Christmas season by Walt Disney's animation department, marketed by United Artists under direction of A. Lichtenstein, vice-president and general manager of distribution.

Because of their year-round appeal to children, the Disney features lend themselves admirably to Christmas and Santa Claus.

The two Silly Symphonies, both in natural color, are titled "Santa's Workshop" and "Babes in the Wood," and the Mickey is "Mickey's Good Deed." The first-named is the best of the three, so far as Christmas is concerned. It pictures Santa Claus and his gay little crew completing work upon toys and other gifts to be distributed throughout the world. It is the last, and probably the best, Silly Symphony ever made.

The other Silly, "Babes in the Wood," is now being shown at the Palace, New York, in front of "The Kid From Spain," Eddie Cantor's starring picture. And at every show it is evoking thunderous applause, which is something, even for a full-length feature.

24 SHORTS, 2 FEATURES
ON 1933-34 IDEAL LIST

M. J. Kandel will reduce production of Ideal short subjects for next season and make 12 one-reelers, as against 32 for the present schedule. Two features out of the three-reelers will be made by Ideal during 1933-34 in addition to the single-reel Parade. "The Next War," is now in preparation. Leo Pollock, formerly editor of the Hearst Metrotone Newsread, has been named Ideal's production department. Kandel plans to leave for the coast immediately after the new year.

9 VARIED RKO SHORTS
RELEASED THIS MONTH

RKO Radio Pictures' short subject program for this month comprises a wide array of screen entertainment in the four two-reel comedies and five single-reelers scheduled for release.

The four two-reelers are: "Mickey's Charity," featuring the original Mickey (Himself) McGuire, released on Dec. 9 and produced for RKO by Larry Darmour; "Fish Features," a Mr. Average Man comedy, released on Dec. 16 and featuring Edgar Kennedy, Florence Lake, Dot Farley and Billy Eugene. This was produced by Louis Brock.

Charlie Chaplin is star of "floor Walker," one of the two-reel Chaplin comedies being reissued by Van Beuren with sound and music and released Dec. 23. "Jitters the Butler," features the comedy team of Clark & McCulloch. This Louis Brock production will be released Dec. 30.

Three of the five single-reelers released in December are Aesop's Fables, the popular Van Beuren cartoon. They are "Pickaninny," already released; "A Yarn of Wool," Dec. 16, and "Butts and Books," Dec. 20.

A Tom and Jerry cartoon, produced by Van Beuren, was released Dec. 9. Pathe Review No. 3, the magazine of the screen, is released on Dec. 23.

VITA. HOLIDAY CARTOON

A special one-reel cartoon, "The Shifty Whore, Santa Claus Lives," has been produced by Vitaphone especially for the Holiday season. It is part of the "Merrie Melodies" series, produced by Leon Schlesinger at Warner's studios in Burbank, Calif.

DICKERING FOR 2ND SERIES

Johnnie Walker is negotiating with Educational to make a second series of shorts for its release. He has already made offers to Jimmy Savo, Jay C. Flippin and Lester Allen.
Operalogues are the finest artistic achievement of the Short Feature in recent years. They bring to your theatre the world’s most famous grand operas in popular tabloid form for everybody to enjoy. And they bring to your box-office the benefit of the organized backing of schools, better films groups and music clubs. Here’s something new, different, better... and a great new fan following is acclaiming it.

A magnificent series of two-reel operas... really superior entertainment... excellent taste and judgment... as appealing to the eye as to the ear. There should be a lively interest in such pictures as these. Here are novelty, quality and real class all wrapped up in small but entertaining packages.”

—Hollywood Herald
REVIEWS OF SHORT SUBJECTS

Sammy Fain in “Melody Makers”
Master Art D Daily 8 mins.

A Knockout

A classy and original musical novelty, the first of a series. Sammy Fain, the well-known composer, is featured at the piano singing several of his most popular hits, such as “Was That the Human Thing to Do?” “You Brought a New Kind of Love to Me,” and “Let a Smile Be Your Umbrella.” Norman Brokenshire does the announcing, with Evelyn Hoy and the Eton Boys supporting Fain in his singing. The art backgrounds are splendid, and are nicely balanced with natural scenery that harmonizes with the song themes. One of the finest musical shorts produced. This series looks good, judging by the first offering. It has the pop appeal, with snap, class and splendid music. A cheerful number that any theater needs at this time. It will put any audience in good humor and make ‘em forget their financial worries. Highly recommended.

Jack Haley in “Then Came the Yawn”
Christine Maple and John Hamilton Vitaphone 7205 15 mins.

Amusing

Because he has a deep afflication that breaks out even while he is at the marriage altar, Jack Haley’s girl walks out on him and his father for England. Going to the pier to see her off, Haley falls asleep in an auto, which is hoisted aboard, and doesn’t wake up until the boat is on the other side. In London he gets into a hospital scrape, due to pretending that he is sick, then winds up with Jack being instrumental in saving the old man’s life, thereby becoming a hero and restoring himself with the girl. Just nonsense, but has quite a bit of action and is quite amusing all the time.

Mickey Mouse in “The Klondike Kid”
United Artists 7 mins.

Swell

Shifting his operations to the frozen north, Mickey Mouse has an encounter with a Canuck villain who kidnaps Minnie Mouse. Mickey goes in pursuit, and in the melee the villain’s shack, with all of them in it, goes toppling down the side of a tall mountain and is shattered to pieces below, with the menace being flattened, while Mickey and Minnie and their dog come up smiling.

Charlie Chaplin in “The Rink”
(RE-issue in Sound) RKO 20 mins. Still Good

Another Charlie Chaplin reissue that proves this comedian’s two-reel comedy style is still good after 10 years. Action is divided between a restaurant, with Charlie as a blundering waiter, and in rink, where he cuts capers on roller skates. Edna Purviance is the leading man. Plenty of action and laughs. The added sound effects give it some extra value.

“Ride Him, Bosko” (Looney Tune) Vitaphone 6701 7 mins. Good Animated

Quite a bit of western whoopee is packed into this Looney Tune number. Bosko plays the part of a cowboy who goes after some stagecoach robbers and works himself into a rather complicated state of affairs. Instead of extracting revenge by one of the ordinary expediences of dramatic license, the picture winds up with a studio sequence in which members of the Leon Schlesinger staff appear and decide to let Bosko solve his own difficulty. A novel finishing touch.

“The Wonder City”
Educational 9 mins. Splendid

Night shots of New York City, for which cameraman Nicholas Cavaliere gets about 97 per cent of the credit. Just about the most beautiful and artistic night shots ever shown on the screen. The work of a camera artist. Cavaliere covered the city big holes, Broadway with its splash of lights; Washington and Brooklyn Bridge; the ferries, the marvelous views of skyscrapers with lights shining through cloudless windows. Gorgeous. An art study. James Clemen puts over a good descriptive narration that harmonizes perfectly with the atmosphere of the unusual subject.

“Broadway Gossip” No. 2 Educational 9 mins. Aces

Here is a short that is a standout. The title doesn’t do it justice, for it is broad enough in scope to cover the world. Leo Donnelly acts as the Columnist Reporter, and interviews the various celebrities. It is really a debunking of the halo stuff that surrounds celebs, showing what is really and past celebrities, and debunks this one covers Paulette Goddard, the girl who was rumored to be engaged to Charlie Chaplin; Paul Whiteman, and why he had to lose 100 pounds before his sweetness would marry him; Harry Thaw and Evelyn Nesbit, showing their earlier life and how they are at present; then the loves of Gloria Swanson, showing her with her four successive husbands. The big kick is a sequence showing lifers in a penitentiary, and why they are there, with one young fellow telling his story that is a heartbreaker. A clever story, well executed, cleverly produced. A genuine novelty with wide appeal.

“Broadway Gossip” No. 3 Educational 9 mins. Punch Stuff

Plenty of human interest in this third release of a very fascinating series. Leo Donnelly as the Columnist Reporter interviews various famous celebs, and territorializes the stuff, showing them as they really are. It has the peep-hole psychology that will get the public tuning in on the real lowdown. The notables and once-notables cover several prominent figures who are now having a tough time to make a living. Lilian Walker, former screen star, is seen struggling or a farm. Mary Livingstone, the girl in a taxi dance hall tells their life stories. Madame Sylvia, former Hollywood beauty, brings some laughs with a lot of irony on life in general. Something entirely new in this series that should click strongly, or we don’t know a thing about pictures.

“Round the World in Song” Master Art 7 mins.

A swell idea, cleverly executed, in the Organlogue series. It constitutes a musical trip around the world, conducted by Norman Brokenshire. A typical song of each country covered is put over by Sid Gay and the “Hi Hatters.” The words are thrown on the screen for the audience to join in. Starts off with “Good Bye, Broadway,” as the world jaunt is launched. Then “Madelon” for France, “I Only Speak Spanish” for Spain, “Auf Wiedersehen” for Germany, “Russian Lullaby,” “Japanese Sandman” and then to Hawaii with “Ala Moana.” Winds up with the return to this country with “California, Here I Come.” No, Wallace, take us though a perfect day of song. Starts off with Farina’s “Lazy Day,” with pastoral scenes of a lazy brook, a lazy meadow, etc. Then “Take Me Out of the Sun Go Down,” “Monligh Bay,” and “Let Me Call You Sweetheart.” Words projected on the screen. A nothing, restful, bathed in with the atmosphere of green fields and home influence that carries a great kick of sentiment. The vocalization is excellent.

Alex Gray in “Passing the Buck” Vitaphone 18 mins.

Fine Musical Novelty

A couple of old bills, about to be thrown into the furnace by the Treasury Departmen, get to telling each other about the hands they have passed through. As the incidents are told, they are described in action, most of which is musical and brings in a nice diversity of singing and dancing talent running from Broadway to Harvard, and topped off with two fine song numbers by Alex Gray, in a rich baritone voice. One of his selections is about an old skipper, who is the skipper, and the other around the wheel in the Monte Carlo casino. A side order of very enjoyable revue material, the subject has plenty of movement.

“Sing’in with Singing Sam” Master Art 7 mins.

Another Organlogue being a fine combination of notation and songs rich in sentiment and beauty—all old favorites. Singing Sam, assisted by Don Wallace, takes us through a perfect day of song. Starts off with Farina’s “Lazy Day,” with pastoral scenes of a lazy brook, a lazy meadow, etc. Then “Take Me Out of the Sun Go Down,” “Monligh Bay,” and “Let Me Call You Sweetheart.” Words projected on the screen. A nothing, restful, bathed in with the atmosphere of green fields and home influence that carries a great kick of sentiment. The vocalization is excellent.

“Sing ‘Em Back Alive” Master Art 7 mins.

A swell cartoon for the Holiday season. A Paul Terry-Town that is one of the best of this popular line. There is a funny little pup as the hero that they ought to be able to build up to the popularity of Mickey Mouse. He’s that cute. The Pup has a visit from Santa Claus, and the little kittens, his guests, grab the presents and have a wonderful time. One clever sequence shows all the characters of the Terry-Thomas line, with a chimney and doing their stuff. The kids should go nuts over this one. A natural for the Holidays that you’re a sucker to overlook.
Charley Chase in
"Now You Tell One"
M-G-M
18 mins.

Good Comedy

Typically a Charley Chase laugh-provoker, with plenty of fun resulting. Charley, his usual bashful self, accidentally acquires a new invention, a belt which transforms the wearer's personality. As a scientist experiments with his trick invention, using various types of individuals, their personalities are transmitted to Charley. He becomes a daredevil motorcyclist, an arty dancer, a souse and finally a pan-smashing pug.

"The Gaslit Nineties"
Educational
8 mins.

Good Burlesque

A Johnnie Walker novelty, being old library shots gagged up with a very funny dialogue by Lew Lehr, who also does the narrating in a snappy style. Lehr has a "story interest" running through his narrative, all about Bertha the sewing machine gal that is a wow. Old-timers can appreciate the humor in back of this one.

"Michigan"
Educational
8 mins.

Flat

Reinald Werrenrath and the Alumni Glee Club of Michigan University are featured in this latest in the Spirit of the Campus series. It consists principally of a series of shots of the various buildings and the campus of the college. Can't see its value outside of the natural interest of the Michigan boys in their college and possibly loyal Michigantites. This goes for any college picture, so far as the general public is concerned. Throughout the narration describing the college buildings the Glee Club and Werrenrath sing the college songs. Finishes with scenes from a football game.

"Glad Rags to Riches"
Educational
10 mins.
Misses

The Baby Stars do a travesty on night life as grown-ups live it. But no particular comedy is developed, which is the only excuse for making this type of short, outside of the natural "cuteness" of the kids. Misses on this count, as it moves along too mechanically and lacking the humorous and human touches.

"Hollywood Runaround"
Educational
Old Stuff
20 mins.

A Vanities two-reel comic, featuring Monty Collins and Gertrude Messinger. Mathew Betz is the heavy. They went to a lot of trouble to pile everything possible into it, but it shapes up as routine with a lot of old situations. Collins is the second film actor who is nominated to run for mayor of Hollywood to oppose the candidate of the gangsters. Business of the gangsters trying to get him. The comic's girl rushes him into the Girls' Club for safety, and then the old stuff of rushing around hiding from place to place as the girl tenants scream and act skittish. Maybe we're getting too blase. Mebbe the customers still go for this old line. What do you think?

"Battle of the Centuries"
Educational
Interesting
9 mins.

One of the "Battle for Life" series. Shows ants and other insects in their competitive struggle for existence. Has good entertainment value in addition to its educational aspect.

15 Roadshow Dates Set
For "Sign of the Cross"
(Continued from Page 1)

Louis, and Shubert, Cincinnati, Jan. 8; Erlanger, Chicago, Jan. 15; Billmore, Los Angeles, Jan. 20; National, Washington, Jan. 22; Erlanger's Columbia, San Francisco, Jan. 27; Nixon, Pittsburgh, Feb. 6; Shubert, Kansas City, Feb. 26. Additional bookings will follow. J. J. McCarthy is in charge of the booking and road tours under John C. Flinn.

ALTERING BREMEN, ST. LOUIS

St. Louis — Mrs. Adele Mogler, owner of the Bremen, has awarded contract to H. Kissell's Sons for alterations in the building.

No Tent Show Opposition
In Florida This Winter
(Continued from Page 1)

these have since quit. To evade payment of the heavy local license imposed by each town on traveling shows, it has been the custom for them to take out a state "amusement park" license for about $150. This method of evasion was overruled by court edict. Another expedience, getting some organization to function as auspices for the show's engagement, has fallen into disfavor. Billroy's Comedians opened in Lake City the week of Nov. 14, but when the sponsorship and amusement park license didn't materialize the County Tax Collector immediately applied the daily license tax amounting to $300 a week, and the show subsequently left.

Please whisper it...
For the Film Daily...
YEAR BOOK...
OF Motion Pictures...
 Doesn't even know...
There is a Depression on...
So...
The coming...
1933 Edition will...
Be BIGGER...
And BETTER...
Than ever...

1933 EDITION
OUT IN FEBRUARY
15th EDITION
1200 PAGES
S. HERSIG, B. Russell and Arthur Jarrett, Sr., have been added to the staff of writers now preparing material for future production of the William Rowland-Monte Brice Productions. The company's production schedule for the coming season calls for the continuation of the Morton Downey series, Louis Sobol, "Down Memory Lane" series, Nick Kenny "Radio Thrill" series, Walter Winchell "Night Club" series and the Mark Hellinger travelogue series. In the direction of Ray Cozine on his trip with Hellinger around the world.

A novel and entertaining cartoon, "Togland," featuring Santa Claus and depicting scenes from fairy tales, has been completed by the Paul Terry-Toons for release through Educational.

James Wallington, Jack Fulton and Frank Readick, better known as The Shadow, has been cast for leading roles in the second of the Louis Sobel "Down Memory Lane" series being produced by the William Rowland-Monte Brice Productions and scheduled to go into work Monday at the Eastern Service studio.

A two-reel burlesque on grand hotel, called "Nothing Ever Happens," will be produced at the Vito phone studio early next week. Geraldine Dowark, double for Greta Garbo, will portray the role of the duchess. Charles Judels will be seen in a burlesque of the part played by Lionel Barrymore, and Jane Gale will take the Joan Crawford role.

The one-reel short subject starring Leon Belsasco and his orchestra has been completed at the Vito phone studio. Holland and Knight, vaudeville and night club dance team, appear in the film, which was directed by Alf Goulding.

Nick Lucas has been signed to appear in the first of a series of musical shorts to be produced by Prufrock Pictures. Story is now being worked up, with production scheduled within the next week at the Ideal Studios.

Night Work
Maybe it's just to be different, but the Walter Winchell contract with the William Rowland-Monte Brice Production calls for him to spend his week in a midnight every time he is in production or his night club series that is being produced by that company.

ANDY CLYDE'S new Educational comic strip, tentatively titled "The Genius," has gone on work. Harry Edwards is directing.

"A Brahmin's Daughter," fifth in the Educational-Kendall de Vally Operaletta, has been completed. This opeletta is based on the operetta "Lakme," in which the high-spot, musically, is Esther Combs' rendition of the famous "Bell Song."

"Wreckette Wrecks" is the first title of the Taxi Boys-Roach-M-G-M comedy originally produced with the working title of "A Grave Mistake." Ben Blue and Billy Gilbert are featured with direction by Del Lord.

Three-year-old doubles of Greta Garbo, Charlie Chaplin, Ben Turpin and other screen stars will be featured in the next Educational-Baby Burlesk, titled "Kid'in' Hollywood." Charles Lamont is directing under the supervision of Jack Hays, producer of the series.

Charley Chase and Our Gang have new comedies in production at the Hal Roach studios—both as yet untitled.

Production has started on "Honeymoon for Harpool," an Educational series. Leslie Pearce is directing and Gene Yarbrough is his assistant. Cast includes Nora Lane, Cornelius Keefe, Joyce Compton, Justache Kramer, Ruthema Stevens, Grady Sutton, Julia Griffith, Ted Stroehbach, Bad Jamison, Bernard Lobach, and George Gray. Release will be through Paramount.

"Asleep in the Feet" is the title of the latest ZaSu Pitts-Thelma Todd comedy produced at the Hal Roach studios under direction of Gus Melsa.

The complete cast of "Torchy's Kith Coupe," next Educational-Torchy comedy to be placed in production by C. C. Burr, is as follows: Ray Cooke, Franklin Pangborn, Marlan Shewley, Edmund Breese, Dot Farley, Adeline Ashbury, Charles K. French and the Sequentian Quartette.

Laurel and Hardy have completed their fourth comedy of their current series of six under the direction of George Marshall. Just a couple of fish-peddlers with their re-conditioned yacht taking for the tall woods.

Harry Langdon has started on the third release in his Educational series. As yet untitled, the comedy will feature, in addition to Langdon, Vernon Dent, Ruth Clifford, William Goodwin, Ralph Brooks, and others.

The latest M-G-M animated cartoon comedy for M-G-M has been titled "The Nursemaid."

"The Kids' Last Fight," fourth in the Educational-Baby Burlesk series, has been completed. This is a satire on the arena, with two of Jack Hays' two-reelers now in production. Harry Sweet is directing and the cast includes Billy Eugene, Dot Farley and Florence Lake.

"Leningrad, Gateway to Soviet Russia," Fritz Patric Traveltalk for M-G-M, has been completed and is scheduled for release Dec. 17. This is the second of the exclusive Russian footage which Fritz Patric succeeded in making during his recent visit to that country.

Frank Butler, co-author of "Prosperity," for M-G-M, is Paramount's newest writer. An Oxford graduate and veteran of five years in the World War, he was for six years a featured screen player. He started for three years in Hal Roach comedies, directed several Roach comedies and was a writer on numerous Laurel and Hardy and Charley Chase films.

Among the many feature pictures Butler worked on as a scenarist, are "They Call Me a Friend," "Unmarried," "New Moon," "Just Married" and "The Big Killing."

George Meecher, who recently finished a role at Fox, is now rehearsing for a feature assignment in a M-G-M production, as yet untitled.

Jane Murfin is all smiles these days, because "Rock-a-Bye, Good-"" is one of Bennett's new pictures, is grossing more business at the box-office of key cities than "What Price Hollywood?" Here considered the ace Bennett picture of her career, Miss Murfin worked on both stories and is also the co-author of "Emulin Through."

By RALPH WILK

BYRAL WILK

HOLLYWOOD

Irvind, Chris Marie Meecher, Les Goodwin, Ralph Brooks, and others.

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NEWS of THE DAY

Hopedow, Va. — Charter of the Beacon Theater, Inc., has been dissolved. W. J. Coulter, R. H. Coulter and C. V. Blackburn of Richmond were listed as incorporators. The charter was taken over by the Harris interests several months ago.

DeLand, Fla. — The Joy theater has discontinued operation. W. H. Goodfellow is president.

Mt. Gilead, O. — The Rex, for the past several years operated by Charles Zack, has been acquired by Arnold W. and Arthur W. Monroe. Improvements are now in progress.

New Orleans — Jack O'Quinn, as- side, the taking over of the S.ogue theater, is the father of a baby girl.

San Francisco — Bayshore theater, 4428 San Bruno Ave., has opened.

Kansas City — Plans have been completed for the erection of a 1,000-seat theater here at Gregory Boulevard.

Cleveland — Fisher Film Exchange has taken over the Ohio distribution of Hollywood pictures.

Eureka, Cal. — The Eureka was recently reopened by Fred Bantine.

Morgan Hill, Cal. — The Granada theater recently reopened.

Goldfield, Nev. — R. L. Pennington has reopened the Lyric.

San Francisco — American Studios, theater of the recently dam- aged by fire to an estimated amount of $20,000, will soon be rebuilt. Ar- nold A. Schuerman is the owner.

Truckee, Cal. — The Donner was recently opened by Vernon Shattuck.

Avon Park, Fla. — Fire did consid- erable damage to the operating booth of the Avon. It will be some weeks before the building will be in shape to reopen the theater.

Detroit — Milo Owens, former owner of the DeSoto in Highland Park, following the taking over of this house by Mrs. Della Dingman from Lee Carrow.

Detroit — The Little theater has been taken over by Gus. Coplan, owner of the Colony, following the closing of the house a week ago by David E. Walton. The house reopens with Al Tucker, formerly of the Jefferson.

Versatile
Eddie Gar, signed for the M-G-M short subject role "Hollywood Pre- miers," gives imitations of more than 50 calobs of the stage and screen.
THE BIGGEST MECHANICAL FACTOR IN TODAY'S MOVIES

EASTMAN Super-sensitive "Pan" has caused such widespread changes and improvements that it easily rates as the biggest mechanical factor in the excellence of today's motion picture. On the foundation supplied by this film, cameramen, directors, actors, and laboratories have been able to build a motion picture art as far ahead of old techniques as movies on the original Eastman "Pan" were ahead of color-blind photography...Eastman Super-sensitive "Pan" finds its fullest possible expression with the gray-backed base on which it is now supplied. Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE PANCHROMATIC NEGATIVE (GRAY-BACKED)
"UP TOWN NEW YORK" with Jack Oakie

World Wide 80 mins.

JACK OAKIE'S PERFORMANCE IS CHIEF ENJOYMENT IN FAIRLY APPEALING COMEDY Drama of FAMILIAR CONTENT.

Vina Dolmar didn't supply much of a story for this one, but through the good work of Jack Oakie it swells well in holding interest. Oakie has the role of a goodnatured and ambitious lad, with no gift as a lover, who stumbles into an acquaintance with a jilted girl and falls for her. The girl is unable to decide between Oakie and her former lover, a handsome doctor who professes to love her although he married a rich girl of his own race at the behest of his parents. So things work back and forth, the girl finally marrying Oakie, and the doctor pursuing her. Then the heroine is hurt in an auto accident, whereupon the altruistic Oakie, accompanied by the girl, finds the girl and loves Oakie. Oakie's motivation is not always convincing and Oakie is the only one who arouses any sympathy. Considering the material, however, director and players are credited with doing quite well.

Cast: Jack Oakie, Shirley Grey, Leon Wayneoff, Georgia Cooper, Lee Moran, Alexander Carr, Raymond Hatton, Harry Arnetta.

Director, Victor Schertzinger; Author, Vina Delmar; Adaptor, Warren B. Duff; Dialogue, same; Cameraman, Norbert Brodie; Recording Engineer, Hans Weener; Editor, Rose Loewinger.

Direction, Good. Photography, Good.

"DAS SCHOEIIEN ABENTUEER" or "Enchanted Escapade" (In German)

Lee Brecher 78 mins.

GAY AND PLEASING LIGHT ROMANCE WITH A HONEYMOON STORY THAT IS A HONEY.

This one is so good that it is regrettable that it cannot be fully enjoyed by American audiences because of the all-German dialect. The story is built right down to the ground for the average American audience, telling of the elopement of a girl from her wedding to an unwanted suitor as she flies to the arms of her true love. Adapted from the French play, "La Belle Aventure," the picture has been handled delightfully through, with a succession of comedy situations that keep the laughs rippling. The situations are funny, and the lines, for the German audiences who can understand them. Kathie von Nagy is one of the most charming German stars presented thus far. In fact, this entire cast makes an excellent impression in highly distinctive roles. The photography is excellent, with some gorgeous pastoral shots in rural France and also some very lavish interior sets on the wedding scenes. The pre- dication of the eloping couple without a wedding license in the home of the girl's grandma is filled with delightful comedy touches. A melodic theme song runs throughout the picture.


Director, Reinhold Schuenzel; Authors, G. A. Canfield, Robert De Fiers, Etienne Rey; Adaptors, Reinhold Schuenzel, Emeric Pressburger; Dialoguers, same; Cameraman, Fritz Arno Wagner, Robert Baberske.

Direction, Good. Photography, Good.

"A FAREWELL TO ARMS" with Helen Hayes, Gary Cooper, Adolphe Menjou

Paramount 80 mins.

OUTSTANDING LOVE DRAMA BASED ON BEST SELLER PACKS A STRONG ROMANTIC PUNCH FOR AUDIENCE AUDIENCES.

Regardless of whatever small quickblows may arise from super-critics who feel that the screen version of Ernest Hemingway's novel is not 100 per cent according to the book, the result is such tenderly engaging entertainment that any criticisms are un-called for. Furthermore, the deviations from the novel are too slight to arouse the average audience. Considering the difficulty presented by the material, Director Frank Borzage did a masterful job, investing the action with many deeply moving scenes, and giving the story its whole weight of romance and grandeur. Story is a love triangle in war time, enacted on the Italian front with Gary Cooper as Jack. Miss Hayes plays for the first time as the does her soldier lover, and Adolphe Menjou as a doctor also in love with the nurse. Love and wartime abandon, re-marriage, motherhood with a passing hint of church, motivate the action, all handled with extreme good taste. Essentially adult fare, with particular appeal to women, it nevertheless should interest a wide cross-section of audiences. The performances, especially the exquisite work of Miss Hayes, are a treat in themselves.

Cast: Helen Hayes, Gary Cooper, Adolphe Menjou, Mary Phillips, Jack LaRue, Bianche Frederici, Henry Armetta, George Humbert, Frank Lawton, Jack Oakie, Tom Ricketts, Robert Caurierio, Gilbert Emery.

Director, Frank Borzage; Author, Ernest Hemingway; Adaptors, Benjamin Glazer, Oliver H. P. Garrett, Charles Lang.

Direction, Imaginative. Photography, Fine.

"SECRETS OF THE FRENCH POLICE"

Radio 59 mins.

INVOLVED MURDER DRAMA HAS SLOW STARTER BUT GETS GOING WITH SOME VERY UNUSUAL MATERIAL IN LAST HALF.

This is a combination of two stories, one by H. Ashton-Wolfe on the secret methods used by the French Police, and the other by Samuel Ornitz on the missing daughter of the late Russian Czar. The mass of material is inclined to confuse at the start, but when they get in the clear, the drama picks up with some very unusual material that has a bizarre touch and plenty of suspense. An interesting exposition of the clever methods of the French secret police is given. Gwili Andre as a poor French flower girl is abducted by a villainous and clever Russian, who attempts to foist her on the world as the missing Princess Anastasia, sole survivor of the Czarist family. By hypnotic influence he makes her believe that she is really the princess, in order that he can claim for her certain bank funds held in trust until such time as she is discovered. Plenty of melodrama and exciting action.


Director, Edward Sutherland; Authors, Samuel Ornitz, H. Ashton-Wolfe; Adaptors, Samuel Ornitz, Robert Trasker; Cameraman, Al Gilks.

Direction, Okay. Photography, Good.

"GUilty OR NOT Guilty"

with Betty Compson

Monogram 66 mins.

GOOD MELODRAMA OF A GIRL UNJUSTLY ACCUSED OF MURDER THROUGH CIRCUMSTANTIAL EVIDENCE.

Audiences that like underworld melodrama will go for this story of a girl who is found in the apartment of her murdered music teacher, is convicted of the murder and is sentenced to ten years. While in jail she meets Betty Compson, a hardened gangster girl, who, when she gets out, induces a dying girl to fake a confession of the murder. The girl is freed and goes to live with the mob, where a romance is formed with the wisest attorney. After he crops up. Some gangsters, who are out to frame the district attorney, find out about the faked confession and the romance and force the girl to lure the boy to the scene of a gangster shooting where he is captured and the romance comes to a climax. The mob finally clears up the whole thing and paves the way for the final clinch.


Direction, Good. Photography, Okay.

"ME AND MY GAL"

with Spencer Tracy, Joan Bennett

Fox 78 mins.

WISE-CRACKING COMEDY WITH TRACY AT HIS BEST But STORY is SLOW.

Spencer Tracy doesn't miss an opportunity to put plenty of his wise-cracking comedy over in this gangster-romance that tells of a likable cop who falls in love with a restaurant cashier only to have the caper of her convict brother-in-law. The first half of the feature is taken up with Tracy's clever delivery of smart dialogue and the start of his romance with Joan Bennett. Then it speeds up a bit when the gangster angle becomes active. Joan's sister hides her former lover, who has escaped from prison, in the attic, and Tracy is sent out to recapture him. Joan's fiancé, who practices sight with his eyes, divulges his daughter's secret. There is a gun fight and the convict is shot. Tracy is rewarded and the couple leave for a happy honeymoon.

Cast: Spencer Tracy, Joan Bennett, Marion Buns, George Walsh, J. Farrell MacDonald, Noel Madison, Henry B. Walt, Bert Hanlon, Adrian Morris, George Chandler, Don Beddoe, Marie Korn, Joe Gale, Helen McRae.

Director, Raoul Walsh; Authors, Barry Corrson, Philip Klein, Scenario, Arthur Kober; Recording Engineer, George Leveritt; Cameraman, Arthur Miller.

Direction, Good. Photography, Fine.

"THE FIGHTING CHAMP"

Blacks in stereo

"SWELL WESTERN WITH EXCITING PRIZE-FIGHT SEQUENCES AND SEQUENCE OF SUSPENSE.

Bob Steele as a battling cow-puncher shows up to great advantage in this interesting and exciting western. Stripped to the waist, he goes through several minutes of a grueling prize fight, and handles himself like a professional boxer. The story concerns Bob, who applies for a job with the Double Bar H ranch but is turned down by the foreman. Through a coincidence he meets the owner, who puts him to work. A professional prize-fighter comes to town and Bob is staked against him. The fighter's manager tries to baffle Bob to throw the fight, but he is turned down and the foreman dopes Bob. Coffee and Bob fails to make good in the ring. He is about to be tarred and feathered, when the real reason for his failure is discovered. Bob is filled with action and real heart-throb suspense. It is a Trem Carr production.

Cast: Bob Steele, Arletta Duncan, Charles King, Kit Guard, George Cheesman, Bud Bell, Lee McKee, George Hayes, Henry Rowncurem.

Director, J. P. McCarthy; Author, Wal- ley Tottman; Scenario, same; Cameraman, Archie Stout.

Direction, Speedy. Photography, Excellent.
The sun never sets on Movietone

Fox Movietone News

The World's Greatest Newsreel
Decentralization Cuts Costs Up to 40%—Lightman

ALLIED CHARGES "DOUBLE-CROSS" BY M.P.T.O.A.

Poor Care of Film Costs Millions Yearly--Goldsmith

Not Enough Attention Is Paid to Maintenance, Says S.M.P.E. Head

Direct cost of film damage, due to insufficient care in handling, amounts to hundreds of dollars yearly, while the indirect cost, represented by increased box-office receipts that would be realized if the causes of the first loss were corrected, might be reckoned in the millions.

(AWARDS TO INDEPENDENTS URGED BY RAY JOHNSTON)

Establishment of annual production awards for independent producers under a plan fashioned somewhat after that of the Academy of Motion Picture Arts and Sciences was urged by W. Ray Johnston, Motion-picture president in New York yesterday. He visualized the plan as stimulating better production efforts among the smaller companies, which, largely because of their comparatively lower negative costs, fail to gain representation in the Academy decisions.

Johnston suggested that the plan be sponsored by the independent producers' organization.

E. W. Hammons to Extend Personal Contact Trip

Upon return from his present tour of Educational-World Wide exchanges in the Chicago, Kansas City, Omaha, Des Moines and Minneapolis territories, E. W. Hammons will plan a second trip with the idea of visiting each of the branches throughout the country within the next three months.

Dedicate New Home for Fox Writers

West Coast Bureau of THE FILM DAILY

Hollywood—With speakers including Colonel Jason S. Joy, Fred Nible, Rupert Hughes, Bill Rogers and Janet Gaynor, the new Fox writers' building, erected at a cost of $50,000, was dedicated.

RKO MAY BOOST PROGRAM WITH ADVENTURE FILMS

West Coast Bureau of THE FILM DAILY

Hollywood—RKO will likely add several adventure stories to its present production schedule. Merian C. Cooper, associate producer and former world traveler, has lined up three adventure writers who are now on assignments. They are Felix Riesenber, sea-story author, who is already at work on a story of the sea; Henry C. Rowland, former secret service man, Army surgeon and well known magazine writer who is preparing an adventure story, and

Bill Paine, Tom Bailey

Succeed Reeve at Para.

Bill Paine and Tom Bailey have been appointed to take over Arch Reeve's duties as Paramount coast publicity head. Arthur Mayer made the appointments yesterday.

Lightman Says Decentralization Cuts Costs Up to 40 Per Cent

3 Principal Releases Booked by Circuits

Principal Distributing's last three releases have received circuit bookings, it is announced by Joseph Skirball. "Isle of Desire" will play the entire Loew and RKO circuits nationally. "Anamajon Head Hunters" has been booked for Loew's metropolitan houses and the entire RKO group. "Williamson Beneath the Sea" is being played by the Harry Arthur circuit in New England. Another Principal release, "Virgins of Bali," opened Thursday at the RKO Cameo.

Economies ranging from 10 to 40 per cent can be effected when a house is decentralized from a major circuit, in the opinion of M. A. Lightman, M. P. T. O. A. president, who bases the estimate on his own personal experience through his circuit, Macon, and on observations in other situations.

Much saving can be brought about through careful analysis of small items, Lightman points out. In his operation at Pine Bluff, Ark., when he took the house over from Public, he switched electric bulbs in his signs from 100 to 25 watt, thereby effecting...

Lightman Unit Accused of Walking Out on Legislative Program

Charges that the M. P. T. O. A. "double crossed" Allied in "walking out" on its legislative program are made in an Allied bulletin, issued Saturday from Washington.

(Relief Fund Needs Your Aid--Have You Helped the Fund?)

Uniform Film Rentals Proposed by Allied

Regardless of grossing possibilities, all theaters would pay the same rental on a picture under Allied's proposed amendment to the Clayton Anti-Trust law, it is indicated in a bulletin sent by Al Steffes, as general manager of Allied Theaters of the West Coast, to exhibitors in that territory. The present law recognizes that unique articles such as films, books and music can be merchandised as such. Steffes outlined measures to promote Federal legislation that would, concluding his letter, be applicable for contributions to help finance this effort.

(Graham Made Coast Agent For Assoc. Sound System)

"Our Coast Bureau of THE FILM DAILY

Hollywood—S. Edwin Graham has been made west coast representative for Associated Sound System, which will concentrate on serving independent producers. Herbert O. Carleton, formerly of Duplex Manufacturing Co., invented the new system. No royalties are charged.

Caustic!

In a caustic vein, Allied, in its bulletin issued Saturday, says: "We now suggest that the M. P. T. O. A. reorganize as a circuit organization, dropping the pretense that it represents independent exhibitors, so that when future conferences are held all interests will be openly and fairly represented." It refers to M. A. Lightman's statement that he will retire as M. P. T. O. A. president in January as "welcome news."
A Column of Successful Showmen!

BOB INGERSOLL
Durant Theatre, Flint, Mich.

"I am, and have been, a consistent user of Columbia pictures. I contracted for them for 1932-1933 for I have confidence in the product."

MRS. IVORY ETHINGTON
Benton Theatre, Shelbyville, Ky.

"I have been very well pleased with everything I have played from Columbia both past and current. I do not hesitate to recommend Columbia pictures to any exhibitor."

S. M. FARRAR
Orpheum Theatre, Harrisburg, Ill.

"Any company that can turn out pictures like 'American Madness' and 'Washington Merry-Maker' and keep them to exhibitors at a price where they can make money, need not fear for the future."

G. H. HAYOB
Mary Lou Theatre, Marshall, Mo.

"If I had my choice of all pictures made, I would still place Columbia at the head of the list. This product has proven consistently good and has given 100 per cent satisfaction in my theatre."

"A lot of dramatic action." Motion Picture Herald

"MAN AGAINST WOMAN"
**NEWS of the DAY**

Luxemburg, Mo.—Leo Lau, owner of the Lennay Theater, which was destroyed by fire, is reported planning to start reconstruction soon.


Caledonia, N. Y.—Merchants Cooperative Theaters has opened the Capitol in Burgess Hall as the latest unit in its circuit. R. L. Fisher is managing the house.

Buffalo—J. B. Berkwitz, manager of Standard Film, is the father of a third boy.

Buffalo—Florence Dixon, wife of Harry Dixon, RKO manager, has recovered from a nervous breakdown.

Syracuse, N. Y.—The Arcadia opens Dec. 9 under the management of Morris Pitzer, after being dark for two years.

Cleveland—Leo Jones, formerly with M-G-M, is taking over the Gem, Washington C. H.

Chiappewa Falls, Wis.—The Loop theater has been taken over by Anderson and Miner of the Ionia Theater Co. from Frank Kohnen.

Buffalo—Frank King, former Fox salesman, is planning to migrate to California to make pictures for a new company.

Detroit—C. E. Edwards, former manager of the Regent and Harri- mony theaters, has taken over the Vendome, which he has reopened after it was closed nearly a year.

Tiltonville, O.—The Palace, largest movie house here and one of the best known in the upper Ohio valley, operated several years by Harry Mackey, has been sold to Alex Trott, who will make extensive improvements.

**THE FILM DAILY**

**Dec. 12, 1932**

Harry M. Warner

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

**December 12**

Harry M. Warner

Eva Marion

Owen Moore

Herbert Cukor

Rube Jucker

**MANY HAPPY RETURNS**

EVA MARION

EDNA MARION

JOHNгерteil

HERBERT CUKOR

RUBE JUCKER

**By RALPH WILK**

**HOLLYWOOD**

EDGAR SELWYN will direct M-G-M’s film version of “Men Must Fight,” with its leading roles to be played by Philip Holmes, Dianna Wynnedaw, Lewis Stone, May Robson, Ruth Selwyn, Hoppa Hopper and Mary Carisse.

Boots Mallory, popular member of the Wampas crop of 1931 “Baby Stars,” made her first theatrical appearance at the age of six and was featured in vaudeville at 15. Engagements with George White’s “Scandals” and the “Pollyettes” preceded her screen début. She plays several musical instruments and is now featured in Fox pictures.

Gordon Westcott is playing an important role in “The Crime of the Century,” at Paramount. He formerly divided his time between roles on Broadway and operating a chain of retail stock companies. Paramount placed him under contract when he was playing in “The Devil Passes.” In his current picture, which B. P. Schulberg is producing for Paramount, he is playing the role of Stuart Erwin and Wynne Gibson.

**OUR PASSING SHOW: H. N. Swanson, Louis Brock, Edgar Fox, first Mark Sandrich, Douglas Hedges, Kenneth Goldsmith, Val Burton, Will Jason, Bert Allen Grant, Ben Holmes at the premiere of “The Love of Harris.”**

William Conselman, who recently returned from a vacation in Europe, is writing an original story for Will Rogers. Conselman, who has signed a new contract with the company in 1928. On his European trip, Conselman met Alan Dwan, Cyril Gardner and Hal Vogen, both of whom are now working in England.

**MORE PASSING SHOW: Edward Small, Bill Wright and Manny Wolfe at the Carl Van Doren lecture; Jerry Horwin motoring to the Fox studios.**

Ken Maynard’s newest Western for K. B. S. Prods., originally titled “Conflict,” will be released as “The Lone Ranger.” It was directed by Allie Lewin.

**MARGUERITE RUTH KEENAN, popular member of the film colony, will appear in “Pinafore,” which will be staged at the Carthay Circle theater Dec. 16 and 17.

Edward Arnold, who has been one of the busiest actors on the Coast since his arrival from New York, will be seen in “Whistling in the Dark,” which Elliott Nugent will direct for M-G-M. Arnold will play the role created in the stage version.

Jimmie Durante, who will have one of the leading roles in “Joe Palooka,” the United Artists picture which Edward Small will soon put into production, is being sought by Columbia Broadcasting to portray the same role in a forthcoming radio hook-up on the story of Joe Palooka.

**VITAMINE SHORT: MURIEL GORDON, pretty newcomer to the screen, has been offered a contract to appear in a New York revue. She recently appeared opposite Ken Maynard in “The Night Stage,” for K. B. S. Prods., and also worked in “Forty-Second Street,” for Warners.**

CAST ASSIGNMENTS

Paramount: Niles Welch, Sara Sue Collins, Buster Miles, Eddy Carey, Eddie Cook, Mike Donlin, Wade Boteler, Tom McGuire for “The Mud to Satin.”


Fox: James Dunn, Sally Eilers for “Bad Boy”; Kay Skrzyn, Ricardo Cortez, Norman Foster, James Bond and Robert Barratt for “The Giant Swing.”

Columbia: Barbara Weeks, Mary Jordan, Nancy Carroll, John Boles for “Show of the Century.”

Radio RKO: Constance Bennett, Anthony O’Toole for “Our Butterflies”; Julie Hayden for “The Great Gigure”; Gertrude Sutton, Max Hoffman for “Tars and Feathers”; Franklin Parker for “The Post of Mary Holmes”; William Gargan for “Streetcar” East; Maxine Duke, Katherine Heph Burroughs for “Christopher Strong.”


Monogram: Anita Page, Charles Starrett and Eddie Borden for “Jungle Bride.”
SAYS DECENTRALIZATION CUTS COSTS UP TO 40%

(Continued from Page 1)

ing an economy of 30 per cent, without lessening the importance of the display. Elimination of uniformed ushers, says Lightman, is another means of cutting overhead. Patrons generally dislike "mechanical" ushering, and prefer the "personal touch" which comes through ushers in civilian apparel.

Through shipping prints in lots rather than individually, another economy can be registered, Lightman stresses. In many small operations, elimination of lengthy reports, required by circuits, permits it to have a more graphic work handled by the cashier, thus cutting one item from the payroll.

Cancellation of circuit operation also saves yards of "red tape" which allows managers to make quick decisions on important matters. Local booking, provided for in an independent setup, enables more effective handling of his phase of operation, declares Lightman. A manager, recognizing the strength of the show he has personally arranged, can then leave out a short which is unnecessary to supplement the feature.

An independently-operated theater can get fairs and more advantageous union deals than a house affiliated with a national circuit, the exhibitor leader stated. In virtually every small independent situation where one man in the booth is agent, houses are operating on this policy, Lightman said. More loyalty and efficiency ordinarily is found in a manager working for an independent operator because of the intimate contact and the sense of comparative security the manager feels. As independent houses generally require more reasonable newspaper advertising rates in the local papers than a circuit theater and can more economically and effectively arrange exploitation stunts, says Lightman.

'JUNGLE KILLER' IN 3RD WEEK

"Jungle Killer" is remaining at the Central for a third week. Centrally through the weeks has now considering bookings and selling state rights for "Jungle Killer".

RKO May Boost Program With Adventure Films

(Continued from Page 1)

Philip MacDonald, son of George MacDonald, the Scottish novelist, and who is now en route here from the Far East with a story of his recent adventures in Asia.

MRS. CHESTER MccsSMAI.SIGNED

West Coast Bureau of THE FILM DAILY

Hollywood—Suzanne Kilborn, former stage player and now wife of Chester Morris, has been signed by First National for "She Had to Say Yes." This will mark her film debut.

RUTH CHATTERTON'S NEXT

West Coast Bureau of THE FILM DAILY

Hollywood—Darryl Zanuck is considering "Jilly Turner," a Broadway play, as the next First National vehicle for Ruth Chatterton, who recently finished "Frisco Jenny."

DOUG FAIRBANKS RETURNING

Douglas Fairbanks, having called off his big-game hunting trip, sails from England today on the Champlain, arriving in New York on Dec. 25. He is accompanied by Allan Boone, Kenneth Davenport and Charles L. (Chuck) Lewis.

Says Poor Maintenance Costs Millions Yearly

(Continued from Page 1)

...lions, declares Dr. Alfred N. Goldsmith, president of the Society of Motion Picture Engineers, in a summary of his organization's activities written for the forthcoming 1933 FILM DAILY YEAR BOOK. Discussing this subject, Dr. Goldsmith says in part:

"it is an unaccountable anomaly that in the business of making motion pictures, the more we spend the less we get. This year the studios spent over $50,000,000 to produce a single feature film, and yet this represents only a fraction of the cost of production. "The average of the industry is to spend $2,000,000 for a picture, and yet the final product is of an inferior quality. The industry is spending money on a business that is not paying off."

P.A.W. TUCKET REOPENING

Pawtucket, R. I.—The Imperial, Publix house, closed for nearly two years, is reopening Christmas under new management with a double feature policy.
Proxy Fight Carries Warner Meet Into Second Day

PHOTOPHONE TO SELL SOUND EQUIPMENT OUTRIGHT

Shea and McFaul Take Over Upstate Publix Houses

Further Step in Circuit Decentralization Announced by Dembow

As the latest step in the decentralization of Paramount's theater holdings, 14 houses in Buffalo, North Tonawanda and Niagara Falls have been placed under the direct and complete management of Mike Shea and Vincent McFaul, it was announced yesterday by Sam Dembow, Jr., acting head of Publix theater operations. The new arrangement is now in effect.

In the Black by January

RKO expects its theaters to be operating on their income by the first of January. Additional economies amounting to $1,000,000 have been pledged by circuit employees to be effective Jan. 1, bringing total annual savings to $8,100,000, it is stated. Circuit is now being operated at $160,000 a week less than a year ago, RKO figures show.

10 MORE REGULAR FOLKS DO THEIR BIT FOR FUND

Ten more generous members of the industry came across the week-end in grand style for the FILM DAILY RELIEF FUND. The snow and cold of Sunday was a forerunner of what to expect for the next few months. They are: Will H. Hays, Sam Katz, William Massce, Edward P. Curtis, David Dembow, Sid Brown, Sam Katz, William Massce, Edward P. Curtis, David Massce.

Warner Stockholders Turn Out En Masse for Annual Meeting

Wilmington, Del.—With a record number of stockholders present, counting and certification of proxies occupied most of the first day of the Warner Brothers annual meeting which opened here yesterday. At 7:30 last night the meeting was recessed until 9 o'clock, with indications that no business would be transacted until this morning.

Outstanding business before the

(Continued on Page 3)

Service Charge Eliminated Under New Selling Agreement

Outright sale, elimination of contract service as soon as the apparatus is paid for, and further reduction of contract service in cases of deferred payments, is announced by the RCA Victor Company for its recently developed "high fidelity" sound apparatus. This plan replaces the 10-year licensing agreement.

(Continued on Page 4)

FLEXIBLE ADMISSION PLAN WORTH EXPERIMENT—FEIST

Commenting on the 25-cent admission plan which Fox is going to adopt under its sales policy, Felix F. Feist, in charge of M-G-M distribution, yesterday told THE FILM DAILY that he considers it "worth an experiment" and intends to thoroughly study the plan.

(Continued on Page 4)

Howard S. Cullman Named New Receiver for Roxy

Howard S. Cullman yesterday was appointed receiver for the Roxy, succeeding Harry S. Koch, who resigned Friday. The appointment was made by Federal Judge Francis G. Caffey. Cullman is well known in banking and political circles having

(Continued on Page 4)

Showman Sees First Talker

George C. Tyler, for years a foremost theatrical manager, was caught yesterday by Tom Namack, one of his former advance agents, going to see his first talker, "Sign of the Cross," at the incitation of Cecil B. De Mille. Tyler, who produced more successful plays than any other manager, regarded films from the start as "store shows" and would not venture in that field.

(Continued on Page 4)
Install "High Fidelity"
In New Eastern Studio

West Coast Service Studios, newly
opened by Lynn Shores at 510
West 57th St., New York, has con-
tacted for installation of RCA Vic-
tor "High Fidelity" recording ap-
paratus. Besides specializing in
what they have with Local 600, affiliated
with the Western Electric Radio will
undertake production work.

—Every Dollar Helps the Fund—

Academy Research Council To Hear Reports Thursday

West Coast Bureau of THE FILM DAILY Hollywood — Reports from its
eight subcommittees will be pre-
pared at the quarterly meeting of the Research Council of the
Academy of M. P. Arts and Sciences. The first meeting, at the Hotel
Economy in sound recording and
best methods of preserving film
sent to theaters are among subjects
in the reports to be made.

PICKETING RESTRAINED
Racing, Wis.—Warner Bros. Thea-
ter Corp. and Madeleine Theater
Corp. have been granted temporary
injunction restraining the Independ-
ence Order of Theater Operators
from picketing their theaters or interfering with contracts which
have been made between the
American Federation of Labor.

—A Regular—Help the Fund—

MAJ. LEVINSON AS CHAIRMAN
West Coast Bureau of THE FILM DAILY
Hollywood — Major Nathan Levin-
sion, head of the Warner-Pant-Na-
tional sound department, has been
named chairman of the 1932-33 Pa-
pers and Program Committee of the
Technicians' Branch of the Academy
of M. P. Arts and Sciences.

FILM FORUM TO MEET
First meeting of members of The
Film Forum, Inc., new society for
discussion and showing of unusual
films, will be held Jan. 23 at the New
School for Social Research.
Headquaters for the organization have
been established at 125 West 46th St.

—Help the Relief Fund—

ATLANTA FOX SOLD
Atlanta — The Shrine Mosque, housing the Fox theater, sold at
public auction in connection with
receivership proceedings, was bought
for $75,000 by a committee re-
presenting holders of the Shrine
Mosque bonds.

MORE DUALS IN TORONTO
Toronto — More Toronto theaters
are offering double feature pro-
grams. Some houses have cut
admission from 25 cents to 15 cents
for evening as well as matinee shows.

KIRK McEEG AT RADIO CITY
Kirk McEGG has resigned as man-
ger at the RKO Palace to join the
Radio City staff. He formerly was
at the Capitol.

—Every Dollar Helps the Fund—

HUNTING MAYFAIR BANDIT
No club has been found of the
armed bandit who got $1,000 on Sat-
urdav from John O'Dea, treasurer of the RKO Mayfair.
PHOTOPHONE TO SELL
EQUIPMENT OUTRIGHT

(Continued from Page 1)

Erpi Plans No Change,
Declares C. W. Bunn

C. W. Bunn, general sales
manager for Electrical Research
Products, told FILM DAILY last
night that the firm's aggressive sales
plan would not in any way affect
the present Erpi policy. We have our
policy outlined for some time to
come, and any change in policy
which other firm should change our plans in the
slightest," said Bunn.

Sam Dembow
Appointed
Head of Publix Houses

(Continued from Page 1)

Committee following the regular
meeting of the board of directors.
Since the resignation of Sam Katz,
Dembow has been acting head of
Publix houses. Only routine busi-
ness was transacted at the directors'
meeting.

GILBERT WITH "METRONOME"

Richard B. Gilbert, former the-
atrical paper man and recently
identified with the Broadway divi-
sion of the Stage and Screen com-
mittee, Democratic National head-
quar ters, has become motion picture
to the Metronome," magazine.

Andy Smith J oins Colonels

A. W. Smith, Warner sales executive,
is the latest to receive an out-
line appointment on the staff of Governor
Ruby Lattof of Kentucky.
NEWS of the DAY

New Lexington, O.—The Perry, closed for a year, has reopened, completely remodeled, under management of C. M. Davie. Former owner was Carl Gross.

Cleveland—Loew is installing permanent sound equipment in the Ohio theater.

Cleveland—Frank Hines, manager of the RKO Hippodrome, now closed, is in New York on business.

Calhoun, Ga.—The Gem theater, which has been operating only part-time, is now running every day.

Dickson, Tenn.—The Gaiety has been leased by the Klien Enterprises, Clarksville, and reopened under the management of John Ely.

Danville, Ky.—F. M. Kendall, formerly of Owensboro, has been transferred here as manager of the Kentucky theater.

Louisville—Earl Payne, formerly manager for Switow Brothers in Lexington, is now with the National theater here.

Henderson, Ky.—Paul Wykoff, formerly manager for the Grand, here, has been transferred to the Saroy, Princeton, to succeed M. J. Milwain, resigned.

Louisville—John H. Boswell, formerly with the Keith’s Rialto here, has been appointed general manager of their Owensboro theaters.

Boston—F. P. Amusement Corp. has been formed by Sally Portin, Chelsea; Anna R. Caldwell, Boston, and Herman Lovenital, Boston.

Coming 6016

B. B. KAHANE, president of RKO Radio Pictures, arrived yesterday from the coast.

JACK WARNER is in New York.

Rex BELL arrived from the coast yesterday.

RUBY KEELER (Mrs. Al Jolson), now on vacation in New York, returns to the Warner coast studios in the near future.

DAVE (SKIP) WESNER left last night for Memphis.

GRAD SEARS, accompanied by I. LEVISON of the Warner legal department, arrived Sunday night for Jacksonviile, Fla., in company business that will keep them away a week.

Carl Lesterman is in New York from Chicago.

BILL SULLY of the Warner studio publicity department, arrived in New York yesterday for a 10-day visit.

HAL HORNE plans to leave for the coast department today.

BILLIE GOULD, fan magazine writer, leaves New York Saturday for the coast.

JOE GOLDBERG leaves today for Buffalo and Albany.

“Over the Counter” M-G-M 18 mins.

Classy

A Colortone Musical Revue, gorgeously produced and with elaborate sets. That means just about the last word in anything musical.

There is quite an original thread of plot, with the son of a department store magnate making some very modern innovations in the operation of the store. He establishes a department for checking husbands in the case of a bevy of beautiful dancing girls while the wives do their shopping. The hubbies are quite happy as the girls put on a show for them in the nursery department. Sidney Toler, Franklyn Pangborn, Emerson Treacey and Eleanor Thatcher are featured, with the M-G-M Dancing Girls. And the latter are a bunch of dazzlers. A classy number ably directed by Jack Cummings.

“Duck Hunter’s Paradise” M-G-M

Good Sports

8 mins.

Covers a day in the life of a duck hunter, who takes along his girl and the dog. They secrete themselves in the blind on the lake, and wait for the ducks to spot the decoys taken somewhere in California, with literally thousands of ducks of all varieties—mallards, canvas backs, blue bills, etc. A narrator describes all the steps, with some comedy interludes.

“Leningrad—Gateway to Soviet Russia” Fritzpatrick-M-G-M 9 mins.

Interesting

A Fitzpatrick Traveltalk, with the producer giving a good descriptive narration as the cameraman, Frank Goldilife, takes us through the most interesting sections of Leningrad. The life of the people is shown very interestingly, showing the activities of various types of people. The most interesting shots are those of the interior of the former Czar’s palace, now changed into a gigantic museum for the edification of the people.

“Sling High” M-G-M

Thriller

10 mins.

A Sport Champion number, showing the famous circus trapeze artists, the Flying Codonas, doing their stuff high up under the big top. Two brothers and their sister perform their daredevil feats, giving a marvelous simulation of their perfect timing of the difficult and dangerous swings. The photography is exceptionally good, being shot from odd angles, showing the flying bodies whizzing through space. This reel is an outstanding novelty that packs a lot of tingling thrills for the spectator.

Charley Chase in “Mr. Bride” M-G-M

Weak

19 mins.

The theme of this one is pretty far fetched, and the number does not rate up to the standard of this comedian’s superior work. Charlie is employed by Henderson, the big insect powder man, who decides to rehearse his coming honeymoon in his usual businesslike manner so there will be no mistakes. So he takes Charlie as his bridesman on their honeymoon. As Charlie plays the role straight, in his male attire, there is much difficulty at the bridal couple’s home, and also little comedy. Works out into a situation where the secretary of the boss turns down his proposal and marries Charlie.

Flexible Admission Plan

Work Examination—Feist

(Continued from Page 1)
rants examination, Feist stated. He said that the next M-G-M picture to play as an exclusive will be “ Flesh,” and observed that this policy is still in the experimental stage as far as M-G-M is concerned, and only a few of its pictures, including “Grand Hotel,” have been sold on this basis.

SPRINGFIELD ROADSHOWS

Springfield, Mass.—Beginning Friday, the Poli, Arthur house, will present 78-minute roadshows in conjunction with films. “Desert Song” will be the first. Samuel Torgan, city manager for Arthur, announced a 15-cent top for the Fox, now showing second-runners for the first time in its 37-year history. Week-day matinee admission will be 10 cents.

Howard S. Cumnall Named New Receiver for Roxy

(Continued from Page 1)
be confident of President-elect Roosevelt and former governor Al Smith during the recent election. He was also state chairman of the democratic committee. Cumnall is now Commissioner of the Port of New York Authority, president of the Beekman St. Hospital, a member of Cumnall Brothers, tobacco merchants, and a director of the Bank of Manhattan Trust Company and the County Trust Company. He assumes his Roxy duties Thursday.

WARNEP CHRISTMAS PARTIES

Children’s Christmas parties, sponsored by Judge Levy and Mrs. William Randolph Hearst, will again be held in Warner New York the aters this year. First will take place at the Strand and Winter Garden the morning of Dec. 24.

HOLLYWOOD

EDDIE BUZZELLI, Columbia contract director, follows his starch technique of rehearsing until every one is letter perfect before shooting, thereby holding down production costs. Buzzelli, who is always a perfect gentleman, accomulates the feat by first making sure he has the best script obtainable and that all changes have been made. This means that when the actors learn their lines, they are sure they won’t be changed over-night. Buzzelli is now directing “Nineteenth Century,” starring Nancy Carroll, for Columbia.

Billy Bakewell is laughing up his sleeve at hearing who have to spend days doing their Christmas shopping. While in Europe recently, he sent over his friends and brought home a trunk load of presents which he’ll distribute on Dec. 25.

January I will be more than the beginning of the new year for Gregory La Cava, Radio Pictures’ contract director, who will mark his eleventh anniversary as a director. His first contract with a major studio went into effect on that date.

“Out of the trenches by Christmass” is the slogan of Lee Tracy, of “Blessed Event” and “Washington Merry-go-round” fame. Lee is playing the starring lead in a war film, and wants to spend the holidays in the east.

Bartlett Carmack’s beer-racket story for RKO, “Bugaboo,” is being rushed in production.

New Incorporations

NEW YORK CHARTERS

Theater Advancement, theatrical business; Mack & Mack, 36 West 44th St., New York. $1,000.

Dynamic Acoustical Products, sound-amplifying horns, etc.; E. A. Stern, 120 Wall St., New York. 350 shares of common stock.

Berkaus Theatrical Enterprises, W. I. Weiss, 220 West 42nd St., New York. $20,000.

Pel-Gor Theaters, M. S. Feingold, 303 5th Ave., New York. 200 shares of common stock.

Harbus Pictures, theatricals; W. A. Chase, Brooklyn, N. Y. 150 shares of common stock.


Bruce Quisenberry, theatricals; W. R. Bogert, 120 Broadway, New York. 200 shares of common stock.

Goodbye Again Co., motion pictures; Learner & Bloomfield, 16 Court St., Brooklyn, N. Y. 100 shares of common stock.

DELWARE CHARTER

International Television and Broadcasting Corp., Wilmington, Del., Corporation Fiscal Co. $100,000.

DESIGNATIONS

Paramount International Corp., Delaware, motion pictures, $5,000,000; representative, Secretary of State.
New Investigation Denied by Dept. of Justice Agent
OPPOSITION REFUSES TO CONCEDE WARNER VICTORY

420 Theaters in Publix Group Decentralized So Far

Better Product Deals Seen for Local Operations Next Season

With Publix having decentralized about 60 per cent of its 700 theaters in this country, indications are that independent and other distributors are likely to get a better break next season owing to localized buying and setups now functioning. According to one estimate, some

EXHIBITS' SCREEN SERVICE IS TAKING OVER DE LUXE

Negotiations are under way, with expectations of being completed by Friday, whereby Exhibitors' Screen Service will take over all equipment and trailers of De Luxe Traders, Inc., the FILM DAILY learns. It is likely that Louis Meyer and Jack Rieger, former heads of De Luxe, will join Exhibitors' Screen and will handle parts of the production department.

COMERFORD TO HEAD UNIT IF M. A. LIGHTMAN RESIGNS

Provided M. A. Lightman resigns from the presidency of the M. P. T. O. A. in accordance with his announced intentions, M. E. Comerford, first vice-president of the organization and veteran exhibitor, will succeed him. Comerford, in (Continued on Page 3)

Reports on Contract Are Expected Today

Distributors now examining the proposed rules governing functions of the national appeal board, vital part of the industry conciliation program sponsored by the M. P. T. (Continued on Page 3)

Proxy Fight is Continued Until Late Into the Night

Wilmington, Del.—In spite of an apparent overwhelming victory for the Warner management, with a majority of about 8 to 1 in proxies, the opposition group headed by Max Goldberg, lawyer of Salem, Mass, declined last night that it would continue its fight against the pres-

TWEICE AS MUCH IS NEEDED TO PUT RELIEF FUND OVER

More dollars from more regular fellows were received by the FILM DAILY RELIEF FUND yesterday, but there is NOT ENOUGH, by far, in the fund to carry on with this fine cause for the year. The drive ends Christmas. By that time the present total must be doubled. Many who are now working and living in comfort may be visited with re-

WARNER PITTSBURGH HOUSES REPORT JUMP IN BUSINESS

Pittsburgh—Business in the Warner theaters of the Pittsburgh zone has almost tripled in the last two months, the local office reports. The new double feature program at the Davis and Regent Theaters is reported to have met with great suc-

Program of Honor

Wash., D.C.—Of THE FILM DAILY

Washington—Zane Grey's Paramount picture, "Heritage of the Desert," and a Pete Smith M-G-M short were picked by Carter Barron, local Leew chief, as the film entertainment for Vice-President Curtis’ annual dinner to President and Mrs. Hoover.
Songs to be Offered
In Five Fox Features

Fox will insert popular songs in at least five features scheduled for release during the next few months. Pictures slated for such treatment include: "Handle with Care," "Hot Pepper," "Broadway Bad," "Princess at Your Command" and "His Majesty's Car." The music will be published, distributed and exploited by Movietone Music Corp., Fox subsidiary.

—Every Dollar Helps the Fund!—

LyNN Shores Completes
Staff for New Studio

LyNN Shores, head of the new West Coast Service Studio which has just been opened in New York announces completion of his staff. Harold Goldsmith, formerly managing manager, with Al Manchee as chief sound engineer and Charles Harten as head of the camera department. The studio will engage in making tests, producing features or shorts, supplying process backgrounds, street shots, etc.

Still Taking Evidence
In J. P. Quittner Suit

Documentary evidence was submitted yesterday in the case of Joseph P. Quittner against Paramount as charges of conspiracy. Declarations that more documentary evidence will be offered today in the Federal Court proceedings.

Help the Relief Fund!

NIESSE JOINS SKOURAS

Indianapolis — Carl Niesse, who recently resigned as manager of the Indiana, has gone to Milwaukee. In this city he will become district manager for Skouras Bros. under the distributional management of George George. Niesse will manage three houses.

JOHN HARRIS OPENING RINK

Pittsburgh — John H. Harris, former Warner Theatres executive, is president of Harris Enterprises, Inc., which will reopen the skating rink in Duquesne Gardens. Senator Frank J. Harris is vice president of the new company and W. F. Petty secretary and treasurer. L. A. Bell is general manager.

Relief Fund Needs Your Aid!

STATE, BOSTON, DENVEND

Bangor — The quarterly dividend of $2 on the preferred stock has been declared by the State Theatre, payable Jan. 2 to stock of record Dec. 24.

PIKE RADIO CITY ORGANIST

Dick Lothert, last at the Brooklyn Paramount, has been signed as solo organist for the Radio City Music Hall.

Doyle and Munro Behind
New Australasian Circuit

Sydney — General Theatres Corp. of Australasia, new company formed to operate the amalgamation of Greater Union Theatres and Hoyts, effective Jan. 1, has agreed to the formation of a circuit of all-British houses under the title of Associated British Theaters, Ltd. Stuart P. Doyle and Charles Munro are among the interests behind the venture, which eventually will extend throughout Australasia, hence under the control of the new circuit: Plaza and Lyceum, Sydney; Lyric, Newcastle; Majestic, Brisbane; Majestic, Melbourne; Civic, Adelaide; Prince of Wales, Perth; His Majesty's, Hobart.

—Iowa-Neb. Allied Plans

Exhibitor Co-operative

Omaha — Formation of an exhibitor co-operative is being planned by Allied Theaters of Iowa and Nebraska, with Lesser Martin in charge of the project. Supplies only, including trailers, will be handled. Co-operative will be modeled after Al Steffes' in Minneapolis.

RKO SUBSIDARIES MEETING

Directors' meetings of the following houses: Keith-Albee Orpheum, Pathe News, Radio Pictures and RKO will be held this afternoon in the offices of David Sarnoff. No formal announcement will be made following the meetings. The matter of David O. Selznick's contract will not be taken up, but will be handled entirely by B. B. Kahane, president of Radio Pictures. H. B. Franklin will leave for the coast tomorrow to spend the holidays with his family in Los Angeles.

Etc.

JACOB KARP ON COAST

West Coast Bureau of THE FILM DAILY Hollywood — Jacob H. Karp, formerly a member of the legal department in Paramount's home office, has arrived here as assistant to Henry Herzberg, resident attorney for the studios.

223 "DOLLAR" OPENINGS

A total of 223 Christmas week openings on First National's "Silver Dollar" have already been booked, Warners announce.

PARA. BUYS "GREAT MAGOOG"

Paramount has bought the Broadway play, "The Great Magoo," by Ben Hecht and Gene Fowler.

A Column of Successful Showmen!

LOU BISSINGER
Queen Theatre, Dallas, Texas

“I have run every picture made by Columbia since they started in business and have a contract for this year. They have always made pictures that make money for the exhibitor.”

GEO. W. KING
New Lyric Theatre Binghamton, N.Y.

“Columbia pictures have given me more satisfaction than any other product we have ever played in this theatre. We have always found them to be consistently good in quality.”

J. T. TADLOCK
Venus Theatre, Shreveport, La.

“Columbia is the ‘old reliable’ to me—and dependable for good pictures, good prints, excellent recording. That’s why I’m always one of the first to book Columbia product 100 per cent.”

A. GRANT PALMER
Stor Theatre, Northville, N.Y.

“Columbia pictures give very good satisfaction. I have always thought the recording fine.”

“More than its quota of drama.” Motion Picture Herald

“M A N AGAINST W O M A N”
invincible to handle 15 three-reel films


Comerford to Head Unit
If M. A. Lightman Resigns

(Continued from Page 1) this event, will remain in office pending the next convention, date of which has not been selected.

M. P. T. O. A. leaders are trying to persuade Lightman to continue in office until the convention, pointing out that he has an obligation to remain until the industry conciliation program is put into operation and functions smoothly.

Reports on Contract
Are Expected Today

(Continued from Page 1) O. A., are expected to generally announce their acceptance or rejection tomorrow. They are reporting to Sidney R. Kent, who was an important factor in the drafting of the program.

SCHINE REOPENS HOUSE
Salamanca, N. Y.—Schine Enterprises has reopened the Andrews here with a 30-cent top at night. The same firm is reported to be negotiating for the hi-art in Lockport, where Schine has given up the operation of the Palace.

MORAN-MACK PRINT HERE
First print of World Wide's "Hyp-notized," Mack Sennett feature starring Moran and Mack, was received yesterday in New York.

Wednesday, Dec. 14, 1932

THE FILM DAILY

TWICE AS MUCH IS NEEDED TO PUT RELIEF FUND OVER

(Continued from Page 1) verses, many may find the next year "hard sledding," many will need financial help to keep their loved ones from going hungry. The fund committee KNOWS of the scores that have received aid during the past few years. We must prepare to be ready when the call for necessary assistance is made. Send SOME-TING today. Address: THE FILM DAILY RELIEF FUND, 1650 Broadway.

Why Aren't YOU Here?

J. R. Graninger
Kordbeck Amusement
C. S. Schiller
E. A. Schiller
Charles E. Lewis
Harold Moskowitz
Winfield Andrus
City Engineering Co.
Jack Alcock
Don Mercado
Harry Hanckey
Maurice Kamm
Sam Rubenstein
Ben Amsterdam
D. G. Gillette
Anonymous
Arvy Quemby
W. A. Scully
A. A. Brandenburg
M. J. Gaynor
Richard Brady
Manny Jacobs
George Dembow
J. B. Edelman
William Franklin
Lee Emerson
Monogram Pictures
M. E. Comford
H. C. Arthur, Jr.
Thomas Meighan
Frank C. Walker
William Fried
Edward Eisley
Helen Gwynne
William H. Cadoret
David Cohen
M. J. T. O'Neill
Jay O'Leary
K. A. Roberts
Amusement Supply Co.
Anonymous
Irene F. Scott
Donahue & Co., Inc.

Jerome J. Cohen
Bob Will
W. Clark Piersen
Ned E. Duplic
Moe Stepan
Maurice McKenzie
M. C. McGovern
William Ferguson
De Luce Laboratories
Stevens
John Hicks, Jr.
Harry Thomas
Charles C. Moskowitz
Ufa Films, Inc.
Mrs. J. S. Tropic
M. Isaac Daffern
Walter Reade
I. Schwartz
Leny Farno
Arthur Eddy
Lou Blumenthal
M. V. Nishek
Juan Kuntzer
George DeKnaf
John L. Francis
A. J. Dish
Will H. Hays
Sam Katz
William Massie
Edward P. Curtis
David Bernstein
Edgar Grunder
Thomas Hamlin
Stella Hamlin
Haskell & Masters
A. J. Dish
Thomas D. Goldberg
S. Charles Einfeld
J. C. Maxwell
Joseph H. Brennan
H. H. Brown
L. M. Scott
M. V. Dykes

A Few Days Left!

Aid the Relief Fund!

... THIS QUALITY of Enthusiasm is an amazing and wondrous thing ... when a guy can tell the same story in his broken Teutonic accent ... and bring a bunch of harried film-goers to their feet at the close with a sincere and prolonged applause.

Count Von Luckner's inexhaustible Spirit of Enthusiasm proved contagious. The whole film exec who had come to the luncheon with lowered brows walked out chipper and smiling.

... SOUND TRACK of a publicity mugg enthusiastically (?) pouring out advertising copy for a Palooka ... "A stupendous drama that will sweep you to Olympian heights of ecstasy ... (of all the lousy pieces of tripe that studio has turned out!) It's romantic charm will thrill your heart and soul like a heavenly symphony ... (Honest, when I lamped that mess of misery in the projection room I brushed with shame for the company, while I see to Phil M. sitting alongside me: AIN'T IT STUPENDOUS?" Phil sez: 'Yeah, it's STUPIDOUS.') ... Here is a picture that will transport you to a dream castle where all your dear dead dreams will come to life and magically enfold you in one supreme hour of enchanting entertainment. (And may gawd have mercy on my soul! Wot hurts most is when my kiddies read this ad and then go to see the pic in their childlike trust in dadde— and then look at me with Distilled Eyes when I come home. It's okay with the wife. She always knew I was a dam liar. But, oh, the kiddies!)"

The Relief Fund Is Counting on YOU!

... THAT WAS what you call a representative group of writers gathered at the Hotel Roosevelt the other night to enjoy Father Kelly's golf and bridge entertainment. The evening was sponsored by the Catholic Writers' Guild of America, with Fred Bruckner, president of the writers' guild, and Thomas G. Boylan, editor of the "New York Catholic," as co-chairmen. The evening was held to raise funds for the relief of unemployed writers, many of whom are ill and in need of help.

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Owing to the increasing demand for bookings of "The Sign of The Cross" from theatres throughout the nation, the presentation of this attraction will be limited exclusively to road show engagements...two performances daily...reserved seats...prices ranging from 50c to $1.00 at the matinees and 50c to $1.50 at the evening performances.

THE BURNING OF ROME...THE ORGY AND DEBAUCHERY OF NERO...THE EARLY STRUGGLES OF THE MARTYRS OF CHRISTIANITY

From The Play by Wilson Barrett
Screen Play by Waldemar Young and Sidney Buchman

with

FREDRIC MARCH  ELISSA LANDI
CLAUDETTE COLBERT  CHARLES LAUGHTON

and 7500 Other Players

FOR BOOKINGS APPLY TO J. J. MCCARTHY, ROOM 1904, PARAMOUNT BUILDING
CES ROAD TOURS OF DeMille's
RHYTHMIC SPECTACLE

Now in first capacity month, Rialto Theatre, New York

Beginning Saturday, Dec. 24, Majestic Theatre, Boston, Mass.
Saturday, Dec. 24, Ohio Theatre, Cleveland, Ohio
Sunday, Dec. 25, Erlanger Theatre, Buffalo, N. Y.
Sunday, Dec. 25, Ford's Theatre, Baltimore, Md.
Sunday, Dec. 25, Hartman Theatre, Columbus, Ohio
Sunday, Jan. 8, American Theatre, St. Louis, Mo.
 Sunday, Jan. 8, Shubert Theatre, Cincinnati, Ohio
 Sunday, Jan. 15, Erlanger Theatre, Chicago, Ill.
 Friday, Jan. 20, Biltmore Theatre, Los Angeles, Cal.
 Sunday, Jan. 22, National Theatre, Washington, D. C.
 Friday, Jan. 27, Erlanger's Columbia, San Francisco, Cal.
 Monday, Feb. 6, Nixon Theatre, Pittsburgh, Pa.
 Sunday, Feb. 26, Shubert Theatre, Kansas City, Mo.

Other bookings in preparation: London, England...Berlin, Germany...Sydney, Australia...Paris, France...Buenos Aires, Argentina...Rio de Janeiro, Brazil...Cape Town, South Africa...and other capitals throughout the world.

11 BROADWAY, NEW YORK CITY • JOHN C. FLINN, IN CHARGE OF EXPLOITATION
THE CENSOR HAS HIS SAY

(Continued from Page 1)

some directors have apparently made an insane effort to make something, with nothing, out of nothing, and there has, at least to my mind, been no "follow the leader" in evidence and too little initiative upon the part of producers. A producer, for instance, has been known to become tears with excessive doses of gang pictures, sex pictures, and what not, no matter what the subject, whether sports, politics, or what have you." Week after week, at the principal playhouses, bookings of identically the same subjects are shown.

You ask how films can be made more acceptable for general public consumption. It would seem to me that ability might be obtained through the lay public either by press or radio, by the prize method for opinions upon how, where and why a story or picture is improved, then perhaps such opinions might give a reliable cross section of public opinion, especially as residence, occupation, and sex of the contestant might be obtained with their opinion. This information might be more easily, if possible, to check up through the local exchange or perhaps a local theater with a questionnaire as to the contestant's environment and standing. Such information should give ideas as to what the public wants. Again, local theater operators could furnish names of patrons to whom questionnaires could be sent for opinions upon certain productions, to be answered without signature. Such replies to be of benefit must be unbiased and the influence of the local theater owners should be eliminated, for to him the patrons may be indebted for the complimentary tickets to a screening where their opinion was expected, whether given or not.

It would seem to me that the theater owner or operator, should be most vitally interested in such, or a similar procedure, for he has certain found out that his box office receipts indicate that there is something very radically wrong.

I know of previews and private screenings where society was invited and the fact exploited, but I do not believe that the box office

THE DAILY INCH

• Action in Advertising •

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EVERY MAN TO HIS TRADE

Our's is specializing in motion picture advertising in all its phases. We'll take care of the idea, the illustration, the copy, the budget, and everything. GUARANTEED.

A varied background of experience guarantees an intelligent and efficient handling of any work entrusted to our care.

CENTURY ENGRAVING CO., 340 W. 39th St.—M-1 5313

Wednesday, Dec. 14, 1932

NEWS of the DAY

Arroyo Grande, Calif. — C. E. Mosher, well known theater owner of this district, died recently.

Hartford, Conn.—Admission prices at the Capitol and Palace, Arthur houses, have been cut. The Capitol cap will be 50 cents, including tax. The Palace, continuing its double feature policy, will have a 35 cent top. Samuel J. Maurice is city manager.

San Francisco, Cal.—Following the failure to meet interest payments due on the part of Orpheum Theater & Realty Co., a bondholders' protective committee has been formed under the leadership of Arthur C. Bush.

Cleveland—Ruth Klinger, younger daughter of Sandra, and Samuel, Klinger, Berkowitz Stotter circuit, will be married Dec. 18 to Sol Burston.

Modesto, Cal.—Richard L. Bare Theaters, Inc., has been capitalized here at $20,000, by Geo. L. Bare, Richard E. Bare, and Marjorie J. Bare. The counsel for the corporation is Roy B. Maxey, Modesto.

Cleveland—Bill Clarry, manager of Hollywood exchange until that exchange was recently taken over by Fischer Film Exchange, is continuing with Fischer in a sales capacity.

New Britain, Conn.—William De Luca, Michael Daly and Mary E. DiLorenzo have formed New Britain Rialto Theater Co. to operate the Rialto here.

Palo Alto, Ca.—George F. Teckerman, manager of the recently opened Varsity.

Buffalo.—The Hippodrome has discontinued vaudeville for a straight film policy.

Covelo, Cal.—Owl theater has been taken over by Lovell Durnford and James L. Durnford.

Batavia, N. Y. — Plans are reported under way for reopening of the Lafayette after the first of the year.

Yreka, Cal.—Northern California Amusement Co. has been capitalized here at $75,000 by Geo. P. Olsen, of Yreka; W. H. Leverett, and A. L. Leverett, of Medford, Ore.

Bowl Pulls 'Em In

According to Fox figures, Clara Bow's "All This For a Night" averages about 900,000 attendance in 42 first-run key city theaters. Holdovers are reported in seven cities, including Baltimore.
"BACHELOR MOTHER"
with Evelyn Knapp and James Murray
Hollywood Pictures 70 mins.
GOOD HUMAN INTEREST STORY
NICELY SUITED FOR FAMILY AUDI-
ENCES OR POPULAR POLICY HOUSES.
A Ken Goldsmith production. Con-
sidering the scarcity of good wholesome fam-
ily audience pictures, this one should find
a ready demand, because it fills that re-
quirement very neatly. A rich youth, sur-
rrounded by bad companions, gets into a
jam and is haled into court. To get him
off, his lawyer and supposed friend pleads
on behalf of the lad's 'poor old mother.'
Having no mother alive, the hero is in-
duced to go to an old ladies' home and
acquire one. There he takes a liking to a
kind old maid, and an ever deeper in-
terest in the young lady who has charge
of the home. In order to save the boy
from a forced marriage with the lawyer's
girlfriend, who merely wants the rich
boy's money, the 'mother' tells the Judge
the truth and the hero gets 30 days in
jail. On his release he refuses to marry
the gold digger, whereupon she goes after
him with a gun, but is shot herself by the
'mother,' who later is acquitted, with the
lovers set for the happy finish. Besides
the next sentiment, there are some com-
dy touches.
Cast: Evelyn Knapp, James Murray, Mar-
garret Seddon, Astrid Allwyn, Paul Page,
Harry Holman, Virginia Sale, Eddie Kane,
James Aubrey, J. Paul Jones, Henry Hall,
Margaret Mann, Essie Stafford, Stella
Adams.
Director, Charles Hutchinson; Author,
Al Boasberg; Adaptors, Paul Gangelin, Lu-
ther Reed, John Francis Natteford. Jack
Towlyen; Cameraman, Edward Kull; Re-
cording Engineer, J. S. Wilson; Editor,
Lewis Sackin.
Direction, Good. Photography, Good

"GAMBLING SEX"
with Ruth Hall, Grant Withers
Freuler Film Associates 65 mins.
WEAK OFFERING WITH POORLY MO-
TIVATED STORY AND UNSYMPATHETIC
HEROINE FAILS TO HOLD.
An attempt was made to give this a
pretentious atmosphere with money being
gambled around carelessly like water, and
some stock shots of race track scenes to
build it up. But the story itself lacks
proper motivation, and no sympathy is
built for the girl, who shapes up as a wil-
ful, foolish daughter of a rich man who
acts like a sap in allowing a cheap gam-ler to hoodwink her. Meanwhile her true
and handsome young lover stands around
helpless as she squanders away the family
fortune gambling in a casino and at the
racing track. Grant Withers is the young
chap whose fortune disappears, and the
girl's father takes over his racing stable,
allowing him to run it on a salary basis.
Father seems somewhat of a sap, too, when
it comes to gambling, allowing the stooge
for the gambling casino to take him plenty.
When dad dies, daughter takes up where
he left off, till the hero saves her from
herself and the villain.
Cast: Ruth Hall, Grant Withers, Max
Williams, John St. Polis, Jean Porter. Jimmy
Eagles, Murdock MacQuarrie.
Director, Fred Newmeyer; Author, F.
McGrew Willis; Adaptor, same; Dialogue,
same; Editor, Fred Bain; Cameraman, Ed-
ward Kull.
Direction, Weak. Photography, Okay.

Tom Tyler in
"THE FORTY-NINERS"
Freuler Film Associates 59 mins.
PLENTY OF ACTION IN FRONTIER
MELLER WITH WAGON TRAIN, IN-
DIANS AND EVERYTHING.
They crammed all the good old western
ingredients into this one, and with the
work of Tom Tyler this horse opera no
doubt will appeal to the kids. The film
gets moving too slowly for the first half,
but after that picks up with plenty of
action centering around the adventures of
the covered wagon train attacked by In-
dians and a stampede of buffaloes for good
measure. Hero Tom accompanies the
train, being interested in the girl who is
traveling with her father to claim a
mine location in California. Tyler has got
a line on the chap who has been hired to
lead the wagon train, and learns that he
is playing into the hands of the hostile
Indians, having sacrificed two other trains
of pioneers before this one. Works up to
a good snappy climax with the Indi-attac-
tack, the rescue of the U. S. Cavalry, the
death of the villain at the hands of the
Indian girl he betrayed, and the heroine
realizing that Tom was her true pal all
the time, and not the horrid villain.
Cast: Tom Tyler, Betty Mack, Al
Bridge, Fern Emmett, Gordon Wood, Mil-
dered Rogers, Fred Ritter, Frank Stall, Flo-
rence Wells.
Director, J. P. McCarthy; Author, F
McGrew Willis; Adaptor, same; Dialogue.
same; Editor, Fred Bain; Cameraman, Ed-
ward Kull.
Direction, Okay. Photography, Good

Charlotte Susa in
"KOEINIGIN DER UNTERWELT"
("Queen of the Underworld")
(In German)
Symon Gould 88 mins.
ENTERTAINING CROOK DRAMA,
WELL ACTED, AND SHOULD BE POPU-
LAR WITH GERMAN-SPEAKING AUDI-
ENCES.
This London underworld story, with dia-
logue in German, was produced by Rich-
ard Eichberg. It is an entertaining drama
of its kind, though an acquaintance with
the German tongue is necessary in order
to fully appreciate it. The title role is
very nicely played by Charlotte Susa, and
her supporting cast is excellent. Action
involves the somewhat familiar murder mys-
tery stuff, against a London night life
background, with a Scotland Yard detec-
tive playing up to the underworld queen
so that he may get the inside dope on the
killing, and a surprise finish furnishing the
solution. Hans Albers does a good job as
the detective, and Margot Walter fits
nicely into the role of his wife, who doesn't
like the idea of her husband playing around
with the fascinating gangster queen even
if it is in his line of duty. The picture
contains more action than is found in
most foreign productions.
Cast: Charlotte Susa, Hans Albers, Mar-
got Walter, Karl Ludwig Diehl, Harry
Hardt, Heinz Blaschke.
Director, Richard Eichberg; other credits
not available.
Direction, Good. Photography, Good

JOIN THE REGULAR FELLOWS HELP THE FILM DAILY RELIEF FUND
REFUSES TO CONCEDE VICTORY BY WARNERS

(Continued from Page 1)

ent Warner Bros. administration. Examination and counting of proxies continued all through yesterday, the second day of the annual stockholders' meeting, and the tallies were taken during the day, without any business being transacted, and the nomination convened at 9:30 a.m. Goldberg persisted in refusing to permit the proxies of his group to be counted, on the ground that the management would not vote them. The Warners, however, claimed more than a sufficient number of proxies to control the meeting and the election of five directors to succeed Sam E. Morris, Morris Wolf, Stanley P. Friedman, Harold S. Barron and the late Kenyon. The holdover directors are Harry M. Warner, Albert Warner, Jack L. Warner, Waddill Catchings, Henry A. Judson, and Abel Cary Thom. Proceedings will be resumed this morning.

Second Penna. Town Braves Sunday Shows

Oil City, Pa.—Sunday movies made their debut here yesterday despite the state's rigid blue law. Managers of two local houses said they were responding to public demand, pointing out that a Franklin, Pa., house has been operating on the Sabbath for some time. The Ministerial Ass'n has lodged protests.

ST. LOUIS FOX Ushers School

St. Louis—A special school for ushers has been opened at the Fox under the direction of Fred Clover, assistant manager. Robert Batin, chief of service department, is in charge and all ushers desiring to enter theater work are enrolled for training and given positions when vacancies occur.

SUNDAY FOOD SHOWS

Pittsburgh—Three Sunday performances, with articles of food or clothing as admission, were held at the Warner for the aid of the needy. The Stanley and Davis also may join in the plan, sponsored by various local theater interests and newspapers.

PAUL SNELL QUITS PARA

West Coast Bure of THE FILM DAILY

Hollywood—Paul Snell, assistant to Arch Reynolds, who resigned as studio director of publicity for Para to join Fox, has also resigned, with the intention of working for Fox.

DOUBLE-STARING

They're even double-facing reception to stars now. A luncheon at Sardi's today has Clara Bow and Rex Bell among guests, who will supply the western portion of the program.

By RALPH WILK

HOLLYWOOD

Ralph Murphy, who directed "70,000 Witnesses," will direct "Strictly Personal" for Charles R. Rogers Productions. Eddie Quillan will play the featured juvenile lead. Marjorie Rambeau is another member of the cast.

Eddie Quillan, away from the screen for a year, was borrowed from Harold Lloyd Corp., which has a contract under contact for a series of feature comedies.

Davy Warner now owns the smallest estate west arm of the Coast. It is only a quarter of an inch wide.

Franchot Tone, who recently scored on the New York stage in "Success Story," will play the brother in Joan Crawford's new starring picture as yet untitled. The film drama is based on an original story by William Faulkner and deals with the English woman's side of the World War. It will be directed by Howard Hawks.

Jack Raymond has returned to the screen and is playing an important role in "Scarlet River." at RKO.

Howard J. Green is writing the screen play for "Trick for Trick," the successful Broadway play. It will be filmed by Fox, with Hamilton MacFadden and William Cameron Menzies directing.

Felix Adler, who has been responsible for many laugh in educational comedies, has been a new comedy slant. He was married last week to Eleanor Evans. He says that his "mother-in-law" gags are absolutely out from now on!

A distinct departure in business offices is the one just completed for Charles R. Rogers by Art Director Harrison Wiley. Although it is the daily scene of production activity, it has the appearance of a comfortable living room, with the furnishings providing an Early American atmosphere to even the most minute detail. The new Rogers office, as well as that of Harry Joe Brown's, his associate producer, are in a special bungalow recently built for Rogers Productions at Paramount.

M. H. Hoffman, president of Allied Pictures, has bought "Silk Trimmed," an original story by Ben Holmes.

Joe Mankiewicz and Henry Meyers are a new writing team at RKO. They are doing a feature comedy, with Sam Jaffe as associate producer.

When Richard Wallace finishes directing "The Masquerader," a Samuel Goldwyn production starring Ronald Colman, he will find offers to do three more pictures for as many different studios.

Paul Sloane will direct Paramount's "Passage to Paradise," with Cary Grant, Nancy Carroll and John Halliday.

Sam Wood has been picked by M-G-M to direct Ramon Novarro in "The Man and the Nile."

Stephen Roberts is to direct "The Eagle and the Hawk," Paramount aviation story with Gary Cooper and George Raft and Jack Oakie.

Jean Parker has a new M-G-M contract.

Genevieve Tobin and Chester Morris, a new Fox team, are working in "Infernal Machine," with Alexander Kirkland, Victoria Joy and Elizabeth Patterson.

Tom Tyler is starring in "When a Man Rides Alone" Monarch release, with J. P. McGowan directing.

Doris Hill, Charles King, George Hayes, Vane Calbert, Perry Murdock, Louis Sarzen and Fred Burns support Rex Bell in Monogram's "Crazing Broadway," with J. P. McCarthy directed from a story by Wellyn Tolman.

"Sailor Be Good" is the final title for Jack Oakie's vehicle produced by Joseph I. Schnitzer and Samuel Zierler for RKO release.

Wynne Gibson, with a new Paramount contract, has started work in "The Crime of the Century," with Stuart Erwin, Richard Bennett and David Landau under the direction of William Beaudine.

Charles Kenyon and Sidney Sutherland are adapting "Red Meat" for Warners.

Frank Craven, actor-writer, did the dialogue for Fox's "Handle With Care."

"The Lone Avenger" is the new title of World Wide's Ken Maynard formerly called "The Night Stage."

George O'Brien's new Fox picture will be called "Smoke Lightning" instead of "Canyon Walls." David Howard directed.

MORE BEING TURNED BACK

Detroit—Film circles expect that Pulix will turn back four houses there to their former operators, George Kunsky and George Trendle. Theaters are: Michigan, Fisher, Paramount and United Artists.

In Greenfield, Mass., Pullix has relinquished its ten houses to its former owners, Lawlor Bros.

THEATER PLANNED IN CALIF.

San Francisco—Following erection of a municipal opera house here, other cities in the state are reported planning to do likewise, the first being a $40,000 community theater and auditorium building in Rinconada Park, Palo Alto.

Hester Theater Corp., headed by Milton F. Samis and D. L. McKay, will erect a $20,000 house in San Jose.

Another theater is reported planned on a site at California and Montgomery streets, Redwood City.

VAN BEUREN CORP. ELECTION

At this week's annual meeting of the Van Beuren Corp., the following board of directors was elected: M. H. Aylesworth, Amedee J. Van Beuren, Harold B. Franklin, Herman Zobell, Frank M. Snell, Clayton J. Hearnson, Amos Hunt. Officers elected for the ensuing year are: Amedee J. Van Beuren, president; Harold B. Franklin, vice-president; Frank M. Snell, secretary; Herman Zobell, treasurer; Amos Hunt, assistant treasurer; Clayton J. Hearnson, secretary; J. Miller Walker, ass't. secretary.

HARRY HYNES IN HOSPITAL

St. Louis—Harry Hynes, film salesman, is in the Jewish Hospital as a result of an automobile accident.

GERMAN FILM ARRIVES

"Krab Wampe," German talkie which has been showing in Berlin several months, has arrived here. Garrison Film is distributing it on this side.

L. TOUS BROOPENING

St. Louis—RKO plans to reopen the St. Louis on Christmas Day with "No Man of Her Own." House will not have an orchestra.

Dynamic Cycle

West Coast Bure, THE FILM DAILY


420 PUBLIX THEATERS DECENTRALIZED SO FAR

houses have been relinquished by Pullix to local companies. Latest deal being worked out for a group of houses involves the Comerford group.
Warners Emerge Victorious at Annual Meet

Paramount Saving $10,000,000 on Payrolls Next Year

Contracts of Creative Personnel Renewed at Lower Scales

Payroll savings resulting from an overhead-curtailment plan embracing studios, home offices and branches, and taking into account the fewer number of theaters operated, will benefit Paramount to the extent of about $10,000,000 next year, as compared to the 1931 peak, according to a statement by the company yesterday.

At the studio end, in addition to substantial savings effected in the administrative personnel, the salaries of creative workers (Continued on Page 5)

RKO Sets Release Dates on Eight Feature Films

RKO has set release dates on eight features during the next seven weeks. Features, stars and release dates are, “The Half Naked Truth,” starring Lura Velez and Lee Tracy, Dec. 16; “The Penguin Pool Mur,” (Continued on Page 6)

Vitaphone Studio Reces: For 6 Weeks From Jan. 14

With its 1932-33 program scheduled for completion by that time, the Vitaphone studio in Brooklyn will close Jan. 14 for about six weeks, after which work begins on the 1933-34 program, which Sam Sax, in charge of production, will work out with home office executives in conferences scheduled to start shortly.

Agree on Music Clauses

Music publishers are “practically in accord” in their demands for clauses to be incorporated in a new music contract with its producers, said John Grege Palm, agent, yesterday. He presents those demands to the company of Major Edward Bowers, chairman of the producers’ committee.

Only Routine Business at RKO Meet

Only routine business was taken up at yesterday’s RKO board meeting. David Sarnoff, chairman, told THE FILM DAILY last night.

SEEK IMMEDIATE HEARING IN KOPLAR-WARNER SUIT

Wilmingtom, Del. — Counsel for Warner Bros. is pressing for immediate hearing of the receivership and accounting suit filed against the corporation by Harry Koplar of St. Louis. No answer to the suit has been entered by Warners as yet. Former judge Hugh M. Morris, (Continued on Page 6)

Motion for New Trial

Filed in Burkey Case

Kansas City — Prince & Beery, counsel for W. O. Burkey in his suit against distributors, yesterday filed a motion for a new trial. A jury was found for the defendants in the case last week.

Roxy Week’s Net for Relief

Net receipts of the Roxy for the entire week starting tomorrow will be turned over to the Emergency Unemployment Relief Committee under an arrangement between Howard S. Cum- man now in charge of the Roxy affairs, and Harvey D. Gibson, chairman of the Committee. Every cent taken in after actual overhead exclusive of rent will go for relief. The Committee plans various special events at the theater during the week.
Attention Autograph Collectors!

The roasting off of an Autographed Book filled with the names of a lot of celebs will take place at the AMPA luncheon today. This will be the official contribution of the press agent organization to the Film Daily Relief Fund.

SRENGE IS RE-EMPLOYED

Head of Camera Union

Walter Stenger was re-employed recently by a Gaumont British photographer Louis 644 for the fourth consecutive term at the organization's recent meeting. Other officers boys also held the system back pending an improvement in economic conditions.

Do Your Bit for Relief!!

FLEISCHER CLOSES DEAL

Washington Bureau of THE FILM DAILY

Washington -- Nat P. Fleischer, managing director of the Principal Distributing Corp., has closed a deal with John Payet of Warner Bros. for showing "Williamson Beneath the Sea" as a New York feature. The series will be from the screen feature besides being co-author.

Help the Relief Fund!!

MILLS LAND FOR FILMS

Charles Bruce Millholland, author of "Twentieth Century," now being readied for the Broadway stage by George Abbott and Philip Dunne with Eugenie Leonovitch starring, will be held to the coast early next year to do picture work. He already has had work on a couple of companies. Before going west, Millholland will make a trip to London to confer with Charles Laughton on his new play, "Saint Saturn."

KIRKPATRICK PLANS FILM

S. H. Kirkpatrick, president of the company, planning to make a feature in Africa, with the company scheduled to leave New York shortly. He recently reigned from Educational.

Have You Helped the Fund?

JOE E. BROWN TO FLORIDA

Jacksonville, Fla. -- Joe E. Brown and his son, Joe, Jr., are accompanying the University of California football team to Florida to meet the University of this State in Gainesville on Saturday.

HANDLING PUBLICITY

Martha Wilchinski has been placed in full charge of publicity for both the Radio City Music Hall and the RKO Roxy. She formerly handled only the RKO Roxy.

NEW MACY AMPLIFIER

Orchestra pit audio equipment, a new amplification system particularly adaptable for use in connection with audience singing, has been placed on the market by Macy Electrical Products Co., Inc.
“I’M PAINTING A RAINBOW IN THE MOVIE HEAVENS”

OKAY MARION DAVIES! PEEL OF MY HEART IS WHAT THE PAYING PUBLIC WANTS!

The reviewers of her last picture “Blonde of the Follies” praised her heart-warming performance. Now she brings back sweeter sentiment “Peg” beloved by the whole world! A picture nationally advertised!

HOORAY JOAN CRAWFORD! WE’VE GOT THE KIND OF STORY THAT YOU’RE FAMED FOR!

William Faulkner, America’s most discussed novelist, wrote a story especially for Joan Crawford. It has the dramatic qualities of “Paulette” and the luxurious background of “Possessed.” Beautiful Joan in her own element!

CONGRATS! JEAN HARLOW! WHAT A STARRING VEHICLE IS “WIGHT CLUB LADY”!

It’s ALL YOURS! Seldom that’s deserved! Her work in “Red Dust” won unreserved praise from reviewers. She brought a new beauty to a performance that will not be forgotten soon. Her new role provides her with an even greater opportunity!

LIONEL BARRYMORE’S NEXT! HE BEGINS WORK ON A BRILLIANT ORIGINAL STORY (TO BE ANNOUNCED)

With his magnificent performance in “Rasputin and the Empress” recorded immortally on film, this great actor prepares to create a new and most unusual role in one of the finest original screen stories ever developed at our studio.

KEATON-DURANTE-COOPER: THREE PERSONALITIES TEAMED TOGETHER IN A SUREHIT: “BUDGETTS”

Ever so often, an in-spirational teaming of players happens that leaves the critics dumbfounded. “Why didn’t we think of that before?” One reason it happens is that we didn’t have a story like “BudGETTS.” But we’ve got it now—and you’ll love it!

“CLEAR ALL WIREs” M-G-M CAPTURES THIS BROADWAY HIT! ALSO “MEN MUST FIGHT”

Quick action by M-G-M obtains for our customers two Broadway hits that are currently playing on stage. “Clear All Wires” packed them into the Times Square Theatre. James Gleason is first to be cast for it!

HELEN HAYES WINS! SHE WINS THE YEAR’S FILM PRIZE AND STARDOM IN “WHITE SISTER”

In the belief that America will watch with eager interest for the new appearance of its First Screen Actress, M-G-M has given prize-winning Helen Hayes the year’s most coveted role, a familiar one in the immortal, beloved “White Sister.”

DEAR NORMA SHEARER! WE’RE “SMILING THROUGH” OUR TEARS AT YOUR NEW ROMANCE!

The story of “La Tendresse” upon which her new picture is based, has all those romantic touches that clinched the critics’ verdicts of “Guilin Through” that the public seeks refuge from reality in dreams of the heart!

JOHN BARRYMORE NOTE! “REUNION IN VIENNA” LOOKS LIKE YOUR BIGGEST HIT YET!

This Broadway stage hit, with its gay, yet truly moving romantic story, won the cheers and affection of the public. With Lovejoy moving in, M-G-M’s great screen adaptation of the stage hit is truly a woman’s (McGney) picture!

DRESSLER-BEERY TOGETHER! THE SCREEN’S TOP COMBINATION! “TUGBOAT ANNIE” IS SOME TITLE!

To find a vehicle so perfectly suited to the talents of this pair is a lucky stroke for M-G-M and the industry. Not since “Eve’s” has there been the equal of its moving, light, deeply feeling heart scenes! Here is a picture!

JOHNNY (Terror) WEISSMULLER! “TARZAN AND HIS MATE” IS THE ANSWER TO EVERY MAIDEN’S PRAYER!

M-G-M clinched this handsome star’s popularity by sending him across the country to win new fans, in person! Soon his following will be unforgettable! “Tarzan” will be ready to thrill a waiting and ready-to-pay public!

HELEN HAYES-NOVARRO! NEWLY FAMOUS, SHE CO-STARS IN A THRILLING ROMANCE “SON-DAUGHTER”!

Even if she hadn’t won this Year’s Best Actress Award, her work in this celebrated Belasco hit, together with Ramon Novarro, would have put her name in headlines. The Screen’s Great Things truly are M-G-M!

“STRANGE INTERLUDE” FIVE MONTHS ON BROADWAY—A ROAD-SHOW!

All praise to Norma Shearer and Clark Gable! It takes a mighty attraction to survive 5 months on Broadway at $2. It takes a real entertainment to perform in advanced price engagements as this picture is doing as a road-show!

THESE TWO TOGETHER! IRENE DUNNE, PHILLIPS HOLMES PICKED TO CO-STAR IN “THE LADY”!

Perfect casting is the cause of envy on M-G-M’s choice of popular Irene Dunne and handsome Phillips Holmes for the co-starring roles in the celebrated Marion Brown stage success “The Lady.” Now in production and worth watching!

WORLD PREMIERE! 3 Barrymores in “RASPUTIN AND THE EMPRESS”

ASTOR, N.Y., DEC. 23

At Rainbow’s End you’ll always find

METRO-GOLDWYN-MAYER

AFTER THE STORM comes sunshine...

AFTER TROUBLE comes hope...

AFTER DEPRESSION COMES LEO!
Famous fan magazines join trade press and radio in biggest advance ballyhoo since Barnum for

WARNER BROS:
Christmas Gift to the Industry
READING

the Story of its Success!

Vast cast including BEBE DANIELS—ALINE MacMAHON

A First National Picture—Directed by Alfred E. Green
GET IT FOR CHRISTMAS!

A feature that belongs on every JOY WEEK PROGRAM
Dec. 22 to Jan. 1

"SILVERY MOON"
A Toyland Special with a Crowd Kick

AESOP'S FABLES CARTOONS

For 13 years an audience attractor!

PRODUCED BY THE VAN BEUREN CORPORATION
Arbitration Insisted Upon
In Reply to 40 Million-
Dollar Action

Wilmington, Del. — Contention that claims made by Vitaphone Corp., Warner subsidiary, in its $40,000,000 royalty suit against Electrical Research Products, must be settled by arbitration under the terms of existing contracts is made by Erpi in a 221-page plea filed in the Chancery Court here yesterday.

It is added that the claims have been in course of settlement by arbitration in New York same time before three arbitrators, and the plea contends that if the court retains (Continued on Page 5)

—Every Dollar Helps the Fund!—

CHRISTMAS NOT COMPLETE
UNLESS YOU HELP FUND

Look over the list at the end of this story. See the names of those who have given freely to the FILM DAILY RELIEF FUND and then decide for yourself if YOUR NAME should not be here. Money is needed for those of our industry who will need food and shelter, and whose families will be visited by sickness and distress. When they have no place to turn, when misfortune is (Continued on Page 9)

—Help the Relief Fund!—

Metro-Goldwyn Reports
$2,965,975 Net Profit

Net profit of $2,965,975, equal to $18.78 a share on the preferred stock, is reported by Metro-Goldwyn Pictures for the year ended Aug. 31, 1932, compared with $6, 257,998 or $38.71 a share in the preceding year.

Freak Business

Cincinnati—Ned Hastings, for years a popular theater manager here and long connected with Keith's, has been appointed business manager of the Cincinnati Zoo.

B. B. KAHANE TO HEAD ALL RKO COAST ACTIVITIES

Erpi Asks Out-of-Court Settlement in Warner Suit

Radio Pictures President
Making Permanent Of-
fices in Hollywood

At the RKO Radio Pictures board of directors meeting held yesterday, it is understood that B. B. Kahane was given official charge of all coast activities including supervision of story selection, studio activities and all production. As a result of the board's action, Kahane will leave for the coast Wednesday to make his permanent offices at the RKO studios. For the past year he has maintained offices in New York (Continued on Page 3)

—Relief Fund Needs Your Aid!—

AGREEMENT IS REPORTED
ON NAT'L APPEAL BOARD

Major distributors yesterday were understood to be "agreed in principle" on the rules drafted to cover functions of the national appeal board, vital element in the industry conciliation program sponsored by the M. P. T. O. A. and Sidney R. Kent. Some time will be necessary to work out details acceptable to all parties.

—Have You Helped the Fund?—

Louis Schneider Appointed
Assistant to Sam Dembow

Louis Schneider, former Publix division manager, has been appoint- ed aide to Sam Dembow, head of the theater department. He is now installed in the office formerly occu- pied by David J. Chatkin.

35 Years an Operator

Racine, Wis.—Claiming more than 35 years of service as a motion picture operator, Martin Draeger has decided to retire. He came here from Chicago in 1912 and has served at the Amuse, Bijou, Palace, Strand and Venetian.

Isidore Schwartz Takes Over
Master Art from Nat'l Screen

Isidore Schwartz, vice-president and general manager of Master Art Productions, a subsidiary of National Screen Service Corp., has taken over the company in its entirety, effective immediately. Schwartz has been executive head of Master Art, which specializes in production and distribution of organolehons and song reels and in by-products such as neon displays, posters and merchant advertising. He formerly was president of Advance Trailer Corp., which combined with National Screen. Several new series of novelty shorts are planned by Master Art.

FLORA LE BRETON TO MAKE SHORTS SERIES IN THE EAST

Flora Le Breton, English screen and musical comedy star who was last seen on the Broadway stage in "The Cat and the Fiddle," will soon branch forth as a film producer with plans for a series of novel short subjects to be made in the east. Casting of the first picture will start in about a week. Nature of the sub-

(Continued on Page 9)

Four M-G-M Executives
Get Options on Loew Stock

Under personal service contracts authorized by stockholders of Loew's, Inc., Irving Thalberg, Louis B. Mayer, Robert Rubin and David S. Selznick have been given options on 250,000 shares of treasury stock to be purchased as follows: 27½ per cent after the first two years of service, at $30 a share; 27½ per cent after the next two years, at $35 a share; and 25 per cent after the next two years, at $40 a share. Thalberg received the right to buy 100,000 shares, and Mayer, Rubin and Selznick have options on 50,000 shares each.

It was stated at the meeting that Mayer Corp., a partnership composed of Thalberg, Mayer and Rubin, was paid a bonus of $922,154 in 1932 and $748,786 in 1931 as a share of the profits of Loew's, Inc., after certain deductions.

The Film Daily Year Book is Constantly In Preparation.—Advt.
RCA Stock Distribution Suit Dismissed

Injunction sought by the Torquay Corp., an RCA stockholder, to restrain General Electric and Westinghouse from distributing their 7,500,000 shares of RCA stock to their respective stockholders, according to today's conclusion, was denied yesterday by Federal Judge Knox.

4 Warner B'way Houses Open During Xmas Week

Warners will have four houses open on Broadway during Christmas week. In addition to the Winter Garden and the Strand now operating, the Hollywood and the Warner will be opened Dec. 24 for holiday week business. "Silver Dollar" will be at the Strand, with "The Match" transferring from there to the Warner, and "Lawyer Man" will open at the Hollywood.

ALLIED BOARD MEETING

Washington—Allied board of directors will meet here Jan. 5, particularly to promote the federal legislative campaign endorsed and mapped out at the Chicago and New York independent exhibitor mass meetings a few weeks ago.

MAY EXTEND GARDEN LEASE

Warners are now negotiating with Shuberts to continue the lease on the Winter Garden to an indefinite period. It is likely that the matter will be decided today. The present lease held by Warners expires Jan. 17, 1932.

KATZ SETTLEMENT DELAYED

Settlement of the contract between Sam Katz and Paramount is being held up owing to the fact that the company's legal department is occupied with the Joseph P. Quittner and other cases now pending.

WESTERN AND SERIAL POLICY

Reynoldsdale, med.-Following installation of new sound equipment and other improvements, the Liberty reopened recently to operate on Fridays and Saturdays with westerns and serials. The house aims to draw the house and newcomers who like this type of film fare. Fred E. Johnson is manager.

MORE CENSORSHIP REVENUE

Richmond, Va.—About $10,000 will be turned into the state treasury this year by the Censorship Division, against $9,715 last year, according to Richard C. L. Monroe, director of the Division.

SNELL STAYS WITH PARA.

West Coast Bureau of THE FILM DAILY

Hollywood—Paul Snell, who was reported to have resigned from Paramount's studio publicity department, will remain with the company in his present capacity.

DAPHNE MARQUETTE DIES

West Coast Bureau of THE FILM DAILY

Hollywood—Daphne Marquette, actress of the Screen Women's Press Club, died yesterday.

“Killer” Hearing Tuesday;
Run of Film Continues

Hearing has been set for Tuesday morning before Federal Court Judge C. W. C. Cox in the action brought by Fredrick B. Patterson of National Cash Register against Century Productions, charging that parts of “The Jungle Killer” were taken from Patterson's African film. Meanwhile the picture continues at the Central with deletion of the sequence in dispute.

QUEENIE SMITH AT GROVE

Queenie Smith, musical comedy star, has been signed for appearance at the Park Central Coconut Grove, renown of film folk and others. She opens Sunday afternoon.

SHOWING JAP FILM

"The Twenty-Six Martyrs of Japan," produced in Japan and showing an episode of the early years of the Christian movement in that country, will be shown Dec. 19, at 2:30 P. M., in the International House on Riverside Drive under the auspices of the Japanese Christian Association. Three weeks were required to make the picture, which employs 15,000 native players.

WARNER-GREAT STATES DEAL

Warner-Fist National features and westerns and Vitaphone shorts and trailers have been signed 100 per cent by the Great States circuit in Illinois. Carl Leserman handled negotiations with J. H. Ruben, head of the circuit.
B. B. KAHANE TO HEAD RKO COAST ACTIVITIES

(Continued from Page 1)
while he was on the coast. Other matters discussed were selection of stories for the new season and unit production. The matter of Selznick's contract will be decided by Kahane. Further studio economies, without reduction in home office or studio payrolls, were decided.

FIRST PIX FOR CLEVE. HOUSE
Cleveland—RKO's "Animal Kingdom" will be the first offering under the straight film policy at the Palace starting Dec. 28, when the Hippodrome reopened with vaudeville and pictures. Columbia's "Bitter Tea of General Yen" will follow.

LEN GAYNOR JOINING FOX
Leonard Gaynor, former newspaper contact man for the Paramount theater, will join the Fox publicity department under Earl Wingart on Monday. Gaynor will handle New York newspapers for Fox pictures.

New Incorporations

NEW YORK CHARTERS
Rapid Photo Finishing Co., M. A. Feuer, Long Island City, $10,000.
NEW JERSEY CHARTERS
Air Conditioning Corp. of Morrisot, N. J., $5,000.
PBK Corp., Hackensack, $25,000 pfd. 100 shares of common stock.
Louis Linker, Inc., Bridgeton, theaters, McAllister & McAllister, Bridgeton, 1,000 shares of common stock.
CORPORATE CHANGE
DELWARE
Paramount Distributing Corporation to Paramount Pictures Distributing Corporation, New York City.
NAME CHANGE
Universal Chain Theatrical Enterprises, Delaware, to Chain Theatrical Enterprises.

MANY HAPPY RETURNS

Dec. 16
J. W. Kerrigan
Barbara Kent
Clyde Cook

Settlement Out of Court Asked in ERPI-W. B. Suit

(Continued from Page 1)
jurisdiction in the case all of the expense incurred by the respondent in connection with the arbitration proceedings will become a total loss and that the same evidence produced before the arbitrators would have to be presented again here. Presentation of evidence by both parties could be completed before the arbitrations in a few weeks, ERPI states.

Vitaphone contends that the greater part of the damages sought is due to lack of contracts calling for payment of $3 of the royalties required by ERPI from other producers licensed to use its sound apparatus, the $3 royalty being Vitaphone's compensation for its pioneering contribution to the talkie field. ERPI denies each default alleged by the complainant and declares the contracts provide that, should any controversy arise between the parties, such controversy shall be settled by arbitration.

New UFA Film
"Der Schwarze Husar" ("The Black Hussar"), with Mady Christians and Conrad Veidt, is the next Ufa film slated for showing here.

"FLESH" HOLDS AT CAPITOL
Wallace Beery in "Flesh," M-G-M picture, is being held a second week at the Capitol.

Coming Soon

MITCHELL LEICHTER is on his way back to the coast following a 10-day visit in New York.

GEORGE E. BATELDER, assistant to graduated Sears at Warner Bros., returned yesterday from a nine-weeks' tour of Warner branches throughout the West.

BEBE DANIELS plans to come to New York next week by airplane to spend the holidays here. She will bring along her baby daughter, Bebe Danielle.

E. W. HAMMONS, who is now in Minneapolis on his tour of Educational World Wide branch, returns to New York on Monday. Omaha, Des Moines and Kansas City are among other cities he is visiting on his tour.

AL FRIELANDER of First Division leaves New York today for the Coast.

Hiram Brown returns to New York from Florida within a few days.

Harold B. Franklin leaves for the coast this week-end.

B. B. KAHANE will leave for the coast Wednesday.

Joe Bondom, strong man of the screen, who appears with Creighton Chaney in RKO's "Boomerang," was spotted "The Last Frontier," arrived in New York yesterday to confer with Fred McConnell, Van Bourne production manager, on future activities. Joe plans to spend the holidays with relatives in Brooklyn.
Hollywood


"The Devil is Driving." with Edmund Lowe and Wynne Gibson Paramount 72 mins. FAST MOVING DRAMA COMBINING STOLEN AUTO RACKETEERING AND HUMAN INTEREST. GOOD WORK BY CAST.

Taking the stolen car racket, a theme that has been done to death, and infusing it with a thread of human interest even though it is a live topic, the Charles R. Rogers production has turned out a satisfying entertainment that combines plenty of action with a thread of human interest. Edmund Lowe turns in a swell performance as a new employee in a garage who has his brother-in-law, James Gleason, as the boss. The place is involved with the "hot car" racketeering activities, resulting in Gleason's little boy, Dickey Moore, accidently being crippled, with the subsequent murder of Gleason and the eventual death to the gang chief, Allan Dinehart, and some of his henchmen. In addition to the action built up around the injured kid, there is romantic business, carried on in the wise-cracking manner, by Dickey Moore, Wynne Gibson, a joy girl. Lois Wilson is good as the mother of the little boy, and the supporting cast as a whole do well by their parts.


Director, Benjamin Stoloff; Author, Frank Mitchell Dazey; Adaptors, Louis Weitzenkorn, P. J. Wolfson, Allen Rakin; Camera man, Henry Sharp.

"The Racing Strain" with Wally Reid, Jr. Irving Pictures 64 mins.

GOOD PROGRAMMER FOR NEIGHBORHOODS WITH PLENTY OF ACTION STUFF IN RACING SCENES.

The old routine of the auto racing field is worked through this picture, with the young son of Wallace Reid as an added attraction. Mervin Productions make the picture, and it rates as a good independent release, although it is filled with a lot of loose bits that would not allow it to pass muster in a class house with a sophisticated or discriminating audience. The story covers the career of a racing driver disbarred for drunkenness. Through the interest of a society girl who has fallen for him, he stages a comeback with the influence of her father, who is an auto manufacturer. The day of the big race he is disbarred by a rival concern, and then Wally Reid, Jr. starts working. He takes the place of his pal and drives the car to victory. The big kick in the story is supposed to be the fact that Wally Junior was yellow and couldn't drive, having seen his father killed at a racetrack when he was a boy.

Cast: Wally Reid, Jr., Dickey Moore, Paul Fix, Eddie Phillips, Otto Yama, J. Frank Glendon, Donald Reed, Phyllis Barbour, Signe Hasso, Faye Byrnes, Don Farnum, Mac Donald, Ethel Winters, Mae Busch, Lorin Baker, Jimmy Burton, Kit Guard.

Director, Jerome Storm; Author, Mrs. Wallace Reid; Adaptors, Betty Burbridge, Jack Kent and Ethel Dadey; Camera man, Wm. Nobles.

Brandt to Rest a While

Joe Brandt, who recently resigned from World Wide, plans to rest until the first of the year before making a new affiliation.

Film Laws for the Layman

West Coast Bar, THE FILM DAILY Hollywood—Gordon Lyon, local attorney, is compiling a book on film laws written so the layman can understand them. Copyright laws, agency contracts, legal information will be explained.
FOR SHOWMEN WHO STILL KNOW HOW TO HANDLE CROWDS

SRO

RKO

Radio Pictures
FLORA LE BRETON TO MAKE SHORTS SERIES IN THE EAST

(Continued from Page 1)
Jeeves is being kept a secret, but it is stated that the pictures mainly will be serio-comic in character with novel twists in both story and photography. Miss Le Breton probably will appear in several of the shorts.

CONTINUES ITALIAN POLICY
As a result of the successful showing of "La Vecchia Signora" ("The Old Lady"), the Hindenburg theater is being retained by Caesar Film Co., represented here by Frank Pernino, for the presentation of additional Italian films. Two productions are now nearing completion in Rome. One stars Tito Schipa.

CARTOON MUSIC BY RUBINOFF
Dave Rubinoff and his violin have been assigned by Max Fleischer to furnish music for a new Betty Boop Talkartoon.

NO NORFOLK SUNDAY SHOWS
Norfolk, Va.—J. Walke Truxton, city manager, has refused to authorize Sunday shows in order to raise funds for the needy.

CLEVELAND UNIT TO ELECT
Cleveland — A meeting of the Cleveland M. P. Exhibitors' Ass'n will be held Dec. 21 to elect officers.

CHRISTMAS NOT COMPLETE UNLESS YOU HELP FUND

(Continued from Page 1)
at hand, then the FILM DAILY RELIEF FUND does the BIG thing. It provides, without embarrassment, without humiliation, but with a cheery word, the necessary material assistance. Why not do the think that will give you the merriest of holidays. MAKE SURE YOU HAVE DONE YOUR BIT.
Send something today. Address the FILM DAILY RELIEF FUND, 1006 Broadway.

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C. C. Patlipchin
Charles E. Lewis
Harold Hendee
Wilford Andrus
City Engraving Co.
Jack Alline
Don Mercereu
Don Hancock
Maurice Kana
Sam Rubenstein
Ron Amsterdam
D. C. Gillette
Anonymous
Fred Quimby
W. A. Spurl
S. S. Braunberg
W. P. Gwyn
Richard Boyd
Manny Jacobs
George Dembow
Leo Klebanow
William Frankel
Jay Emanuel
Monogram Pictures
M. E. Comerford
H. C. Arthur, Jr.
Thomas Mochith
Frank C. Walker
William Frankel
Edward Selzer
Helen Gwynne
William H. Cadoret
David Cohen
M. J. O'Toole
Jay O'Leary
W. F. Rodgers
Amusement Supply Co.
Anonymous
Irene F. Scott
Donahue & Co., Inc.
Phil Goldstone
Felix Feist
H. J. Yates
Saul E. Rogers
Harry Buxbaum
Sophie R. Smith
Elizabeth E. Perkins
Little Picture House
James FitzPatrick
James A. Mulvey

"FUGITIVE" AUTHOBER CAUGHT
Robert F. Burns, author of "I Am a Fugitive from a Chain Gang," Warner picture, was arrested Wednesday night in Newark as an escaped prisoner from a Georgia prison camp. He is being held for the Georgia authorities.

NETTER AGAIN ON STAND
Additional testimony was taken from Leon Netter of Publix at yesterday's session of the Joseph P. Quittner trial involving Paramount. Netter continued from the previous day.

MARY DUNCAN IN SHOW
Chicago—Mary Duncan is opening here soon in a new show titled "Chislers."
IN A CLASS BY
FOR ALL CLASSES
OF FANS

"TRAILING
the
Killer"

MORNING TELEGRAPH,

New Dog Star Rates High

Caesar, of Wolf Breed,
Comes Into His Own in
"Trailing the Killer."

Be you dog-lover or just plain
movie-goer, the Gaiety is the place
for you one of these days, so that
you too may be thrilled by Caesar,
the police dog hero of "Trailing the
Killer."

Caesar has quite a bag of tricks.
Among them may be found the ex-
act technique for slaying a rattle-
snake, and the proper mode of ap-
proaching a death-defying wildcat.
In addition to these, Caesar is adept
at ingratiating himself with an audi-
ence.

WORLD-TELEGRAM,

At the Gaiety.

The latest of the animal stars of
the screen, a thoroughly in-
gratiating wolf dog called Caesar,
is to be seen at the Gaiety in an
out-of-doors melodrama called
"Trailing the Killer."

There are plenty of thrills in
"Trailing the Killer," not the-least
of which is a sequence showing
Lobo killing a rattlesnake, which is
on full par for excitement with that
famous Ufa short, "Killing the
Killer."

Here is a picture that affords both
novel and exciting entertainment.

HARRISON'S REPORTS

"Trailing the Killer"
(World Wide, Nov. 27; running time, 64 min.)

With a simple story, a minimum amount of dialogue,
and the leading character Caesar, the wolf dog, this
turns out an excellent entertainment for both adults and
children. The acting on the part of the hero dog is so
intelligent that it is almost unbelievable. In addition,
the story has much human interest. Suitable for children. Excellent for Sundays.
No exhibitor can afford to overlook this one, or to
exploit it half-heartedly.
**RAVE REVIEWS**
**GREET NEW YORK**
**PREMIERE**

**VARIETY**

**TRAILING THE KILLER**

This shouldn't be confused with the average jungle picture. It's far too good for that. "Trailing the Killer" as a whole is in a class by itself. It is a great picture and will entertain all classes of fans. Making "Killer" must have been a difficult job. It required patience and more patience to get the dogs to register in such a way that audiences subconsciously would liken them to human beings doing human things.

There is a real continuity. The action never becomes sidetracked, as frequently happens in average pictures dealing with animals. Even the mountain lion seems to have been imbued with the fact that he had the villain's role.

There are some real human interest touches in this. Caesar, the wolf dog, with his 'wife and children' provides a real family scene. The puppies are just the youngsters that stray away and are bitten by crawfish, stung by bees and frightened by buffalos.

But for every sequence expressing tranquility there are several dealing with fights of the real thrifty type. Caesar's battle with a ratter is almost in a class with the famous mongoose and the cobra.

The feature boat is in the finale, when Caesar is suspected of being the killer grips with the mountain lion and saves the life of a shepherd.

**DAILY NEWS**

**'TRAILING KILLER THRILLS AT GAIETY**

By IRENE THRERER.

"Trailing the Killer," a World Wide production, directed by Herman Raymaker and presented at the Gaiety Theatre.

**CAST INCLUDES**

<table>
<thead>
<tr>
<th>Character</th>
<th>Actor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caesar</td>
<td>Pedro Riga</td>
</tr>
<tr>
<td>Mountain Lion</td>
<td>Francis McDonald</td>
</tr>
</tbody>
</table>

You don't have to comb the jungles of the Far East to obtain thrilling animal filmery. Director Herman Raymaker gives us the proof in "Trailing the Killer," a dandy little picture of the outdoors which was photographed in the wilds of Northwestern America and which is breath-holding as any movie reel brought back from the tropics of Africa or the Amazon.

There is clear, beauteous camera recording of exquisite natural scenery in this Gaiety offering, and there is such sterling acting as laurels to their laurels.

Caesar, a handsome police dog, is the hero. And the villain is a vicious mountain lion.

Take the youngsters to "Trailing the Killer." They'll like it immensely, and so will you.
BANG!
Premiere Showing, Third Week Rivoli Theatre, Broadway, N.Y.
The LITTLE novelty that gets the BIG hand

MELODY MAKERS

INTRODUCING FOR THE FIRST TIME IN “FILM FLESH” COMPOSERS IN AN INTIMATE REVIEW OF THEIR SONG HITS PAST AND PRESENT

Film Daily raves:—

“Melody Makers’ A Knockout. One of the finest musical shorts produced. This series looks like a winner, judging by this first offering. It has the pop appeal, with snap, class and splendid music. A cheerful number that any theatre needs at this time. It will put any audience in good humor and make ‘em forget their financial worries. Highly recommended.”

NOW IN PREPARATION, the biggest and best song writers of all time, singing and playing their own songs, assisted by world famous artists of the screen, stage and air, such as:


Here is something new in entertainment, taking your audience behind the scenes, introducing them to the personalities who make the songs—a joyous exhilarating trip through Songland.

MELODIES YOUR AUDIENCE WILL LOVE TO HEAR!

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CHICAGO  DALLAS  LOS ANGELES
Warners Cutting Production Time to Three Weeks

637 PUBLIX THEATER RENTALS REDUCED THIS YEAR

Negative Costs Reduced 31 Per Cent by Paramount

Big Saving Effected This Year in Production Outlay

Paramount negative costs in the current quarter are 31 per cent under the figure in the first quarter of this year, according to a high official in the company. As the company has been writing off more than 95 per cent of its film costs in the first 25 weeks, no change in the method of accounting for cost is involved.

—Do Your Bit for Relief—

JACK FIER JOINS E. S. S. AS WESTERN DIVISION HEAD

Jack Fier has given up the supreme Screen Service franchise on the coast and is now representing Exhibitors Service Service from headquarters at 1909 South Vermont (Continued on Page 4)

—Have You Helped the Fund?—

LIVERPOOL, O., OPERATORS SETTLE 5 MONTHS' STRIKE

East Liverpool, O. — The five months’ labor dispute between three local theaters and the union has been amicably adjusted. Pickets have been withdrawn and union men will be employed in machine booths and on the stage. It is understood the workers accepted a wage reduction of about 45 per cent. Owners of the Ceramic, State and American theaters have been operating their own picture machines since the union men quit July 1.

Three Weeks Set by Warners

As Average Shooting Time

Unique Record

Denver—Two records, one of which is probably the first in the U. S., have been made here by “The Crooked Circle.” First it made a house record at Denver, with a 25-cent top. Then it played the Victory, also at Denver, with a 25-cent top. This is believed to be the first film to play first, second and third run at the same price.

Hertz Longs for the Farm

John D. Hertz, chairman of the Paramount-Publix finance committee, has no yearning to be a big shot in the film biz. THE FILM DAILY learns first-hand. He longs to retire to his farm near Chicago. And he intends to do so just as soon as conditions improve sufficiently and Paramount is sailing along smoothly again. Meanwhile he plans to go down to Florida in January for a month’s stay.

OVERBUYING UNAVOIDABLE, NETTER SAYS ON STAND

Lyons-Moscowitz Reissuing 10 Pathe Feature Pictures

JOHNNY Lyons of National Renovating Co, and Lou Moscowitz, formerly of First National, have taken over American Film Exchange and have leased larger quarters in the film center building. Company has acquired reissue rights to the following Pathe features: “Awful Truth,” “The Sophomore,” “Red Hot Rhythm,” “The Racketeer,” “Flying Pool,” “Scarey Cargo,” “Big News,” “Sailor’s Holiday,” “High Voltage” and “Oh, Yeah.”

DISTRIBUTION MERGER IS CALLED UNWORKABLE

“It’s a great idea, but unworkable,” is the way in which three distribution executives yesterday summarized the re-current proposal toward centralization of major company physical distribution. Subject has popped up from time to time over a decade and last summer, as reported in THE FILM DAILY, Don Douglas tried to work out an experiment in Texas, but it failed to become a national plan.

Principal obstacle to centralizing physical (Continued on Page 4)

S. M. E. CONVENTION

Set for April 24-28

Next meeting of the S. M. E. will take place April 24-28 at the Hotel Pennsylvania, New York. Arrangements are being handled by William Kunzmann of National Carbon. Program will include presentation of various technical papers, discussions and showings of new pictures.

FILM COMPANY DONATES $1,000 TO RELIEF FUND

‘Anonymous’ yesterday contributed $1,000 to the FILM DAILY RELIEF FUND. It is the largest check received during the present campaign for funds and comes from a film company whose executives expressed their gratitude for the work done by the fund.

200 British Features

This Season, Says Dent

Approximately 200 features will be produced in England this year, it was stated yesterday by Arthur Dent, B. I. P. executive, who is in New York. B. I. P. plans to use at least one American “name” in each production and to work out its

Worst Cost Banes of THE FILM DAILY

Hollywood—Shortening of all production schedules to an average of three weeks’ shooting time for each feature is planned by Warner-First National following successful experiments, according to Darryl Zanuck. Thorough advance story prep.

(Continued on Page 4)

The 1933 Film Daily Year Book will be Bigger and Better than ever.—Advt.

5 Years’ Free Shows End

—City, Okla.—Due to lack of film, Lew Wentz, all million-
i$$ residing here for five years, has discontinued the free movie policy he has been presenting here for five years. Long a thorn in the side of local theater owners, the shows are said to have been started by Wentz in anger against a local showman who refused to lease his house for a week. For free movie, Wentz hired a 25-
wired hall and gave free performances two and three nights a week, which in turn caused the theater company operating here to go into receivership.
"THE SPORT PARADE" with Joel McCrea, Marian Marsh, William Gargan

Radio Pictures 67 mins.

EPISODIC YARN OF SPORTS HAS SOME LAST PORTION AS A CLASSIC WITH STRONG WRESTLING BOUT CLIMAX.

The story of two college pals, Joel McCrea and William Gargan, who become famous through their track records. While McCrea goes straight by signing up as a new paper sports writer, the material is very verbose and inclined to be jumpy for good portion of its length, but manages to introduce a lot of scenes of exciting sporting events. Finally the two pals get together again, both writing for the same paper on sports. The love interest is in introduced when the film has gone half the distance. Gargan's girl, played by Marian Marsh, goes for McCrea in a big way, resulting in a fight between the boys. So McCrea in order to leave the road clear for his friend, quits the paper and goes back to school. The finale has plenty of excitement with McCrea winning a wrestling bout which he wins by a time check and thus making good with his pal and the girl.


Director, Dudley Murphy; Author, Jerry Howing; Adapters, Corey Ford, Tom Wenslau, Francis Crockell, Dialoguer, Robert Benchley; Camera, J. Roy Hunt; Recording Engineer, P. J. Faulkner.

Direction, Good. Photography, Okay.

"HYPNOTIZED" with Morris and Mack

World Wide 70 mins.

FIRST HALF SLOW WITH A JUMPSY STORY WHICH GETS GOING WITH GOOD GAGS IN LAST PORTION.

The tempo of this one is too leisurely for half the length, and its pace really start till the picture is half over. There is too much incidental business, and not a great deal of interest of the audience. They failed to center the main interest on Moran and Mack and keep it there. Ernest Torrence is wasted entirely on the承接 half, and practically steals the picture away from the black faced boys. Charlie Murray as a circus owner occupies a lot of the footage. Tha there is the love interest with Wallace Ford and Maria Alba that takes the play away from the featured comedians. The result is that only in the final half, where Mack gets a chance to do some continued work does he have a chance to really score. And his funniest bits are with Torrence, who plays the part of a hypnotist who has placed Mack and the love him, Wallace Ford, under his spell. Some very good gags in the scenes on the ocean liner involving the承接 that refuses to be hypnotized by "professor" Torrence.


Director, Mack Sennett; Authors, Mack Sennett, Arthur Ripley; Adapters, John A. McDowell; Camera, Harry Mobley; Editors, William Hornbeck, Francis Lyon; Cameramen, John W. Boyle, George Unholz.

Direction, Satisfactory. Photography, Okay.
READY REFERENCE DIRECTORY

● DISTRIBUTORS (Continued)

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PUBLICATIONS

The complete and enthusiastic cooperation of every branch of the Motion Picture Industry is helping to make the coming
Fifteenth Annual Film Daily YEAR BOOK

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DELEGATES

CENTRAL

MODEL

DELEGATES

CENTRAL
637 PUBLIX RENTALS
REDUCED DURING YEAR

(Continued from Page 1)

Hertz's program for placing the company on a sounder operating basis. A further saving of $243,000 was obtained by ridding foreign lease rentals. Total savings by the department for this year amount to approximately $7,000,000, of which $2,300,000 are applicable to this period. Cancellation of two theater leases alone saved nearly $2,000,000.

Last year it was the experience of the company that approximately 20 per cent of mortgaged properties had to be bought when largest mortgages had to be bought. This has been the week of a new department set up by John Hertz shortly after he became chairman of the finance committee about a year ago. That department, under the direction of C. R. Ham, has charge of all matters pertaining to real estate, insurance and purchases.

From March 1, this department took charge of insurance, to Oct. 31, saving $1,382,000 and are expected to total $332,000 for the full year. These savings were accomplished by reductions of scheduled rates and insurable values.

Efforts of Wall St. to get a line on the status of Paramount, by putting specific questions to Hertz in a conference with financial and other newspapermen yesterday, brought an unequivocal reply. There is nothing unusual bank credit, that no change in the financial structure of the organization is necessary or contemplated, that money for the next bond interest payment due in February is on hand, that incoming cash in the first 11 months of this year has been a little better than outgoing cash, that total disbursements in the first 48 weeks of this year were $37,683,000 under the corresponding period of 1931; that although business was not up 50 per cent less than in the same week two years ago, expenses had been cut by the same amount; that although the company has been subjected to routine legal suits much the same as any other company, no serious litigation in progress, and that arrangements have been made whereby cost of purchase commitments next year will be reduced 20 per cent to 1931.

Of the $12,500,000 stock purchase obligations of $11,000,000 remaining outstanding, and this is due entirely in 1933 and 1934.

A further economy has been effected by a 45 per cent cut in salaries of executive officers, including those under contract. The company has no bonus systems.

GETS EUCHARISTIC FILM
Reliance Film Exchange has acquired rights to the Eucharistic film for the U. S. with the exception of New York, New Jersey, Pennsylvania and California.

SELETTI JOINS MORSE CIRCUIT
New Bedford, Mass.—Edward S. Seleetti, manager of E. M. Loew's Strand here, has resigned to join the Morse-Rothenburer circuit.

WARNERS SET THREE WEEKS
AS AVERAGE SHOOTING TIME

(Continued from Page 1)

Warner Proxy Count Completed

Wilmington, Del.—Counting of proxies voted on three resolutions at the Warner annual meeting was finally completed at 11:30 a.m. yesterday. The complete official count confirms the Wednesday night announcement of an overwhelming all-around victory for the Warner.

WARNERS SET THREE WEEKS
AS AVERAGE SHOOTING TIME

(Continued from Page 1)

Distribution Merger Is Called Unworkable

(Continued from Page 1)

200 BRITISH FEATURES

This Season, Says Dent

(Continued from Page 1)

BEING SOLD AT AUCTION

Columbia, S. C.—Sale of the city hall and the new law library here because of failure to pay taxes. The hall houses the town's largest movie theater.
Exhibitors to Confer With Erpi on Outright Sale

FILMS HAVE ADVANCED EVEN IN DEPRESSION--HAYS

David O. Selznick Resigns from Radio Pictures

Brookhart Bill May Come Up This Week

West Coast Bureau of THE FILM DAILY
Hollywood—Washington—Senate action on the Brookhart bill may be taken about the latter part of this week, when Senator Brookhart is expected to leave Walter Reed Hospital. Meanwhile a petition in support of the bill has been sent to Congress by the Women’s Home Missionary Society of Des Moines and Sioux Rapids, la. The petition also asks a federal motion picture commission, regulation of the movies as a public utility, federal regulation of trade practices, supervision of stories, and interstate commerce regulation of distribution.

Adjustments Effect In RKO Theater Leases

Readjustments in theater leases representing an aggregate savings of $122,000 annually have been effected by Louis Cohen in behalf of RKO. Rentals have been modified in the following situations: Akrons, San Francisco, Milwaukee, Springfield, Ill., Fort Wayne, Birmingham and Madison, Wis.

Maryland MPTO Discuss Sunday Show Campaign

Baltimore—Plans for state-wide and local legislation against Maryland blue laws were discussed at last week’s meeting of the M. P. T. O. of Maryland. Baltimore, which won its blue law fight this year, is the only Maryland city having Sunday show days. Sidney Lust, circuit operator in this territory, has prepared a list of arguments against (Continued on Page 3)

RKO Palace Resuming Vaude-Film Policy Jan. 7

Vaudeville-and-pictures will be resumed as the RKO Palace policy on Jan. 7. “The Kid from Spain,” which has been playing two-a-day, closes Jan. 3, and the house will be closed for three days.

Service Charge Elimination Sought in New Erpi Deal

Cleveland Independents Join to Operate Allen

Cleveland—A syndicate of local independent exhibitors, consisting of M. B. Horwitz, Max Lefkovich, Meyer Fine and P. E. Essick, who have been in picture business more than 20 years and now control over (Continued on Page 3)

The Film Daily Year Book will be out in January as usual.—Advt.

Hays Sees Films as Leisure Time Force Under Shorter Work Week

Indianapolis—New story values, new dramatic vitality, new fields of entertainment enterprise have marked the artistic growth of the screen even during the worst period of depression, declared Will H. Hays in an address at the annual dinner of the Indiana State Bar Ass’n held here Saturday. He said in part: “The talking film is here to stay. One of (Continued on Page 3)

Have You Helped the Fund?

Allied States to Weigh Legislative Outlook

Washington Bureau of THE FILM DAILY
Washington—Whether Allied’s legislative campaign has been developed to a point where action can be taken in this session will be determined at the Allied board of directors meeting here Jan. 5, when a sum-up of progress thus far, including (Continued on Page 4)

Relief Fund Needs Your Aid!

14 Airplanes to Exploit “Silver Dollar” Opening

Fourteen sky-writing planes, advertising the premiere of “Silver Dollar,” will fly in formation over Manhattan about 8 o’clock the night of Dec. 22 as an exploitation stunt arranged by Warners for the Edward G. Robinson picture. The aeromada will be led by Lieut. Jack Bishop, late of the Royal Air Force, and will be under the general direction of Col. Roscoe Turner, aviation advisor to the Warner studios. Starting from Roosevelt Field, the planes will fly to the Battery, then (Continued on Page 3)

Remote Control

Minneapolis—Marvin C. Park, new manager of the RKO Orpheum, in directing the program over the radio and dictates changes to a secretary.
The Broadway Parade

(WEEK BEGINNING DEC. 19)

FIRST-RUNS

Picture | Distributor | Theater
--- | --- | ---
*Man Against Woman* | Columbia | Roxy
*Flash* (2nd week) | M-G-M | Capitol
*The Match King* (2nd week) | First National | Paramount
*The Devil Is Driving* | Paramount | RKO
*Sport Parade* | | Rivoli
*If I Had a Million* (3rd week) | Century | Columbia
*Jungle Killer* (4th week) | | |
*Night Mayor* (4th week) | | | | | | | | | |
*Virgins of Call* (2nd week) | | | | | |

$1.00 RUNS

*Strange Interlude* (16th week) | | | | |
*Madchen in Uniform* (12th week) | | | | |
*Kid from Spain* (4th week) | | | | |
*Sign of the Cross* (3rd week) | | | | |
*Farewell to Arms* (2nd week) | | | | |

NEW YORK STOCK MARKET

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FOOTBALL FILM AT W. G. Warner's have added the Notre Dame-U. S. C. football game picture to the bill at the Winter Garden.

Goal of 5,000 Houses

Sought in New Project

Several thousand of theater affiliates, with the objective reported as high as 5,000, are understood to be sought by First Choice Pictures, which is being organized with J. D. Williams as an important figure in its personnel. The company intends to distribute product made by 15 or less independent producers. Earl Hudson, former First National production executive, has joined the organization to supervise production matters, it is understood. No formal announcement has as yet been made by First Choice Pictures, pending more definite development of its plans.

ALBERT GRAN DEAD

West Coast Bureau of THE FILM DAILY

Hollywood—Albert Gran, 65, character actor, died Friday of injuries received when he was struck by an automobile trying to help another victim of a traffic accident.

TOM SMITH DIES

Pittsburgh—Tom Smith, traveling booker of RKO, died of pneumonia last week in a local hospital.

BOOTS MALLORY RE-SIGNED

West Coast Bureau of THE FILM DAILY

Hollywood—Fox has extended the contract of Boots Mallory, Wampas baby star, who recently finished in "Handle With Care."

YOUNGSTOWN HOLDUP

Youngstown—S. S. Solomon, manager, and P. D. Bathory, treasurer of the Paramount were held up last week by a bandit who forced them to open the safe and escaped with $40.

PERRY G. VAUGHN DIES

Kansas City—Perry G. Vaughn, 45, owner of the Sun, died Friday of pneumonia.

Erpi to Sue Ultrasound If Negotiations Fall Down

Minneapolis—If current negotiations fail, as indicated, Electrical Research Products plans to go ahead on its infringement suit against Ultrasound. Distribution of this reproducing device is largely centered on the Northwest. According to one estimate, nearly 200 Ultrasound reproducing devices have been installed up to the present time.

"HYPNOTIZED" AT STEEL PIER

World Wide's "Hypnotized," Morocco and Mack comedy produced by Mack Sennett, has been booked as the Holiday week attraction at the Steel Pier, Atlantic City. It opens Dec. 24. Bert Perkins has left for Atlantic City to handle exploitation.

JOINS RCA BOARD

Bertram S. Cutler, a director of the Chase National Bank and an associate of the Rockefeller interests, has been elected a member of the RCA board of directors, succeeding A. W. Robertson of Westinghouse.

ARCH REEVE STARTS AT FOX

West Coast Bureau of THE FILM DAILY

Hollywood—Arch Reeve, formerly with Paramount, takes charge of the Fox west coast publicity today.

AFTER KEITH'S, PHILLY

Philadelphia—Sabloisky & McGregor are negotiating for lease of Keith's from RKO. The house, formerly operated by Warner, has been closed several months.

Forced to Close 3 Days

As Result of 'Exclusive'

Providence—With Loew's State playing a return engagement of "Grand Hotel" on an exclusive basis, the Community theater in Centre- dale, which claimed it had booked the film but did not get delivery, was closed for three days last week. The house advertised in the newspapers that the three-day closing was due to cancellation of the picture.

5 Warner-F. N. Releases

Scheduled for January

Five Warner-F. N. features are set for release in January, as follows: William Powell and Joan Blondell in "Lover Man," Jan. 7; Ruth Chatterton in "Frisco Jenny," Jan. 14; Douglas Fairbanks, Jr., in "Parachute Jumper;" and James Cagney in "Hard to Handle," Jan. 28; Spencer Tracy in "20,000 Years in Sing Sing," date not set.

"VANITIES" AT PARA.

Earl Carroll's "Vanities," which recently closed a Broadway run, will make its Midwest debut at the New York Paramount starting Friday.

MCCLOSKEY NAMED MANAGER

Williamsburg, Va.—Tom McClos- key has been appointed manager of the new Williamsburg theater, built by the Rockefeller interests and to be operated by RKO.

THE DAILY INCH

HARVEY AGENCY—1674 Broadway—C.0.-5350

THE SECRET OF ECONOMY IS CO-ORDINATION!

Our job is to handle press books, newspaper ads, magazine ads, trade ads, TV ads, radio ads, and anything else. We deal as a unit in all phases of advertising—writing, engraving, illustration and copy—through one source—at a discount. We co-ordinate our work. We carry through. A guarantee of maximum results at a minimum cost.

CENTURY ENGRAVING CO. 930 W. 39th St. THE 3-2531
Films Have Advanced
Even in Slump—Hays
(Continued from Page 1)

the latest products of our technical labora-
tories. It has suffered like all other art and
industries, through the general, world-wide
crisis, and while there can be no satisfaction point in the public need
for entertainment, information or education.

"The problem before the motion picture entertain-
ment industry, as before other indus-
tries, is the question of rebuilding and sur-
viving during a period in which it is visibly
necessary for the nation to readjust itself
not to the plane of depression, but to a plane
of prosperity.

"Whatever further industrial readjustment may be
made necessary by the conditions which face the motion picture industry it
is significant that new story values, new dra-
yaic vitality, new fields of entertainment en-
terprise have marked the artistic growth of the American motion picture indus-
try. The fundamental fact is that for the millions there is no theater but the
motion picture theater; there is no drama but the
drama of life on the screen; there is no
other medium where the screens that can bring
in such graphic form the best that art and
literature and life have to offer, at a cost nor-
manly within the reach of the humblest fam-
ilies.

"From the social standpoint the motion picture
screen serves even now as fully as at the
beginning of its development. It has still to
show its great possibilities in the field of selective
entertainment, in addition to its
vast service as a popular entertainment me-
dium. It has still to make its mark as an
educational agency in every school and col-
lege in the land. It has still to occupy the
field of adult education. Constructive feature,
it is not, could not be permanent without
the
of the screen in the fields of information, education and culture. But I cite these
for the purpose merely as examples.

"With the intrust laws apparently in
mind, Hays charged "industrial is still the
victim of aarchale laws that do not apply
to present conditions. We can afford no
laws that do not aid business, make for greater
employment, larger initiative, and add to
the prosperity of the nation. In some of our
industries salvation may be in the further
combination of natural units. Such mergers
or working agreements may be undesirable in
the public interest, affect the standards of hun-
dreds of thousands of stockholders, continue the
monopoly practices of the past, and women
jobs are now threatened, and tend to rejuve-
nate the entire industry."

Hays also discussed taxation and recom-
ended that the Present, past, and
Even Mayors should be given the right to veto
tax measures when they are destructive. A
shorter working week, united action against
the depression, international debts and unem-
ployment were added to the subject of taxation, under the title of "Where Do We
Go From Here?"

Maryland M.P.T.O. Discuss
Sunday Show Campaign
(Continued from Page 1)

Sunday closings and is using it in the campaign. He has also gathered newspaper clippings from all parts of
the country showing where small towns have been greatly benefited by Sunday movies.

Will H. Hays returns today from Indianapolis,
where he attended the annual dinner of the
Indiana State Bar Assn.

Bebe Daniels has cancelled her proposed Christmas visit to New York.

Charles McCarthy plans to leave the coast
today for New York.

Dave (Skip) Weisner is back from Memp-
phis.

Eddie Grainer leaves tomorrow for the coast.

ONLY 6 DAYS ARE LEFT
TO PUT FUND OVER TOP

(Continued from Page 1)

Cleveland Independents
Join to Operate Allen
(Continued from Page 1)

40 houses in Cleveland and vicinity,
have leased the Allen, formerly
Loew's ace house for 10 years, from
Senator R. J. Birkley. Deal involves
in excess of $1,000,000. Policy and
opening date will be announced this
week.

14 Airplanes to Exploit
"Silver Dollar" Opening
(Continued from Page 1)

north to New Rochelle and back to
Times Square, where a fireworks
display from the air will take place.
Prizes are being awarded to young
photographers who get the best
shots of the stunt.

Rko Theatre Changes
RKO has closed the Orpheum. Seattle,
New York, The Orpheum, San Francisco, has gone dark until
better product is available. The
Orpheum, Memphis, which closed
Denver — Harry Marcus, former owner of the Twentieth Century Film Co. of Philadelphia in Philadelphia, has opened an exchange here for Allied Pictures. He will share the building at 2044 Broadway with Consolidated Productions.

Dallas — George Summer and James G. Tomlin have opened a new theater supply company here.

Iowa City, la. — The Varsity theater recently was damaged by a bomb explosion, causing more than $2,000 damage. The theater was rebuilt in the spring following a fire. Central States Theater Corporation owns the building. Warren Hall is manager.

Nevada, la. — The Circle theater building here has been sold to the Ames Building & Loan Association.

Parkersburg, la. — The Princess theater is being redecorated and overhauled ready for reopening. C. V. Humerberg is manager.

Marion, la. — The Garden theater reopened after being closed for remodeling and repairs. Sunday matinees are being discontinued, according to Manager H. C. Mershon.

Allied Ass'n to Weigh
Legislative Prospects
(Continued from Page 1)

ing which Congressmen and Senators have been lined up in support of the program, will be made. This will be the most important meeting of the year, according to Abram F. Myers, because if the campaign is not perfected at that time Allied will have to wait until the next session. Thus far only a few leaders have advised the Washington office of what they have done, says Myers, and at the board meeting it will be ascertained "just where the seed has been well sown and which Congressmen and Senators require further efforts."

WASHINGTON FAVORS JOB INSURANCE
Washington Bureau of THE FILM DAILY

Washington — Establishment of a Federal system of unemployment insurance is favored in a resolution sent to the Senate by the International Association of Projectionists and Sound Engineers of North America, with headquarters in New Orleans.

Cincinnati — The Albee changes its policy beginning Dec. 28, when vaudeville will succeed Fanchon & Marco units. The houses also plays pictures. Clem Pope is manager.

Detroit — The Oriole, one of the larger north end houses, has been taken over by the Sam Brown Circuit from Alex Schriber. The house passed through the hands of the bondholders, and is being taken on a lease basis only. H. J. Ballinger, former manager of the Avalon, has returned from California to manage the theater.

Detroit — John O'Dell has taken over the Harmony from Van Fletcher, DeClerk, and Lamsens. Edward Gayeski has been appointed manager for this house and the Frontone and Kramer. The Kramer constitutes a new addition to O'Dell's list, with new negotiations now under way.

Peekskill, N. Y. — Papers have been served in a copyright suit brought by six major distributors against the Peekskill, operated by Joseph A. Singer.

Phoenixville — Dan Katlin, manager of the Rialto, has resigned to enter an enterprise of his own.

Pittsburgh — Eddie Moore, formerly with the Appell circuit in York, has joined Warners here.

Crookston, Minn. — Bucklen & Benson have opened a 300-seat theater here. This is the second movie house in the city.
Help!!

... the relief fund

By Jack Alicate

SURE, times are tough. Tough for you, me and the other fellow. But they would be a hell of a lot worse if you and your wife and kids were out on the streets, hungry, through no fault of your own.

What if it does hurt a little to give? It would hurt a damn sight more if you were without work and broke.

This is YOUR industry. It's YOUR duty to help those in distress.

Come on, fellow workers, and lend the committee a hand.

With sadness and suffering on every side, there's much work to be done.

The Film Daily Relief Fund works silently and speedily. No red tape. With what little we have to work with, we are doing a great job.

No charity dollar can buy more human relief.

The fund has SAVED lives through operations. SAVED families from being evicted. SAVED unfortunate from being buried in Potter's field, and no doubt saved some from the river.

We tell you this not for sympathy but to have you see the importance of this work.

Don't put it off. Do it NOW. Tell your secretary to send a check PRONTO.

Old Doc Alicate guarantees you'll feel better all through 1933 for having done your duty.

—Make checks payable to the FILM DAILY RELIEF FUND.

The COMMITTEE having the work in charge consists of Don Mesersue, "Red" Kann, Billy Brandt, Al Lichtman, Bert Adler, Hal Horne, Lee Ochs, and the writer as Chairman.

Sweigert, Satel Elevated in Sales Ranks by Schaefer

The 18th and 19th Paramount sales department employees to receive promotions in the past two months are Earl Sweigert, elevated from New Jersey manager to Philadelphia branch manager, and Myron Satel, who succeeds Sweigert after serving as salesman out of the New York exchange. Sweigert

(Continued on Page 8)

REFINANCING PROPOSED BY CLEVELAND LOEW UNIT

Cleveland—Plans are announced for refinancing of Loew's Ohio Theaters, Inc., including an exchange of bonds on the Stillman, Euclid East 17th St. and Loew's Ohio Theater properties. Bondholders are asked to exchange into a new extended issue receiving similar principal and interest amounts, except that for a three-year period to July 1, 1935, half of the interest will be fixed and the balance payable only

(Continued on Page 8)

Lesser to Distribute Eisenstein Production

West Coast Bureau of THE FILM DAILY

Hollywood—Sol Lesser will distribute Sergei Eisenstein's much talked about Mexican feature. A Los Angeles premiere is planned in February.

FILM RELIEF FUND DRIVE ENTERS ITS FINAL WEEK

On they come! Twenty-nine more checks for the FILM DAILY RELIEF FUND. What a WORLD OF GOOD money that will do for the needy fellows who come to the fund for assistance! However, the total received is not enough for the many worthy men and women who will ask for help over the dark days. Come on, folks, this is the last week of the campaign. Get together, as many workers have in several offices. Pass around the hat. A dollar here and a dollar there, adds up to a ten spot here and a "century" there. Here are the week-end givers: Leopold Friedman, Eureka Amusement Co., W. A.

(Continued on Page 8)

Bayard Veiller Appointed Para. Associate Producer

West Coast Bureau of THE FILM DAILY

Hollywood—Bayard Veiller, dramatist, who recently joined Paramount's writing staff, has been promoted to associate producer on Emanuel Cohen's staff.

70 Writers vs. 18 Directors, 18 Stars, on M-G-M Studio List

S1 Weekly Blue Law Fine

Phillipsburg, N. J.—By paying a $1 fine each Monday, the Blue Laws have been giving shows the last four Sundays despite the blue laws.

The Film Daily Year Book is the Standard Reference Book of the Industry.—Adv.

Chief Executives of Film Industry Give Views on Year Ahead

Further decentralization, including split-up of production responsibilities as well as more return of theaters to local operation, is in prospect for 1933, according to views expressed by industry leaders in their annual articles for THE

(Continued on Page 8)

JACK WARNER OPPOSES UNIT PRODUCTION PLAN

Centralized production authority, rather than unit operation, is the most practical method of making pictures, declares Jack L. Warner, in an exclusive interview with THE FILM DAILY yesterday in New York.

"Place this responsibility in competent hands and the results will be better," said Warner. The Warner First National studio intends to develop young people who are not only attractive but also show promise of becoming real trouper, the executive asserted. He plans to remain in New York two weeks more before returning to the Coast.

New RKO Producer Lineup Includes Merian Cooper

West Coast Bureau of THE FILM DAILY

Hollywood—In addition to Sam Jaffee and Pandro Berman, Merian C. Cooper will be among those who will form the nucleus of RKO producers under the new unit system

(Continued on Page 8)

After Roxy, Fox B'klyn

Peter Rosenberg, operator of the Jerome in the Bronx, will approach the receiver of the Roxy on a deal to take over this big Broadway de luxe. He is also reported interested in taking over operation of the Fox in Brooklyn.

Seltznic May Join M-G-M

West Coast Bureau, THE FILM DAILY

Hollywood—David O. Selznick, who resigned last as a head of production at RKO, may join M-G-M as an associate producer, according to current talk.

(Continued on Page 8)
M. P. Academy Ends Year With a Credit Balance

West Coast Bureau of THE FILM DAILY

Hollywood—Instead of an expected deficit, the Academy of M. P. Arts & Sciences has completed its 1932 program with a balance of $59,496, a decrease of $7,000 from 1931.

At the first meeting of the new board, presided over by Conrad Nagel, new Academy President, M. C. Levee, retiring president, tendered a vote of thanks and made a life member.

With an increase of 159 in the past year, the Academy membership now totals 876.

Exhibitors Screen Service Names 4 Representatives

Exhibitors Screen Service, producers of trailer and advertising novelties, has appointed four new territorial representatives, as follows: Irving Mulcher, general representative for the state of Texas, with F. McIntosh covering the northwest part of the state, making his headquarters in Amarillo, L. A. McKissel, New Orleans; V. L. Schram, Missouri, with headquarters in Kansas City, and Robert Sode, Indiana, with headquarters in Chicago.

EPSTEIN QUILTS CHICAGO LAB

Chicago—Morris A. Epstein has resigned as director of sales and advertising for Chicago Film Laboratories, Inc. He has established new executive offices at 185 North Wabash Ave., suite 1002, where he is developing some plans for his future activities in the film business.

MRS. ROOSEVELT AT ROXY

Mrs. Franklin D. Roosevelt will personally appear at 8:20 tonight at the Roxy to aid the Christmas drive now being made for the unemployed.

Last night Harvey D. Gibson spoke at the Roxy in behalf of the drive.

New Company Planning Production in the East

Production of features in the East is planned by Lunafone Productions, formed by Major H. C. S. Thompson and John P. Flower. Work will begin in February or March. Company is now located at 1776 Broadway. Major Thompson also is working on a non-theatrical project which will have his first attention.

J. E. SPARKS COMMISSIONED

Jacksonville, Fla.—J. E. Sparks, president of Sparks Amusement Enterprises, has been named a lieutenant-colonel on the military staff of Governor-Elect David Shultz, who will be inaugurated in Tallahassee Jan. 3.

AMPA CHRISTMAS DINNER

With Captain "Bob" Bartlett telling sea stories and Frankie Bash of the radio banding out gags, AMPA will stage a pre-Christmas party at Sardi's Thursday noon. Other attractions are being lined up and there will be special gifts for the ladies.

EARL RODNEY DEAD

West Coast Bureau of THE FILM DAILY

Hollywood—Earl Rodney, veteran director and writer, died Saturday of pneumonia. In recent years he was with Mack Sennett as a writer.

M-G-M BUYS PLAY

M-G-M has acquired film rights to "Rendezvous," the play by Bar- lon MacLane which recently completed a Broadway run.

H. L. E BALLISTAR

Native Theatres Syndicate
San Francisco, Calif.

"Columbia has striven to produce pictures consistent in entertainment value and our experience with your pictures more than justifies the confidence established between us."

NATE BLOCK

Orpheum Theatre
St. Joseph, Mo.


"MAN AGAINST WOMAN"
A FAREWELL TO ARMS . . .
SMASHING $2 RECORDS . . . SELLING 10 DAYS IN ADVANCE . . . WINS HIGHEST CRITICAL PRAISE

A Paramount Picture
“Now you may believe that the cinema is an art rather than an industry... and it added cubits to its stature last night... filled the hearts of a hard-boiled audience with emotions that welled to its throat... and filled the eyes with hot, scalding tears... told with feeling, frankness, depth and daring that marks the milestone in the reproduction of motion pictures... Puts Director Frank Borzage right at the head of the list... suddenly over night motion pictures leap to full maturity and stalwart stature... it means a brighter, better day in the history of pictures.”
—American

★★★★—FOUR STARS

“"It is nothing less than superb... Frank Borzage’s noblest effort... a performance that makes the movies swell with pride... a pictorial achievement in deed... replete with pathos and tenderness and sadness... piercingly realistic.”
—Daily News

"Ineffably tender and moving... at all times real... an unforgettable document... it is a portrait of the heart... pungent dialogue retained in all its simple grandeur... it’s a superb production.”
—Evening Journal

HELEN GARY
ADOLPHE

Directed by
FRANK BORZAGE
From Ernest Hemingway’s Novel

A FAREWELL
"The task of picking the best picture of the year has been simplified now that 'Farewell to Arms' has found its way to the screen... it's a testimony to the striking power of the cinematic art... actors, directors have carried through their work unalteringly... it's a triumph for all concerned in its production... for the cinema industry it is more than a triumph... it is a signature of hope."
—Evening Post

"A beautiful and stirring picture... an excellent film."
—World-Telegram

"It takes on qualities of splendor... an important photoplay."
—Herald-Tribune

"Will haunt the heart and mind... a first-rate, honestly and enormously touching tragic romance... this picture shows that the heart and head of Hollywood are exactly in the right place."
—Sun

"Ferzage has made his masterpiece... 'Farewell to Arms' has exquisite quality, noble simplicity, and shining beauty which makes previous lovely pictures seem insignificant... seeing it is an exhilarating experience... attains magnificent stature and moves you profoundly... it's a picture you mustn't miss... it stands out alive among movies."
—Mirror

Screen play by Benjamin Glazer and Oliver H. P. Garrett
A Paramount Picture
New Start from More Solid Basis is Seen for 1933

(Continued from Page 1)

FILM DAILY YEAR BOOK. Writing down of values and reduction of costs to conform with income are among other major trends which are looked upon as putting the motion picture business on a sound foundation from which new progress will be made. First group of outlook articles, which will appear collectively later in the Year Book, follows:

• Abundant Resources

By WILL H. HAYS

The road to recovery is the road marked "AHEAD." We are a nation abounding in natural energy. Ours is a country of unlimited resources. Our technicians are second to none. Our engineers are constantly improving the processes of production, realizing a standard of living for Americans unprecedented in any other country or age. The country’s heart is in the right place. Unselfish leadership has risen to the demands of unemployment relief throughout the nation. Our research laboratories are ready with developments that promise new industries and services. Nature has never been more bountiful. We have at our doorstep the genius and the vision and the materials to build the greatest civilization that the human mind can conceive.

To lack faith in such a future is deliberately to deny our own strength, to betray to the courage and confidence of our fathers who taught us to work and built with their own hands. It is to be ungrateful for the gifts that Science and Nature have showered upon us.

• Reconstruction Ahead

By SIDNEY R. KENT

A GREAT deal of what happens in the industry in 1933 will depend upon its leaders and the people in general.

There are many better lessons we should have learned. If these lessons have gone home, we will make progress. If they have not been heeded, then we are in for more strife and prolonging the day of readjustment of our industry.

Anyone who has an understanding of this business can help but be an optimist from a long-range viewpoint. However, the work of reconstruction has barely been scratched and there is much yet to be done.

The motion picture industry is not going to be destroyed; but, whatever final form it takes, it will in my opinion, be a better industry than ever before.

• Product Comes First

By NICHOLAS M. SCHENCK

It seems to me, in response to your query, that there is little to be said except what everybody knows. Business conditions always improve if the article gets better. Speaking for M-G-M, we have had the five outstanding hits this year to date and will have many more before the season ends. I have no doubt that these good pictures coming will do good business under any administration. Moreover, the state of the country gets straightened out, the industry will have less to worry about. But first, of all considerations, comes the product.

• Costs Must Come Down

By AL LICHMAN

The past year has been one of considerable sacrifice in the interest of the picture industry. Our aim has been to pay the minimum that will still attract the consumer. The cost of production has been cut down to the very bone.

During the past year everyone has been struggling with diminishing grosses with little reduction in costs. Some few pictures have accomplished a great deal in reducing these costs, but the majority are still wrestling with their problems. And only easier money conditions, with the resultant larger attendances, can alleviate this condition.

The high cost of producing fine pictures is still a major problem. And the public will accept nothing short of the very best.

Another major problem is the radio, which keeps millions away from the theaters. Big personalities entertain the public in their own homes, and this is gratis. Here is an extremely stiff competition, particularly when people are so short of spending money.

Steps should be taken to minimize this competition, if only for the reason that some of the strongest personalities on the radio are recruited from the motion picture studios. There should be a compromise of some sort under which broadcasting would be done at an hour less competitive with the theaters.

The motion picture is still the first choice in entertainment. The problem is to give folks entertainment at a price they can afford. And this is extremely difficult when it is remembered that most studios are still carrying sums as large as in the boom days.

Optimistic on Future

By JACK L. WARNER

The motion picture industry reflects the general business conditions in other branches of business and commerce, and the picture industry for several years has been no exception to this rule.

We have felt the depression as all other industries have. This depression has had its brighter side, however for it has compelled the motion picture industry as a whole to take steps to correct certain inevitable business shortcomings, which were the natural result of the rapid growth of this industry.

The business conditions of the past two years caused better management, the elimination of waste and did away with unnecessary and costly details which did not contribute to the motion picture and its success at the box-office.

Our companies have shown the way in these changes. We have concentrated on securing the best possible stories, cast them with the finest artists available and made pictures without waste and lost motion.

We are looking forward to the next year with optimism. We feel that better times are on the way, and certain that the public will demand good screen entertainment, and welcome it.

We are certain that the type of entertainment found in Warner Bros. and First National features and short subjects will hasten the return of prosperity in the amusement field.

Gradual Improvement

By JOSEPH M. SCHENCK

Now that uncertainties in the national political situation have been disposed of, and the nation is preparing to settle down to four years of the new regime, nothing, in my opinion, can prevent the coming of better times in all branches of industry and particularly in the motion picture business.

Already we hear tiding on all sides of increased employment, better crop reports and upturnings of business generally, and I think there can be no doubt that we have long since left the worst of the depression behind us.

Mind you, I don't look for any meteoric rise in business. Conservation and caution will militate against any sky-rocketing. But there is bound to be a marked, gradual improvement all along the line. There has already been evidence of this in the motion picture business, and we look for steady improvement as the year progresses.

Of course, we in California have not been as hard hit as some other sections of the country, for the reason that the sustained demand for pictures has kept production going, and this has helped to ameliorate conditions.

Decentralization of theaters throughout the country and of production in Hollywood are having a salutary influence upon the business, too. There isn't any doubt that the relief of the theaters, the producers who knows best the conditions in his own territory, and in the case of production no studio can turn out pictures like a prominent maker of automobile.

• Balanced Production

By DAVID O. SELZNICK

The scheme of balanced production, which I visualize in practice, is a practical scheme for producing at the studios, as a unit, two solid hours of varied and selected entertainment.

It would place the studios in a position of closer harmony with the theaters, raise the standard of production and eliminate much lost and duplicated effort in the sales of divisions of the industry.

A balanced program, as conceived and executed at the studios under the eyes of practical, working showmen, would consist of a feature and companion short comedies and novelities.

The merits of the plan, I believe, will make themselves obvious to the alert showman. In the first place, a balanced program, produced for and sold to him as a unit, would obviate his need for keeping the industry as a whole and more or less guiding the film operations of our major studios.

A balanced program plan of production, as I visualize it in practice, is a practical scheme for producing at the studios, as a unit, two solid hours of varied and selected entertainment.

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Back to Show Business
By FELIX F. FEIST

PREMIUMS, lotteries and miracles having failed us, we turn now to our own business and initiative as the sources of relief from adverse economic conditions.

Quality productions, energetically exploited, still provide the most dependable means of inducing theater patronage. So, for every one of ability and grit, there's a rainbow in the sky.

Better Films, More Advertising
By JACK COHN

It is customary at this time of the year to make a number of resolutions. It is also a habit to forget them a week later. We must not follow this procedure during the coming year. The moving picture industry has within its grasp the opportunity of establishing unity within the industry. The depression from which we are now emerging has brought the various elements which compose the moving picture industry nearer to an understanding and a harmonious working arrangement than ever before. We have the opportunity to make a new start, to iron out all the differences within the industry and present a united front against opposition.

During the past year we have made considerable progress in the reorganization of the industry. Decentralization is well under way. We have learned to economize where economy is needed. In respect a word of caution is not out of place. We should not permit our zeal for economy to warp our judgment. We must not economize on our pictures. What we need is better pictures and not cheaper pictures. The combination of a great picture and adequate exploitation is the key to our problems.

One of our chief concerns during the coming year must be the establishment of good will toward the industry. In the past the moving picture world has been the butt of unjust ridicule and belittlement. As the amusement of the American people, it is considered unimportant and grace- less of the public. We must cooperate to promote this understanding. In this way we can halt, and possibly overcome, the demands, such as increased censorship, which have been such a financial burden upon us. Other public service organizations have been able by good will campaigns to alter the relationship between themselves and the public they serve. The motion picture industry, too, must follow this example. It is a problem we should tackle at once, one that has been neglected too long already.

Decentralized Production
By B. P. SCHULBERG

The growth of independent production for release through the major companies will continue during the immediate future.

No one man — and I know this from my experience as head of a production unit, Paramount — can hope to be responsible for 50 or 60 new pictures a year and not have to pay the price, through loss of perspective from a succession of 18-hour days.

The ideal setup would be for a studio, such as Paramount, to have eight producers, each responsible for the making of from six to ten features annually, through contract and conference with a single studio head.

While we are working toward this end in the course of evolution, 1932 will not see a sudden addition of this scheme. Yet there will be a decided growth in this direction with possibly several studios that are not now under this system delegating part of their program to independent producers.

Some degree of decentralization of production responsibility is imperative.

Reorganization, Cooperation
By C. C. PETTIJOHN

The motion picture industry in 1932 will be exactly what we want it to be — a combination of courage and enterprise and vision will make it possible for the people to take care of itself. There is no limit to public interest in the screen. The right kind of picture will command an audience always. There is no limit to creative ability. It needs only to be encouraged. There is no limit to literature and life which artistry can reflect on the screen.

The only limits that exist are the self-imposed limitations which fear, fog, or uncertainty may place upon the industry. We must work toward the cost of motion picture production — a problem which courage and cooperation must eventually solve.

The most productive standardized entertainment which the public will stand for. Variety of entertainment films is the clear answer to the problem.

There is a limit to the number of successful activities which any one company can perform. Reorganization is the answer.

There is a limit to what any one person can do in the motion picture industry and the motion picture art and the need is to decentralize, not centralize, such activities.

There is a limit to selfish business interests as between group and group in the motion picture industry, but there is no reason why cooperation and patience cannot solve that problem.

But these are man-made problems which men have created and which courage can solve. In that lies the hope of the motion picture industry for 1933.

Impetus for Independents
By W. RAY JOHNSTON

It is gratifying to discover, in checking up what I said in these pages just one year ago, that my remarks were not merely wild guesses or far-flung speculations of the imagination. I predicted then that the independent producer would have a good cause for elation in 1932, and, so far as my experience is concerned, the truth of that prediction is now historic.

The forthcoming year should mark even greater impetus to the strides the independent is making in the decentralization of theater circuit operation, and the experience of local managers in gauging the public taste, will be a contributing factor to the encouragement and growth of the independent producer.

Another factor I expect will play an important part in showmanship production of 1933 is the making of films from the classics. I'm not alluding to the profound, high-brow literature of the cloistered scholar, but those works whose universal interest has left an undying appeal in the hearts of all men, women and children. Regardless of the popularity of screen or radio, if important pictures will be made from books — stories from the pen of genius, whose durability is timeless.

Healthy Readjustment
By CHARLES R. ROGERS

The difficult period through which the motion picture industry has been carefully feeling its way is, in many respects, an invaluable one, for it has produced a healthy state of readjustment and the ultimate outcome will be both profitable and artistically beneficial.

From the standpoint of the independent producer, we have proved that it is possible to cut production costs without curtailing production values or lessening entertainment values, and we have established the advantages of a concentrated attack to individual desires by individuals rather than a mass production by one organization.

The future will undoubtedly witness the further development of this trend. First, the purely fictional story will be succeeded in popularity by the story which is based upon current news events and happenings of world-wide importance. America is growing more news conscious every day and theatergoers will increase their demand for timeliness in their screen entertainment.

Second, we shall see an increasing interest in story values. The day when everything was subordinated to the star is past and the theatergoers of tomorrow will insist on knowing what the picture is about as well as who is in it. The new era upon which we have just entered also reveals a greater appreciation of genuine ability. The new favorites must have more than just beauty, as in the case of Haywood winning the Academy award for the best performance of the year.

Hastened to a large extent by the inroads which radio has made upon theater audiences, television will become a commercial reality much sooner than most of us suspect. It will undoubtedly prove a boon to Hollywood, for it cannot be so easily controlled by the motion picture industry rather than by the radio forces, since it will demand the trained minds and entertainment knowledge which the film industry now possesses.

Back to Individualism
By WILLIAM SAAL

I made the statement last year that this business was dependent upon individuality and personal qualities as much as it did on its finished product. This year we recognize the element which this business was doomed to beget. The top men of this business have actually awakened to this recognition after four years of wholesale theater operation, wholesale production and making automations out of film salesmen. The decentralization of group theaters by the large circuits is indicative that this business is gaining its equilibrium. This will recreate personalities and individualism will again assert itself, and interest the public with virile showmanship. In turn, there will be more dollars in the box-office. The other things that are gratifying is that again you see such great personalities as E. V. Richards, A. H. Blank, Max Gordon, J. H. Von Herberg and many others attracted back to our business. These men are back again to give it that great stability that comes from the maturity and experience of their intellectual minds. Everyone can bet that this business in 1933 will release itself from the shackles of depression that have weighted it down for many past months.
PARAMOUNT PROMOTES 19 WITHIN LAST TWO MONTHS

(Continued from Page 1) It takes the place of Oscar Morgan, produced during the month of December, and he will have held the position of exhibitions director at the start of the New Year.

"With this number of promotions, all carrying increases of wages for the men involved, it ought to make a real Christmas at Paramount," said George J. Schafer, sales chief, yesterday, "and we still have a lot of good manpower left within our ranks." Discussing reports concerning centralization of physical distribution Schafer said: "I have very little hope for adoption of the idea."

New RKO Producer Lineup Included by Merian Cooper (Continued from Page 2) to be installed. David O. Selznick, who resigned last week as production chief, has three important producing plans on Dec. 23, has thrown local exhibitors up in the air. The recent agreement here does not make provision in the event a first-run deal is cut for out-of-town exhibitors. Plans by RKO for price cuts at Keith's East 105th St. are understood to have been held up by the exhibitors' association.

The Hippodrome, opening Dec. 23 with vaudeville and films under the management of Frank Hines, will have a 40-cent top at night. MAYER CO. GOING AHEAD Mayer Pictures, Inc., headed by Rudolph W. Mayer, will go ahead with its plans for producing and distributing a series of pictures, according to a statement issued by S. I. Mittlemark on behalf of Mayer and in reply to action of the Maryland attorney-general who ruled that the company could not sell stock in that state. The attorney-general action is unwarranted, the statement says.

"CAVALCADE" OPENS JAN. 5 Opening of Fox's "Cavalcade" as a two-a-day run at the Gaiety has been set for Jan. 5.

WILLIAM ROBSON'S "ALONG THE ALLIANCE"

(Continued from Page 1) E. I. Johnson, Jr., producer of "Along the Alliance," which is now before the Screen Tablet, will receive $25,000 for the picture. He had previously sold it for $35,000 to E. I. Johnson, Jr., producer of "Along the Alliance," which is now before the Screen Tablet, will receive $25,000 for the picture. He had previously sold it for $35,000 to

WRITERS, 70 IN NUMBER, TOP M-G-M STORY LIST

(Continued from Page 1) Mannix, Hunt Stromberg, Bernard Hyman, Laurence Weingarten, Albert Lewin and B. P. Fineman. The studio recently finished "Fast Life," the "Son-Daughter" and "Raspustin and the Empress" and other pictures are now in work and five are scheduled to start soon.

Film Relief Fund Drive Enters Its Final Week

(Continued from Page 1) M-G-M, Warner Bros., and Columbia, and will be handled by the Alliance National Committee.

Refining Process Proposed

(Continued from Page 1) if earned. New bonds are to run to 1944. The reorganization committee, which has set June 15, 1938, as the last date when bonds will be accepted for exchange, includes A. C. Ceney, J. S. Fleek, R. C. Lee, Lowry Sweeney, J. W. Tyler, Carter Kiesler, and Guardian and Union Trust companies as depositaries.

J. W. BIBB, president of M-G-M, who returned yesterday from a trip to New York, will attend the meeting today of the Screen Tablet, which will vote on the proposal to reorganize the company.

JOHN D. CLARK, Fox sales chief, returns Christmas Eve from the coast, where he conferred with officials of the Western section of the Screen Tablet, and has been negotiating with the West Coast producers, including Paul Goetz, Ben Goetz, A. P. Waxman, W. R. Wray, Johnston, J. P. Friedhoff, Mike Simmons, Hal Hargrove, and Hal Richey, for the release of pictures to Fox. RKO begins production of a new picture today and will begin distribution next week.

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Hammons Finds Indie Films Getting Better Break

GOV'T CONTROL MEANS LONG RED TAPE—PETTIJOHN

MPTOA Reported Planning to Invade the Northwest

Kaplan Loses Appeal Against Ouster

Application of Sam Kaplan for an injunction to restrain his removal as president of Local 306, Operators Union, under a resolution by the executive board of the I.A.T.S.E., was denied yesterday in a ruling by Supreme Court Justice Salvatorio Cotillo. Local 306 is certified, however, to elect temporary officers for proper administration of funds, the ruling states.

Dropping of Chi. Stage Shows Seen as Move Against Unions

Majestic Will Release
Three Monthly in 1933

Three productions each month will be released by Majestic Pictures starting Jan. 1, according to Herman Gluckman, who will distribute all Majestic features in the New York

Employees of Another Firm Chip in for Relief Fund

Employees of one other company made a collection for the FILM DAILY RELIEF FUND yesterday. Why don't YOU start it in your office right now? Everybody knows about the great work done through the year by the Fund. Everybody is surely willing to help. With many, it is a case of procrastination. The Fund cannot put off helping the needy workers of this industry, but unless more money is received before Saturday, some who

Independent Product Getting Better Break, Says Hammons

Chotiner Theaters Sue
West Coast and Distributors

West Coast Bureau of THE FILM DAILY
Los Angeles—Chotiner Theaters has filed suit against Fox West Coast Theaters and six major distributors alleging violation of the Sherman anti-trust law. Plaintiff asks that defendant be compelled to leave them "a fair and just proportion of first-run pictures."

Exhibitors are more kindly disposed than ever toward independent product, and in hundreds of cases box-office records have been broken by independent offerings, Earle W. Hammons told FILM DAILY yesterday following his return from a midwest trip. "They claim that"

The Film Daily Year Book is used by Everyone in the Industry—Advt.

J. B. Clinton, Mark Miller
Mentioned in Plan to
Invade Allied Field

Minneapolis — Invasion of the Minnesota and North and South Dakota territory by the M.P.T.O.A. as an outgrowth of the recent falling out between the organization and Allied over an industrial program is now under consider-

Tabloids are Influencing Film Action, Says Freuler

Influence of tabloid newspapers on the screen is resulting in more "tell-the-scene-with-a-picture" action and less dialogue in pictures, according to John R. Freuler, president of Freuler Film Associates, who is on a brief visit to New York for story conferences, and to discuss release of Monarch releases with Charles L. Glett, vice-president. With films gradually adopting many functions of the press, putting more newness and timeliness into stories, last minute changes are becoming more important in developing screen stories, says Freuler.

N. ALLIED DISESSES
BUYING SOUND OUTRIGHT

Suggestion that members of Allied Theaters of New Jersey cancel leased equipment contracts wherever possible and replace this equipment with RCA Photophone on an outright basis was considered at yesterday's meeting of the unit. Matter was left for individual solution. Feasibility of reducing admission

HAL ROACH CONSIDERING
3 AND 4-REELERS FOR '34

Hal Roach is considering the production of three- and four-reel pictures for its 1933-34 program, said Henry Ginsberg, general manager, in New York yesterday. The Roach

Sights of Better Times

General Outdoor Advertising has had a complete sell-out of billboard space in Greater New York for November and December. Every available bill-

30 CENT SPECIAL OFFER

Enjoy a $1.00 Treat for just 30 Cents!

® The Original
Publicity matter issuing from the sanction of Matt A. Leeser, director of press and public relations for the Roxy on Seventh Ave., now refers to the house as "the Original Roxy."

30 CENT SPECIAL OFFER

Enjoy a $1.00 Treat for just 30 Cents!
Gov't Control of Film Industry Means Red Tape--Pettijohn

(Continued from Page 1)

conform to the law as interpreted by the Supreme Court, a complaint would go through the following procedure:

1. The complaint is docketed and assigned by the Chief Examiner to an examining attorney at a branch office for investigation.

2. After calling witnesses and investigating the case, the examining attorney submits the information to the examiner, with a recommendation as to action, to the Chief Examiner.

3. The Chief Examiner reviews the record and, if he finds it complete, submits it to a Board of Review.

4. The Board of Review goes over the case, and he serves the respondent with written notice of the hearing.

5. If it believes that the formal complaint is justified, it grants the proposed respondent an informal hearing.

6. The case goes to the Commission. If the Commission decides there is no ground for complaint, the application is dismissed and the matter ended.

7. Up to this point the proceedings have been informal, confidential, and not matters of public record.

8. If the Commission decides to proceed, the matter is transferred to its Chief Counsel, who assigns the evidence so far gathered to an attorney of his staff. The time consumed by this attorney in preparation of the complaint depends on the size of the record and the amount of work already on his desk.

9. After its preparation, the complaint goes to the Chief Counsel for his approval.

10. If his approval has been granted, the complaint goes to the Commission, who either remand it for alteration or order that it be issued.

11. If the complaint has been issued and served, the Chief Counsel assigns the case to a trial attorney for hearing. The respondent has 30 days in which to file an answer, or to request an extension, which is usually granted.

12. When the trial attorney has concluded his other work, he examines the record of the case to determine whether the case has been sufficiently developed to warrant a trial with further investigation. As the prelatory work has been made to permit of giving the Commission "reason to believe" on the basis of the file, the trial attorney generally makes a further and more detailed investigation of the case.

13. When he is prepared, a trial examiner makes the hearing.

NEW AD-FILM FIRM IN DALLAS

The new General Ad-Film Co. has established studios and executive offices at 313 North Beckley for the production of industrial and advertising films. The company, which will be sold throughout the U. S. M. I. Koppel is general manager of the company. Other staff members include Robert M. Doolin, production manager; T. E. Goodwin, O. W. Dalton, H. I. Mullins, G. W. Sanderson, Jr., A. Barnes and T. N. Hansen. Numerous theaters already are showing the company's product.
XMAS 1931

"Hell Divers" opens at the $2 Astor, N.Y. and M-G-M brings holiday cheer to the entire industry!

XMAS 1932

John Ethel Lionel BARRYMORE in RASPUTIN AND THE EMPRESS

WORLD PREMIERE—ASTOR THEATRE—DECEMBER 23

Go "Smilin' Through" 1933 with METRO-GOLDWYN-MAYER
REPORT MPTO PLANNING INVASION OF NORTHWEST

(Continued from Page 1)

J. B. Clinton of Duluth and Mark Miller of Cloquet are mentioned in connection with the matter. Both formerly were Allied supporters.

Majestic Will Release Three Monthly in 1933

(Continued from Page 1)

territory through Capitol Films. Six of Majestic's line-up of 20 features are completed, with four of the Jack Hoxie series of 6 now ready for release. Half of the Tower schedule of 12 features is completed and will be released through Capitol, one a month until June.

WILBY MANAGERIAL CHANGES

Bildinger—With the trend for this week of the Strand and Galax from the Frank Merritt interests to Robert Wilby, a number of changes in managers have been made. Nelson Hampton is now in charge of the Strand, Galax and Rialto. John Douglas, manager of the Capitol, has been moved to the Empire as assistant manager. P. A. Blankenship, manager of the Strand, is now in charge of the Capitol. Burt Gilmore, manager of the Galax, has been transferred to the Royal by Merritt. Lex Strickland, assistant manager of the Empire, is out.

RADIO PLAYHOUSE ON COAST

Hollywood — Radio Productions, Inc., has been formed as a radio agency to represent playhouses, with administration of stage and radio rights for the presentation of radio shows for both visual and audience scenes. Studios are in the Beaux Arts Building.

SAM SAX TAKING VACATION

Sam Sax, in charge of Vitaphone production, leaves New York tomorrow on a 10-day vacation to Bermuda. On his return, he will visit the coast.

GLORIA CHANGES PLANS

London — Gloria Swanson, who had contemplated making her next picture in France, has changed her plans and is now expected that the feature will be produced mostly in Hollywood.

EDDIE GOLDEN BETTER

Eddie Golden, general sales manager of Monogram, has returned to his office following an illness.

Raft Added to Ampa List

George Raft, who is this week making personal appearances at the New York Paramount, will be given a benefit as the guest of honor at the screening of the A.M.P.A. Lilian Miller, Wampas star alternate, and Al Siegel are other additions to the guest list, which also features Captain "Bob" Bartlett and Frankie Bache.

DEAR SANTA CLAUS

...you doddering ole goof... if you are not a phoney... like a lotta other celebs we know... here's your chance to put yourself in solid with the film biz... and with us personally... here's our Xmas List... very incomplete... it's true... but if you give us some action on this bunch of names... we'll slip you another long list... that will take you out of the ranks of the U.P.M.A. past Dec. 25th... being a kolymanist, we are kinda cynical about you... but these kiddies on our list still believe in you... so drop 'em a line and kid 'em along... we promise 'em you'll DELIVER... being film mugs, they're natural suckers for Promises... most of 'em have been livin' on Promises the past year... so here's what you can promise 'em...

FOR THE ole vet, D. W. Griffith, a story that he can direct without a Struggle... Howard Diets, an invisible ping pong ball that his opponent is bound to miss... John C. Field, a 24-sheet on every corner... Eadie Hammons, a million Melachrinos... Bob Sisk, a raft of First Editions... Winnie Sheehan, a pic he can produce inside of Limited Budget... El Roy B. Franklin, a theater without Overhead... Frank C. Walker, a plan for raising Campaign Funds without any comebacks.

Only Three Days More!

Help the Relief Fund

AND FOR Harry Warner, a golf ball that will stay on the fairway... Will H. Hays, a l'il more cooperation from producers... C. C. Petitjohn, a copy of that Fairy Story, "All Quiet on the Congressional Front"... Jay Emanuel, a perpetual commutation ticket to New York from Philly... Elmer O'Keefe, a New Theatre... Sidney Samuelson, an Automatic Megaphone... Mark Luescher, better wholesome prices to make his turkey farm profitable.

AND, PLEASE, Santa, you dope... give Harry Thomas another "Goma" so he can throw another swell party for our newspaper mugs... Hal Horne, a self-starting camera... Joe Brandt, a fisherman's outfit so he can look the part... Ray Johnston, another year for Monogram like '32... Jack Alocato, 13 spades in ONE hand... "Roxy," a Crystal Ball that will show him where his new theaters will stand 3 months from now... Harry Kosh, another big theater Receivership (oh, gawd, is asking Too Much?)... Grad Sears, a polo pony that knows more about polo than he does.

Send in Your Check NOW

To the Relief Fund

FOR THOSE Warner boys, another Al Jolson... A. P. Waxman, a million dollar life insurance on Floyd Gibbons... Si Seidler, another trip to Havana—but how can Emgeem spare him?... B. B. Kahane, a Permanent Home... Jack Hess, a set of oil paints, the big kid... "Deco" Rockwell, some colored crayons and pencils—blue preferred... Sam Sax, red golf balls to play in the snow... Leo Morrison, put Palm Springs in his back yard in Hollywood... "Fatty" Arbuckle, a rubber stage to take his falls... Leo Carrillo, a big dish of spaghetti—and ONLY three times a day for meals... Vince Barnett, a Ribbing Good Year... "Chic" Checkner, the polo girk's make up... Monty Brice, fewer "arguments" from his partner, Bill Rowland... Earl Wingart, a private ossif... Bill Ferguson, a 1/12 breathing time between roadshows... and for US, dear Santa, THE TRIP OF THE WEEK... that's all we EVER get... the same to you, you goof!

N. J. ALLIED DISCUSSES BUYING SOUND OUTRIGHT

(Continued from Page 1)

prices was also argued, with the same results. President Sidney Samuelson condemned the new standard exhibition contract as inad- equate to exhibit sound needs, declaring that it falls inasmuch as it does not endeavor to stop circuit overbuying and provide for reasonable protection.

LESTER COWAN ON TRIP

West Coast Bureau of THE FILM DAILY

Hollywood—Lester Cowan, executive secretary of the Academy of M. P. Arts & Sciences, is on a three-week trip to Chicago, Rochester, New York and Washington to confer with equipment manufacturers and their executives in connection with the program of the Academy’s technical research council. Two major projects of the council deal with standardizing length of film reels and improving quality of release prints.

NETTER ON STAND AGAIN

Direct cross examination of Leon Netter continued yesterday at the J. P. Quitter-Publix trial in the Supreme Court. Proceedings ended early in the day owing to the illness of two jurors. Netter will continue on the stand today.

COLMAN PLANS N. Y. TRIP

West Coast Bureau of THE FILM DAILY

Hollywood—Ronald Colman, now making the "Masquerader" for Samuel Goldwyn, plans to go to New York after finishing this picture in late next month. Report has it that he will appear on the Broadway stage in the spring.

MELROSE CHANGES HANDS

Samuel Lesselbaum, former Brooklyn exhibitor who recently acquired the Melrose in the Bronx, has turned the house over to Israel Touster.

LESTER ROSENFIELD TO CINCINNATI

Cincinnati—Lester Rosenfield has been transferred from RKO Albany office to Cincinnati.

MANY HAPPY RETURNS

(Continued from Page 1)

Best wishes are extended by THE FILM DAILY to the following members of the industry, who are celebrating their birthdays:

Dec. 21

Lucien Hubbard
Blanche Schneider
William J. Cowen
Pat Hartigan
CHRISTMAS GREETINGS

from London
to all of our friends in America

THE DAILY FILM RENTER

ERNEST W. FREDMAN

89-91 Wardour Street
LONDON, W. I.
Employees of Another Firm Chip in for the Relief Fund

(Continued from Page 1)

apply for aid may be necessarily
turned away. Don't let that happen.

Send something today. Address the
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Stella Hamlin
Haskell M. Masters
Thomas D. Goldberg
Sid. Charles Goldbad
A. J. Moeller
Joseph B. Brennan
N. H. Brower
R. M. Savini
Al Bandy

RKO Pictures

Ronald Colman
William McGehee
John L. Frankel

Ralph Merson
Eddie Gealing
Thomas Hamlin

to Columbia; Edmund Joseph and Lester Weinrott chatting at the Hollywood Inza.

Reginald Mason has left Broadway
Radio to play the choice role of the
baron in "Topaze." John Barry-
more's forthcoming RKO Radio
vehicle.

William Kay, veteran short story
and feature writer, has been
signed by Columbia to write the
screen play for "Public Be Danned,"
a forthcoming production which will
be made shortly after the first year.

More Passing Show: John Shee-
han; Casey Robinson; Charles Smith;
Ben Hendricks, Jr., Theodore von
Eltz at the Don Eddy party; Ben
Markson motoring to the Warner
studio; Albert G. Ruben motoring

FARKAS WITH HOLLYWOOD
Jack Farkas, formerly on the lo-
cal sales staff of Tiffany, Educa-
tional and Powers Pictures, has
joined Hollywood Pictures in charge
of sales in Brooklyn.

WHEELER-WOOLSEY WITH RKO
West Coast Bureau of THE FILM DAILY
Hollywood — Bert Wheeler and
Robert Woolsey have rejoined RKO
in the Paramount fold in an original con-
ting written by Joseph Mankiewicz.

JESSE BUYERS FLORIDA VILLA
Palm Beach, Fla.—George Jessel has
bought the Nickelson Villa in Palm Beach.
HAL ROACH CONSIDERING 3 AND 4-REELERS FOR '34

The Film Daily

THE OUTLOOK FOR 1933
Leading Industry Executives Express Views on Year Ahead

Great Potentials By DAVID SARNOFF

INDUSTRY has much ahead of it in 1933 in the way of scientific study, fundamental planning, shortened hours of labor and plant rehabilitation. The widespread attention being given to these and related questions is in itself a hopeful sign, but it by no means assures trade revival unless there is the cooperative assistance of a great many elements in our our industrial, social and political life.

Encouragement may be found, however, in the fact that at no previous time have so many individuals—representative of government, industry, education, finance, and other lines of activity—directed their energies more diligently toward finding not only quickening measures for the immediate future, but also toward weighing the basic underlying problems that must be solved before a remedy of the present situation is possible.

Improvements in sound-on-film recording have given to the motion picture industry a greatly increased range for sound reproduction, so that the voice from the screen will be more lifelike. New sound reproducers for theaters and more compact equipment for home, industrial and class room use were introduced. Advances in the electronic field open new possibilities for practical employment of radio devices.

It is apparent as the industry faces a new year that its prosperity will be finallly expanding. The industry must do its share in cooperation with other industries toward the study and solution of problems which remain as barriers to trade expansion, re-employment and restored public purchasing power. This is an outstanding task for 1933.

Solidly Grounded By NED E. DEPINET

It has taken such a thing as the depression to reveal most emphatically the unshakable standing of the motion picture as a part of American life. By this I do not intend to convey that our industry has not had its trials, but I do call attention to the manner in which it has met them and to the program of stabilized production which no other industry in this, or any other country in the world, can point.

My personal attitude is one of optimism. The attitude of every company in the business, great and small, is one of trust and belief in the continued activity is concrete evidence of this. I have no feeling that things will right themselves over-night, but certainly we passed the heaviest part of the strain some time ago, and certainly the result—in buying and selling figures—indicate this. The writing down in values brought about by business conditions has given a greater sanity in the conduct of our business and to the enhancement to which all have been subjected has called forth a fine efficiency and cooperation, until today we are having proven to us what the personnel of the industry is capable of when, subjected to the test.

Normal by Spring By CHARLES ROSENZWEIG

I have covered quite a number of exchange centers in the past few weeks, visiting numerous theaters, and I am able to say that in most situations, the theater has shown an improvement in the past 60 days.

Most exhibitors reported a 10 and 15 per cent increase in their gross receipts, and it appeared to them that the mind of the public was in a better buying frame than it was at any time in the past year. By that I do not mean that there is any lavish buying, but rather a "purchasing" feeling instead of the fear of buying that has existed for some time.

It is my personal opinion that we will find a favorable improvement in the admissions after the first of the year, as compared to the admissions of last year the same period. By this Spring, I expect to see the return of normal business in the theaters, as every indication points that way.

New Film Technique By JOHN R. FREULER

We have about passed the "what-not" period in the evolution of the talking motion picture. In 1933 the industry will have approached a clear definition and a determined conviction that a new corps of authors utilizing motion picture technique— with dialogue—will give the public popular motion pictures that will have that "lifelike" for which the popular public has been waiting. This will lead to a more utilitarian future for the independent producer who, because of certain impediments, has adhered closest to this technique. The general basically good pictures, consistent-ly delivered, offer the utmost in value for his work. The Hammons. A spirit of optimism now exists throughout the country, the Hammons said, and he predicted a great upturn in business conditions and theater grosses.

EASTERN THEATERS DUPLICATING EASTERN THEATERS DUPLICATING

Toronto—Preferred divided of 3½ per cent has been declared by Eastern Theaters, Ltd., for the six months ending Dec. 31, 1932.

EDDINGTON-KENT MARRIAGE

Yuma, Ariz.—Harry Eddington, Hollywood agent, and Barbara Kent, film actress, were married here last week.

SECOND FOR JOE DIENER

Dubuque, Ia.—Joe Diener, operator of the Capitol, has taken over the Dreamland and reopened it as the Palace.

INDEP'T FILMS GETTING BETTER BREAK—HAMMONS

LEO CARRILLO arrives today from the coast. TONY LUCCHESI of Philadelphia and WILLIAM D. SHAPIRO of Boston, both Majestic managers of "Theaters," are in New York.

DOUGLAS FAIRBANKS, who arrived yester-day, will open "The Master of Foxes" on Dec. 31 in New York before flying to the coast.

PHYLIS BARRY, English actress who appears opposite Ronald Colman in "Cynara," arrives in New York at the end of the week from Hollywood and will make several appearances at the Rivoli in connection with the picture.

MAX TRELLE, author of Warner's "Lawyer Man," is flying to New York from the coast for the premiere of the picture Saturday at the Hollywood.

HEATHER ANGEL, young British actress, signed to appear in Fox films, arrives from England today on the Majestic.

FRANK LAWTON, who appears in Fox's "Cavalcade" and "The Coast of Suffering," and will sail tonight for London on the Champlain.

CHARLES McARTHY will arrive from the coast Saturday. ESTELLE TAYLOR, new in New York, open at the Hippodrome, Baltimore, Friday, and then plays Washington. She is under management of Phil Lehn.

ARTHUR LOEW sails today on the Majestic for Southampton, arriving Tuesday in New York.

LOUIS D. LIGHTON, Paramount associate producer, and his wife, Hope Loring, member of the company's editorial board, are on route to England.

JAMES R. GRAINGER is due back in New York about Jan. 1, by which time Saul E. Rogers, the attorney, expects to obtain a settlement of Grainger's Fox contract.

(Continued from Page 1)
A WOMAN'S PICTURE that challenges every man!

Can a stenographer play with her married boss?

If his wife refuses him affection, isn't he fair game for any woman? Why should his stenographer be ruled out . . . especially if she loves him?

Kathleen Norris'. sensational best-seller

SECOND HAND WIFE

SALLY EILERS
RALPH BELLAMY

It's a FOX Picture

Directors

Just the ticket for your NEW YEAR MIDNIGHT SHOW
Eight Warner Players in Line for 1933 Stardom

NEW PLAN TO BE IN OPERATION BY FEB. 1

M-G-M to Synchronize Films in Italy and France

Radio City
... the challenge
By Jack Alcatoe

Just mention Radio City in any polite company of film folk and you will find yourself not only in the etymological center of the most interesting controversy of the season, but you will also probably listen to more master-minding than at any time since the peace conference at Versailles. Will Radio City be a success? Can it continue to take in enough to cover its tremendous net? If Radio City is a success, will all other show business in New York be a failure? Will the two Radio City houses conflict with each other to such an extent as to kill off each other? Can both Radio City and Broadway stand the pace of big, expensive, competitive shows while the battle is on, and how long? Your guess is as good as the other fellow’s, but the possibilities have the big item all hot and bothered.

Edie CANTOR is, first of all, a showman. To know him is to realize that he is considerably more than that. He is a business man and analyst of razor-kid insight whose observations on the amusement business and its component parts of stage, pictures and radio, are sound, sane and sensible. His fan mail is tremendous. He holds no illusions of his profession. He has felt the force of the “entertainment” likes and dislikes of millions of Americans. Perhaps that is why the brilliant and continued success of Eddie Cantor is a bit more than mere luck.

The picture business in Great Britain is considerably better than over here. That’s what Arthur Dent, the likable and aggressive president of British International Pictures, tells us. He says that a smash picture will gross as much in England today as it did in 1929 or 30. The better American pictures still draw ‘em, in the right little isle, he says, but in place of our secondary product the British-made pictures furnish much better entertainment value and are the cause of holding up attendance. He tells us the industry in England has seen the worst of the depression and is definitely on the up-curve, and predicts the coming three months will be materially better than the corresponding months of last year.

Warner’s 5 Best
Five best money-making pictures of the Warner program for 1932, according to Major Albert Warner, were “Five Star Final,” “The Star Witness,” “The Crowd Roars,” “The Mouthpiece” and “Doctor X.”

You will be sure to find it in The Film Daily Year Book—Adv.

Federal Regulation is Not Practical, Says Kent at Carolina Meet

Charlotte, N. C.—Outlining his program for solving exhibitors’ difficulties, President Sidney R. Kent of Fox, speaking at the convention of the M.P.T.O. of North and South Carolina here yesterday, declared that the new plan “will be in operation by Feb. 1.” Already adopted by five major companies, Kent said the plan is not perfect, but he believed that the present difficulties of the exchange will be cleared up.

Radio City

Metro is Discontinuing German Versions Indefinitely

M-G-M has discontinued making German synchronizations of its features for an indefinite period, but will synchronize in Italy and France all features to be distributed in those countries. The dropping of the German versions is a result of the “one-for-one” contingent and the difficulty of selecting features.

Do Your Bit for Relief—

DESIGNATING PLAY DAYS IS BAD POLICY—McNEILL

Distributors’ practice of designating specific days on which theaters are required to play certain features is not practical and is detrimental to the successful operation of individual theaters and circuits.

Have You Helped the Fund?

Telegraphic Barrage Part of Allied Plan

Campaign of Allied in promoting federal regulatory legislation is expected to largely parallel that employed by the T. O. C. C. last winter in its successful fight at Albany to prevent passage of a state admission tax. “An avalanche of telegrams” will bear down on mem-

WARNERS HAVE EIGHT PLAYERS IN LINE FOR 1933 STARDOM

To meet the public demand for new stellar attractions, Warner-First National has at last eight candidates for 1933 stardom, said Jack L. Warner yesterday just before returning to the coast after a week’s stay in the east. The group included Bette Davis, Warren Williams, Loretta Young, Dick Powell, and the candidates are

New “Ten Best” Record

Voting by the nation’s critics in The Film Daily’s annual “Ten Best Pictures” poll will set a new record this year. Ballots received up to yesterday totalled 947. The complete total was 1,460 last year. Last minute ballots on 1932 selections are still coming in. Tabulation to date indicates there will be an outstanding surprise in the results of the current vote.

HARRY KATZ RESIGNS FROM PUBLIX CIRCUIT

Harry Katz, Publix divisional director in charge of Illinois, except Chicago, and Indiana, has resigned. He is expected to join his brother, Sam, in the circuit which he is forming.

Exhibitors Screen Closes Deal for De Luxe Trailers

Acquisition of De Luxe Trailers, Inc., by Exhibitors Screen Service, as announced in The Film Daily of Dec. 14, was confirmed yesterday. Louis Meyer and Jack Reiger, former heads of De Luxe, are joining E. S. S., and will be active in production. Ben Rosenberg, western division manager of E. S. S., is now special home office representative in charge of selling west of Chicago. Jack Fier has the western territory.

MPTO OF CAROLINAS APPROVE NEW CONTRACT

Charlotte, N. C.—The MPTO of North and South Carolina tonight at its mid-winter convention adopted the new uniform contract, and went on record as opposing federal control of motion pictures. The convention in resolutions also denounced the Brookhart Bill for regulation.

Every Dollar Helps the Fund!

Kent Feels Flattered

At Steffes’ Chi. Attack

Charlotte, N. C.—Commenting briefly on the attack directed against him by Al Steffes at the Chicago morning meeting, Sidney R. Kent speaking at the Carolina exhibitor convention here yesterday, said: “I was lambasted heartily in Chicago. To this I have never responded and never will. I consider the attack a distinct compliment.”

Now for Whirlwind Finish!

Let’s make today, tomorrow and Saturday the biggest three-day period of the year! The entire Film Daily Relief Fund annual campaign. Dig into your favorite pocket and shell out for those chap’s pockets whose pockets are empty. Give them a hand. Help them to a new start. Send what you can. Send it today—to Film Daily Relief Fund, 1659 Broadway.
Five New Productions
Get Under Way at RKO
West Coast Bureau of THE FILM DAILY


Col. Schiller Testifies
In J. P. Quittner Hearing

Col. E. A. Schiller of Loew’s, Inc., explained the methods of operation in general and booking in particular yesterday in testifying in the trial of the conspiracy case brought by J. P. Quittner against Paramount in Federal Court. He will take the stand again today.

MASTER ART CHICAGO OFFICE

Master Art Products, Inc., headed by "E" Schwartz, will shortly open a new office in Chicago. Harry Schwartz and Henry Reiner have gone to the Windy City to make the arrangements. Master Art, which recently was detached from National Screen, is producing musical shorts, besides handling posters and other advertising matter.

NAT BLANK TRANSFERRED

Fond du Lac, Wis.—NAT Blank, manager of the two Fox Midwest houses here, is being transferred to the Pacific coast and has been succeeded by Carl Niesse, formerly with Skoars and Publix in Indianapolis.

Expect Comerford to Sign
Publix Deal Next Month

Indications are that the current deal which Paramount is making with M. E. Comerford will take back the houses which Publix is now operating as the Comerford division of the Columbia circuit. The deal will be closed early in January. Conferences are under way between Sam Dombow and Frank C. Walker. Eight houses are involved.

PAT O’BRIEN FOR AMPA
Pat O’Brien yesterday was added to the list of honor guests for today’s Ampa luncheon in the Hotel Roosevelt. George Raft, Captain Bob Bartlett and Lillian Miles are among others.

PEGGY JOYCE IN PAR A. FILM
Peggy Hopkins Joyce yesterday was signed by Paramount to appear opposite Rudy Vallée in "International House," by Lou Heifetz and Neil Brant. Screen play is being prepared by Francis Martin, Walter De Leon and Malcolm Stuart Boylan.

BAND SIGNED FOR CLUB PARTY

Benny Kruger and his radio orchestra have been signed to supply the dance music for the New Year’s Eve celebration at the Motion Picture Club. Reservations for three-fourths of capacity already have been received, says President Lee A. Ochs.

NEWARK VAUDEV. BACK

Two circuit houses in Newark on Saturday will install vaudeville policies, following settlement of a dispute with the musicians’ union. They are Loew’s State and the Paramount.

THE ANIMAL KINGDOM

Although the unconventional morality of its theme catalogues it as chiefly for broad-minded, sophisticated audiences, this Radio Pictures offering embraces flashes of fine artistry in its direction, acting and photography that it beholds undeniably in the front ranks of the product classes. Adapted by Horace Jackson from Philip Barry’s stage hit and directed by Edward H. Griffith with a deftness that maintains just the right tempo, the story carries a certain gripping suspense that is held to the end. Leslie Howard, as a polished gentleman torn between two women and moved principally by animal instincts, gives a finished performance. Ann Harding is at her loveliest best as his loyal mate, Mirra Loy does effective work as the wife in name only who exercises her wiles chiefly for material reasons. And William Gargan, as an incapacitated boxer turned better, steals a big share of the picture by providing the comic touches. Another expert performance is given by Henry Stephenson. Aside from its more or less during theme, the general finesse of the production makes it a highly fitting choice for the disfranchisement of the new RKO Rosy on Dec. 29.

THE FILM DAILY

Thursday, Dec. 22, 1932

A Column of Successful Showmen!

• HARRY MORSTEIN
New Queen Theatre
Realart Theatre
Baltimore, Md.

"Columbia found a new way to soothe the exhibitors' troubles by giving them consistently good pictures. Columbia, keep up the good work, for we are 100 per cent with any company that is 100 per cent for the exhibitor."

V. KALINA
Broadway Theatre
Malin, Ore.

Mr. Kalina buys Columbia 100 percent and finds business and pictures great. Good pictures keep a box office healthy today or any day.

ERIC PAULSON
Capitol Theatre
Juneau, Alaska

A go-getter. Gets Columbia pictures and the crowds go to his theatre. Goes salmon fishing and puts big fish back up his fish stories.

"3 stars. Good detective yarn." —N. Y. Daily News

"MAN AGAINST WOMAN"

THE WRAY

The VAMPIRE BAT

from MAJESTIC

A NATIONAL INSTITUTION
WATCH THE SKY TONIGHT!
WATCH THE PAPERS TOMORROW!

Unprecedented air circus heralds pay-off B'way premiere, pace-setter for 223 ace-house holiday runs of

Warner Bros' Xmas DOUGHnation to the Motion Picture Industry!

EDW. G. ROBINSON

And Vast Cast with BEBE DANIELS -- ALINE MacMAHON
A First National Picture . . . Directed by Alfred E. Green

*Or Friday night if weather forces postponement.
EIGHT WARNER PLAYERS IN LINE FOR '33 STARDOM

(Continued from Page 1)

George Brent, Patricia Ellis, Elea
nor Holm and Aline McMahon.

Speaking of story material, War
ner said the majority of playwrights
and novelists today are writing with
one eye on the screen. With few excep
tions, plays and novels are
submitted to film companies before
their public presentation, he de
clared, and thus the screen has be
come the dominant influence on lit
erature and the drama.

OPEN WINNIPEG EXCHANGE

Winnipeg—Next branch of Em
pire Films, Ltd., will be opened here
immediately with Charles M. We
iner, now manager of the Bijou,
as branch manager; and R.
F. Lyons, general manager of Em
pire, is here to open the office.

ATLAS STUDIO CUTS RATES

Following an executive meeting,
Ben Berk, vice-president of Atlas
Soundfilm Studios, announced that
the lower schedule of rates for syn
chronizing, re-recording, dubbing,
production, etc., has been put into
effect.

CONTINUE SUNDAY SHOWS

Oil City, Pa.—Both the Lyric and
Drake intend to continue Sunday
shows, later paying the customary
small fine imposed under the 1794
blue laws, until passage of a pro
posed city ordinance. Petitions for
Sunday shows are being circulated
to counteract the opposition move.

GREEK TALKER AT MANSFIELD

"O Apaglitkos Tis Vokopoulos," des
cribed as the first talking and
singing picture made in Athens,
Greece, opens Sunday at the Mans
field, legitimate theater, on 47th St.
It is being presented by Nicholas J.
Basil and Thomas Lagarias.

H. M. WARNER and family leave today for
a short vacation in Bermuda.

JACK L. WARNER left yesterday to spend
the holidays in Hollywood after a week in
New York confering with H. M. Warner and
Jake Wilk.

J. H. STIDELMAN, vice-president of Para
mount International Corp., will spend today on
the Volcania for his semi-annual foreign inspection.

JULES LEVY, RKO sales manager, arrives in
New York Sunday after a visit to the Coast
and various exchanges.

AT FINEMAN jewelry in New York yesterday
from the Coast.

SAM LEVIS, who has been handling show
ings of "Maschinen in Uniform" in Philadelphia,
has returned to New York.

ARVID E. GILLETTE, director of educational
comedy, is due in New York from the coast
about Thursday.

CHARLES FREEMAN, RKO talent scout,
leaves New York before Jan. 1 for the Coast.

BILLY BRANDT leaves today for Havana.

HERBERT EBENSTEIN leaves today to spend
the holidays in Orlando, Fl.

• • • RING OUT, glad Xmas Chimes! Ding Dong!
what, ho! let's make Merry Merry . . . the
Spirit of Joy and Whooosh is in the air . . . some ex
sults claim the Whooosh is in the Contract . . . no matter
they've got to put something in the Contract . . . and this
is a time for strict Economy . . . lookit Sophie Tucker
she sends out her Xmas cards with the envelope flaps turned
in for a 1½ cent postal rate . . . and they chide us for bein'
Scotch and using Dots in place of Words! . . . is there no
justice in the world? Ding Dong . . . Merry Xmas

• • • CAROL JOYFULLY those sweetly tender Xmas
Carols . . . they don't mean a thing . . . but carol anyway
if ya can't carol, then yodel . . . try it once more, feller
all we heard that last attempt was a loud of Yowls
and Squawks . . . whadda think this is? an Exhibitors'
Convention? . . . let's get organized for some real Harmony
atla boy now, all together . . . let's carol the Box Office Blues
now, and through the House, The seats were empty and the
manager sauntered . . . hark, list to the chimes! . . . Ding Dong
our Xmas cheer and we're fighting back . . . just the box
office gal playing with the empty cash register . . . hell,
she's got to pass the time somehow.

Only Two Days More!

Help the Relief Fund

• • • SH-H! KIDDIES . . . be very, very quiet
it's Xmas Eve . . . the old grandfather clock strikes the
midnight hour . . . Santa Claus will be here any moment
now, children . . . hey, there, Jack Cohn, will ya stop writin'
those office memorandums to Santa? . . . he won't read 'em
and who does? and you, Sid Kent, where did
that gang of Strange Children you brought in the
house? . . . oh, they're the Paramount youngsters who live
on the other side of the railroad tracks? . . . pleased to meet you,
kiddies . . . it was so nice and thoughtful of you, Sir
to bring 'em . . . the poor kiddies! . . . us rich folk must
try and help all the unfortunates at this Joyous Xmas time.

• • • GOODY, GOODY! little Pat Gryn has a
bright idea . . . he sez: "Let's surprise Santa with a Party"
. . . and Herman Robbins pipes up: "Sure, we'll
show him some Trailers." "It looks like a setup to us.
hoy, you, Walt Disney, was ya stop playin' with that mechanical
Mouse? . . . come, kiddies, let's fix things for the Party
you, George Hoffman, take charge of the decorations
oh, ain't it lovely . . . . . . . . red holly berries . . . red
ribbons and wrappers on all the Xmas packages . . . now some
red wine to drink a toast to Santa . . . what! no wine?
then serve Red Ink . . . we've got to get into the
Spirit of the Times, kiddies . . . hey, Red Kann, if you'd climb
up on top of the Xmas tree . . . with the other Kewpie
Kids (Q.-catch on?) draped around the bottom . . . the
Atmosphere will be perfect . . . and our gawdsakes don't
overlook the Red Cover on the Weekly.

Send In Your Check NOW To the Relief Fund

• • • HARK! . . . make it two harks . . . here
comes Santa, the silly sap, cramming down the chimney
here he is! . . . pulse, Kiddies, there don't crowd
and shout so . . . look, you're ruining Santa's nice Red uni
form and now how you kiddies do go for the Red! . . .
ow ya done it . . . there goes Santa's whiskers!
santa's? . . . hell, he's the Landlord! . . . in disguise . . . and we spent
all the rent money for Xmas presents!

THE FILM DAILY
Thursday, Dec. 22, 1932

DESIGNATING PLAY DAYS IS BAD POLICY--McNEILL

(Continued from Page 1)

Bob McNeill, general manager of
Golden State Theater Corp., San
Francisco, told FILM DAILY yester
day: "That is not the proper manner
in which to offer cooperation," said
McNeill. "Considering the fact that
the business of our combined cir-
cuits is 35 per cent less for 1932
than it was for the preceding year,
it stands to reason that we should
not be held to any such specifica
tions for proper operation.

McNeill, who is in New York to
buy product for the coming season
is representing the United Theaters
of California, formed following
the merger of Golden State circuit
with the T. and D. J. circuit. The com-
combined circuit now operates 69 houses
in Northern California.
He Made The Two Greatest Box-Office Pictures For The Exhibitor In "DRACULA" and "WHITE ZOMBIE" And Here Is The Third!

Bela Lugosi in
"The DEATH KISS"

WITH
Adrienne Ames
David Manners
Alexander Carr
Vince Barnett

It's Full Of Thrills! It's Full Of Fun! It's Full Of Mystery! It's Full Of Big Names!


**THE FILM DAILY**

**Thursday, Dec. 22, 1932**

**NEWS OF THE DAY**

San Francisco — Fairmont Theater, newly leased by the Haight from Mrs. Marie Sproles.

Hartford, Conn. — Three-day festival of 30 plays End of the line, State having proved successful. Manager Arthur N. Maloney has announced that the policy will be extended to a seven-day split-week basis.

New Britain, Conn. — The Rialto has been renamed the New Rialto and will be reopened Christmas Day with Michael J. Daly as manager. Daly, who is manager of the Liberty, Hartford, and William De Luce recently formed a new corporation to operate the New Britain house. Policy will be double feature.

Greenwich, Conn. — Morton Downey has purchased the 56-acre estate here of the late Percy D. Elliott. He will improve the property extensively and use it as his country home.

Martins Ferry, O. — The Elzane theater, which was operating under lease, has reverted to the Photography Photoplay Company, L. F. Eck, president. The house will reopen Christmas for three days each week. Two days the house will play combination stage show and pictures, while one day it will play straight pictures.

Easton, Pa. — The Transit is the name given formerly the Fourth Street theater, which has been reopened.

South Lorain, O. — The Park, dark for two years, is reopening under the management of Gibbons and Wolf of Elyria.

Youngstown, O. — It is reported that RKO has given up the Palace and that John Elliott, who was house manager, is after it.

Maumee, O. — Mrs. H. G. Muen is the new owner of the Strand.

Soledad, Calif. — The Solled has reopened under the management of Martin Schlesinger.

Washington — After being closed several weeks, the Rialto opens Christmas Day.

Masontown, Pa. — John Gribble, formerly film salesman, plans to open the Liberty.

**A Little from “Lots”**

By RALPH WILK

**HOLLYWOOD**

FIRST of the productions to be made by Victor and Edward Halperin for Paramount is now being prepared. It is, “Supernatural,” an original by Garnett Weston.

E. H. Allen of the Educational studies announces four comedies going into work right after the first of the year. They include an Andy Clyde comedy, a Vanity, the fourth in the Torey series and a Baby Burlesk.

* * *

Marian Nixon, Fox star, and her husband, Edward Hillman, Jr., are expecting a 10-week-old baby boy they have adopted.

George Raft and Miriam Hopkins are due back in Hollywood soon to appear in two Paramount pictures together. Titles are “The Story of Temple Drake” (from “Sanctuary”) and “The Trumpet Blows.” Oliver H. P. Garrett is now preparing the screen play for the first-named.

James Cagney’s six-foot brother, Bill, is with him in Hollywood.

John Farrow will probably direct the next Bill Boyd film for RKO.

Gordon Westcott, Paramount player, will appear in the Pasadena Community Playhouse production of Benn W. Levy’s “The Devil Passes.”

Jack Hays, producing Education’s Baby Burlesks, has signed little Gloria Ann White for one year.

Robert Florey will direct Warner’s “Ex-Lady,” with Betty Davis and Gene Raymond.

Sir Gerald Grove, a baronet, has been made technical director for RKO’s screen version of “Christopher Strong.”

Frank Dolan and Robert Riskin are preparing the story of “Lady of the Bar” for Columbia.

Charles Lang, who photographed “A Farewell to Arms,” has been given a new contract by Paramount.

Doris Hill has signed a Monogram contract. She is now appearing in Bob Steele’s “The Rangers Ride Again.”

**INDIANA INCORPORATIONS**

Indianapolis — Articles of incorporation have been filed by the Whiting (Ind.) Amusement Company, Inc., Oll City Amusement Company, Inc., Goshen Amusement Company, Inc., and Elkhart Amusement Company, Inc. Incorporators are Alexander Manta, Albert W. Sobler and D. J. Chriisis.

**NEW YORK**

The city of New York has changed its resident agent and address of principal office to Owen Pickens, Fletcher Trust building.

**FOR-1 AS XMAS GIFT**

Jacksonville, Fla. — To combat the pre-Christmas slump, six sparkles theaters here are featuring a Christmas Gift Week. A newspaper coupon, from their advertisements, together with one paid admission plus one cent, admits two.

**BEATON RESUMES “SPECTATOR”**

Hollywood — Welford Beaton has resumed publication of his “Hollywood Spectator.” It will come out every other Saturday.

**RETURN ENGAGEMENT**

Los Angeles — Several film distributors are booking “Grand Hotel” for a return engagement. RKO’s “The Conquerors” is being held a second week at the Brown.

**BANNISTER, STAGE PRODUCER**

Harry Bannister has turned stage producer and is preparing a revue show, “Late One Evening,” New Year’s Eve at the Plymouth.

**“BIG TOWN” WITH Lester Vail, Frances Dade**

Melodrama of racketeers misses with poorly fashioned plot that lacks audibility.

There is a little of everything in the way of crookedness and knavery in the life of a big city thrown into this one, but the result is a confusing yarn lacking proper motivation and building no particular interest in any of the characters. Lester Vail is the newspaper publisher fighting against the government and getting himself blackmailed under the guise of a Civic Uplift League. They get the evidence on unfortunates, and then shave them down. Vail sets out to expose the racket and the head of the gang, the girl’s father, tries to frame him. But the result of the framing puts his own daughter in a compromising position, and when the father realizes what he has done, he kills himself. Thus the activities of the blackmailers are exposed, and the girl vindicated, and the publisher gets the big scoop. Acting and direction are weak.

**KEN MAYNARD in “DYNAMITE RANCH”**

World Wide

60 mins.

Fast moving western with Ken Maynard delivering strong in fights and gun play.

Ken Maynard is in action most of the footage, and succeeds in making this a very likely number. Plenty of thrills, with things going fairly tough with the heroine as the gang frames him for a murder and tries to keep him from a showdown by fast work and scheming, he manages to get himself out of the jam, and pin the crime on the foreman owned by the girl’s father. Nothing new or original about it all, but the direction is snappy and the work of Maynard up to his usual high standard.

**THE RIALTO**

San Francisco — Fairmont Theater Co. has leased the Haight from Mrs. Marie Sproles.

Hartford, Conn. — Three-day festival of 30 plays End of the line, State having proved successful. Manager Arthur N. Maloney has announced that the policy will be extended to a seven-day split-week basis.

New Britain, Conn. — The Rialto has been renamed the New Rialto and will be reopened Christmas Day with Michael J. Daly as manager. Daly, who is manager of the Liberty, Hartford, and William De Luce recently formed a new corporation to operate the New Britain house. Policy will be double feature.

Greenwich, Conn. — Morton Downey has purchased the 56-acre estate here of the late Percy D. Elliott. He will improve the property extensively and use it as his country home.

Martins Ferry, O. — The Elzane theater, which was operating under lease, has reverted to the Photography Photoplay Company, L. F. Eck, president. The house will reopen Christmas for three days each week. Two days the house will play combination stage show and pictures, while one day it will play straight pictures.

Easton, Pa. — The Transit is the name given formerly the Fourth Street theater, which has been reopened.

South Lorain, O. — The Park, dark for two years, is reopening under the management of Gibbons and Wolf of Elyria.

Youngstown, O. — It is reported that RKO has given up the Palace and that John Elliott, who was house manager, is after it.

Maumee, O. — Mrs. H. G. Muen is the new owner of the Strand.

Soledad, Calif. — The Soled has reopened under the management of Martin Schlesinger.

Washington — After being closed several weeks, the Rialto opens Christmas Day.

Masontown, Pa. — John Gribble, formerly film salesman, plans to open the Liberty.

Admission, 10 Potatoes

Chicago — Brown’s two houses, the Berwyn and Melrose Park, hold over the aggregate this week with 10 potatoes at the admission. The spuds were for distribution to the needy.
hibrator will soon be ironed out if the program is adhered to.

Seventy-five per cent of exhibitor directors believe that the scheme is sounder, and whether or not the program is adhered to, exhibitors two get together in their localities for purposes of arbitration rather than to attempt settlement of difficulties individually, each working without the knowledge and cooperation of the other.

The new contract, Kent said, offers the exhibitors that can be provided by any agreement of the exhibitors, and solution of the problems must come from the rank and file of theater owners rather than be dictated from.

Kent also replied to a local merchant who broke into print with charges that many pictures are unclear. Between 60 and 65 per cent of films are clean, wholesome entertainment, and the general war upheaval has had adverse influence on writers and directors and the stories with miseries in their souls. Kent also said the pictures of a higher type are not received by the public generally to the extent that would make their production profitable. The right to be legislated, he stated. "The motion picture industry has been a victim of circumstances and it is compelled to produce pictures similar in content to the models of the daily newspapers."

The contract is a basic one, and is a model for the Brookhart bill and federal regulation of motion pictures. The majority of states have been addressed on the public relations problem of the exhibitor. Theatrical problems will be worked out by Love B. Harrell, M. J. O'Toole and H. Bond.

A resolution endorsing the program worked out by Lightman and his committee, and opposing any form of federal regulation, was unanimously adopted. Another resolution, in lieu of the one introduced from Charles W. Picquet of Pincherhurst was re-adopted by the theater managers. The officers are: Albert Sallie, Harry E. Buchanen, vice-presidents; M. J. O'Toole, secretary-treasurer; W. H. Hendrix, E. L. Orear, H. S. James, F. S. Warm, R. S. Smith, J. E. Simpson, Lester Sipe, George Pharr and H. R. Berry, directors.

The convention was attended by about 200.

Four Principal Features Set for January Release

Four adventurous features will be released during January by Principal Pictures in addition to the first episodes of two 12-chapter serials. The features are George Vanderbilt's "Devil's Playground," ac-
vanted yesterday by Principal Pictures, and Arthur Gottlieb of DuArt. The second will be "Matto Grosso," to be followed by "Voodoo" and a Russian adventure picture. The short series are "West Indies Adventures" and "Seeing Is Believing."

Price and Cost Adjustment

By HAROLD B. FRANKLIN

NINE-TEEN THIRTY-THREE will introduce lower admission prices throughout the country, an admission price adjustment need not be looked upon with fear since motion pictures' greatest prosperity came when prices were within the reach of the multitude. The prosperity era provided an extravagant machine in production, and theater operation has been so geared to suit the need of the moment.

Theater operation must move toward reduction of fixed charges either by voluntary action or through more drastic means. Just as we are forced to meet the rule of reason in operating theaters, so will Hollywood be forced to meet it in its production operations.

Once the complete readjustment is made, the motion picture industry will go forward on a sounder basis than before. The first quarter of 1933 is likely to be subnormal, with a seasonal pickup in the spring. The second quarter will show improvement and definite upswing should come during the last half of 1933.

More Fact in Films

By HARRY JOE BROWN

THE screen has given the world the finest possible course in dramatic training. The average theatergoer sees two or more pictures every week with the result that each patron becomes an aspiring writer, actor or director.

With so many professional critics to call to the producer, the producer is now in position to broaden the scope of his endeavors. I heartily disagree with those who believe that Hollywood appeals to the 12-year-old mind, for I feel that we are now producing entertainment for a more mature audience than at any time in the history of the theater.

The successful producer of 1933 will be one who has learned "the art behind the scenes" of unusual industries, of faraway places, of politics, of current events.

The American citizen of today is more eager than ever to broaden his mind and the picture which introduces to him the world's leading personalities—they who have traveled far and wide, and music, radio, politics, athletics or science—will provide the box-office successes of the new year rather than the picture which offers only entertainment of a fictional nature.

Cooperative Measures

By DR. ALFRED N. GOLDSMITH

The motion picture industry has always had the difficult job of turning out an entertaining and artistic product on a mass production basis. This has been complicated by the numerous financial and technical obstacles involved. Accordingly, one feels little inclined to lecture one's long-suffering and patient colleagues, even if the lecture ends up in a message of cheer. Particularly does one have this hesitation in unusually trying times like these.

Yet we can best weather the storm successfully and measures. In the past, the industry has been managed on a highly individualistic and ultra-competitive basis. This encouraged enterprise but it also permitted lost motion, needless duplication, and at times startling waste. The spirit of these present times is more favorable to cooperation—otherwise. If the leader of the producer and exhibitor organizations will continue to develop further a similar spirit and method of operation, I look forward with considerable optimism to a minimum of injury to the industry during the depression period and a later satisfactory recovery. Moreover, that heightened self-interest displayed in the form of joint action and interchange of information will largely ensure renewed prosperity when the general turn for the better is at hand.

M-G-M to Synchronize in Italy and France

(Continued from Page 1) with stories that are acceptable to German audiences. For Italian synchronization a large part of the Fono-Roma studios in Rome has been taken over by Fred Pelton, M-G-M's continental studio representa-

tive. Work will be started next week on current attractions. French versions will be synchronized in a studio to be selected by Pelton. Last year M-G-M made 12 synchronizations in the German language.

MEXICAN FILM PREMIERE SET

World premiere of "Revelation—The Shadow of Pancho Villa," a feature made in Mexico by Miguel Torres with the co-operation of the Mexican Government, will be held at the Cinema Palace, Mexico City, Jan. 2. Torres, who has just completed cutting of the picture, leaves for New York on Saturday for Mexico. He will handle the picture in that country himself and later arrange for American distribution.

FOREIGNS DO WELL

Louisville—Foreign pictures are getting increased patronage in local neighborhoods. The Towers has been doing good with German films, the Aristo is to show French talkers. Both houses raise their prices from 25 cents to 40 cents for these foreign pictures.

FREMAN'S PRODUCTION DEAL

Al Fineman arrived in New York from the Coast yesterday to work out a production deal for Monogram Pictures. He will confer with W. Ray Johnston on the matter. John-

son was ill at home yesterday.

CBS HOME TELEVISION SET

Columbia Broadcasting System is interested in developing a home television receiving set which will market for $750. Research activities of the organization have developed a larger image which measures 36 x 28 inches.

NEW AMARILLO HOUSE

Amarillo, Tex. — Ben Golding, owner of the Rex in the San Jacinto sub-division, is opening a 475-seat house in the central part of the city.
Monogram

THANKS
M-G-M and
Paramount
For the privilege of presenting

ANITA PAGE and
CHARLES STARRETT

In the most exotic
drama of the season

"JUNGLE BRIDE"

WITH
KENNETH THOMPSON
EDDIE BORDEN
GERTRUDE SIMPSON
JAY EMMETT

DIRECTED BY
HARRY O. HOYT and ALBERT KELLY
78,000 Scripts Yield Only 550 Screen Stories

300 FEATURES A YEAR IS GOAL SET BY ENGLAND

40 Paramount Foreign Features for 1933, Says Kane

20 French Originals and 20 to be Dubbed at Joinville Plant

Twenty original French features and 20 features dubbed in German, Spanish, Italian and French will be made by the Joinville studio for Paramount release abroad next year, Robert T. Kane told THE FILM DAILY in New York. Sixty reels of shorts also will be produced, and Kane, who sailed Jan. 6 on the Bremen on his return to Paris, where he will confer with Joseph Goldstone, receiver.

—Mail Relief Check Today—

JOHN BALABAN TAKES ON ILL., IND. PUBLIX AREAS

John Balaban has taken over the entire Illinois and Indiana Publix territories, following the resignation of Harry Katz. Alex Halperin, division booker, also resigned. Balaban's headquarters are in Chicago. —Help Relief Fund Now—

20 Outright Buy Deals Closed by Photophone

Twenty deals for outright buys of RCA Photophone equipment, including one covering two Publix houses, have been made since the new sales policy became operative a few days ago, it was stated at RCA Photophone yesterday. Other circuit and independent deals are pending. Publix is installing new equipment.

—Continued on Page 3—

Court Rules for RKO Roxy

An order granting to RKO the use of the name "Roxy" for its new house in Radio City was signed yesterday by Judge Francis G. Coffey. Tomorrow it will be decided when the use of the name must be dropped by the Seventh Ave. rival, Edward S. Colman, Roxy receiver, has advised his counsel, Alfred L. Rose, to appeal from the decision, basing the appeal on a suggestion from the court to that effect.

National Board Picks 'Em


LAST CALL FOR THE FUND! HAVE YOU DONE YOUR BIT?

It's your last chance. Don't pass it up. The annual campaign for contributions to the FILM DAILY RELIEF FUND ends tomorrow. Have you wished a merry Christmas and a Happy New Year to the unemployed of this industry? Through the Fund you can do more toward bringing happiness and comfort to those in need.

$105,893,728 in Assets Following RKO Writedown

Following the recent writedown of buildings, equipment, value of stock, etc., total assets of RKO as of Sept. 30 totaled $105,893,728, against $132,294,935 at the end of 1931, is shown in a balance sheet.

PARAMOUNT CUTS LOSS IN THE THIRD QUARTER

Combined net loss of $5,206,887, after all charges and reserves, but exclusive of capital losses which were charged to capital surplus, is reported by Paramount Publix for the three months to Oct. 1, compared with loss of $8,199,544 in the like period last year.

More Money in Negatives Expected from Majestic

Another step-up in negative budgets for Majestic pictures is understood to be in prospect with the arrival in New York next Monday of Phil Goldstone, Majestic producer, to confer with President Herman Gluckman, Vice-President William D. Shapiro and Tony Luc.

Only 550 Screen Stories Found in 78,000 Scripts

Approximately 78,000 pieces of literature were examined and analyzed last year to provide the stories for about 550 features, says Will H. Hays in an article, "The Movies Are Helping America," appearing in the current "Good Housekeeping" magazine. Hays also points to the fact that only 26 of these 550 pictures were gangster dramas.

Academy Makes Progress On Standardization Plan

Considerable progress has been made by the Academy of Motion Picture Arts and Sciences on the establishment of an effective uniform practice on reel length. Leslie Cowan, executive secretary, told FILM DAILY yesterday in New York. The Academy research council is.

—Continued on Page 3—

150 Theaters Built in Great Britain Last Year

Production of 300 features a year in England is not a far distant possibility, declares Ernest W. Freedman, editor of "The Daily Film Reporter," in a resume of the British film situation for THE FILM DAILY YEAR BOOK. Tremendous strides have been made abroad in the past year, says Freedman, and studios now are working night and day. Theaters over there are finding more and more British pictures.

—Did You Mail Relief Check?—

KANSAS CITY B. O. IN 1932 SHOWS TASTES IMPROVING

Kansas City—Moving picture attendance here in the past year indicates steady improvement in public taste and discrimination, according to Jack Mofitt, film critic of the "Star," in a survey of the best pictures of 1932 based on box-office returns here. Naming what he considers the greatest of the year, Mofitt states:

Federal Bureau Plans in Abeyance Till March

Plan to form a federal motion picture bureau, originated by the National Democratic Committee near the close of the last presidential campaign, will remain dormant until the Roosevelt Administration takes office in March. THE FILM DAILY was informed yesterday.

Getting Deep in Film Biz

That the Rockefeller interests are playing an increasingly important part in the film industry was revealed yesterday when it became known that John D. Rockefeller, Jr., is the largest stockholder in the Chase National Bank, involved in the financing of Fox. Rockefeller interests are also the largest stockholders in RKO.
Can't Sue Wm. Fox Alone Over Lubin-Roxy Stock

If the Chicago Title & Trust Co. is going to sue William Fox for $5,000,000 in connection with the Herbert Lubin-Roxy Theater stock transaction of several years ago, the action must take place in Fox Theaters, Fox Film, Chase Securities and other persons identified with the Fox interests, according to a decision just rendered by Judge Edward J. Glennon in the Supreme Court, New York. He made this clear in granting a motion of the defense counsel.

Fox Theaters bought Lubin's stock in the Roby and later it was transferred to the Chicago Title & Trust Co. Eventually the latter in-situation brought action against William Fox seeking the last payment of $1,000,000 under the transaction. William Fox, in his defense, charges conspiracy.

Six Roadshow Campaigns On "Sing Sing" Feature

Roadshow campaigns in six cities, five of them at popular prices, have been set by S. Charles Einfeld, Warner executive in charge of advertising and publicity, for "20,000 Years in Sing Sing." All will be extended runs.

In addition to the two-a-day New York premiere, Jan. 5, the picture opens at the Strand, Binghamton, Jan. 5; Metropolitan, Washington, Jan. 6; Family, Scranton, Jan. 7; Lyric, Cincinnati, Jan. 7; Pantheon, Toledo, Jan. 12.

WORLD WIDE BOOKING DEAL

"Trailering the Killer," World Wide release, has been booked by the Harry Arthur circuit for 10 situations in New England.

"The Death Kiss," latest W. W. feature to be completed, has been received at the home office and is due for release Jan. 8.

INJUNCTION AGAINST 'KILLER'

Permanent injunction against the use of certain disputed footage in "The Jungle Killer" was granted yesterday by the Federal Court. The picture will continue its run at the Central with the eliminations.

SWANSON BRINGING PRINT

Gloria Swanson, with a print of her last picture which will be released in this country by United Artists, sailed from England within 10 days. English capital financed the production.

WIGGIN RETIRING FROM CHASE

Albert H. Wiggins, head of Chase National Bank and formerly on the board of Fox Films, is retiring on Feb. 21 upon reaching the age of 65.}

N. O. HOUSE REOPENS

New Orleans — Under the new name of the Jefferson, the former Metropolitan of the Metairie suburb has reopened. A. Lederer is manager.

WOMETCO OPENING ONE

Miami, Fla. — The Mayfair, a new house acquired by the Wometco Theaters, will open Christmas Day.

BERT KULICK'S FATHER DIES

Bert Kuliek, one of the owners of Monarch Exchange, is mourning the death of his father.
LAST CALL FOR THE FUND!
HAVE YOU DONE YOUR BIT?
(Continued from Page 1)

fort to many fortunes than you can possibly imagine through your contribution today. Whether it's a dollar or fifty, it will mean plenty to those who are down on their luck. Many of the contributors include David Palfreyman, J. T. Connors, Eugene J. Zukor, Emil E. Shauer, W. J. Graves, Richard Strauss, David Loew, Sydney S. Cohen, Buddy Rogers, Louis Nizer, Lee A. Ochs, N. A. Thompson, Arthur Horn.

Kansas City B. O. in 1932
Shows Tastes Improving
(Continued from Page 1)

the 10 outstanding films of the year and another group of 40 which made good box-office records during the year. Moffit says practically all of them were fine examples of screen storytelling. \"The public will select a hastily made popular story in preference to a finely made bickmore tale, but if asked to choose between two popular legends it almost invariably will select the more logically told story and the one in which the hero is handled most adroitly,\" he says.
Among the year's moneymakers, nearly all of which were recommended in the \"Stars,\" are \"Bird of Paradise,\" \"Horseflesh,\" \"Mata Hari,\" \"Hell Divers,\" \"The Big Broadcast,\" \"Johnny Get Your Gun,\" \"Shanghai Express,\" \"Tarzan,\" \"Grand Hotel,\" \"Lady With a Past,\" \"Lucky Lomentum,\" \"Tatort,\" \"Japanski and Mr. Hyske,\" \"The Blonde Venus,\" \"Red Headed Woman: Private Lives,\" \"Assisted You,\" \"You Too Busy to Work,\" \"Love Me Tonight,\" \"Million Dollar Legs,\" \"I Am a Fugitive,\" \"United Defense,\" \"Ambassador Bill,\" \"Bring Em Back Alive,\" \"The Champ,\" \"Call Her Savage,\" \"One Hour With You,\" \"Touchdown,\" \"Emmu,\" \"Punished,\" \"Red Dust,\" \"Merrily We Go To Hell,\" \"Once a Lady,\" \"If I Had a Million,\" \"Five Star Final,\" \"Mercury Mary Ann,\" \"The First Year.\"

20 Outright Buy Deals
Closed by Photophone
(Continued from Page 1)

ment at the Olympic and Capitol at Altoona under a new contact. Feiber & Shee, operators of 28 houses, have bought five equipments for the State and Palace, Manches-

tev, N. H., Trenton, Nashua; Con-

tonial, Akron, and Sheas, Erie, Pa.

BYRAM STARTS TUESDAY

John Byram, new Paramount story editor who succeeds D. A. Doran, resigned, assumes his new duties Tuesday, upon completing his affiliation with \"The New York Times\" as dramatic editor.

40 FOREIGN RELEASES ON PARA. 1933 LIST
(Continued from Page 1)

H. Seidelman, Paramount International Group vice-president, who sail-
ed yesterday on the Vulcana to visit Italy, Spain and France.
Total number of features to be released is substantially the same as
those distributed this season, Kane Stated. Pictures suitable for Euro-
pean audiences must have stories with a Continental flavor, Kane de-
clared, and deplored lack of themes of this kind. Dubbed American
made pictures click with European
picturegoers when the story ma-
terial is suitable and well known
players are used in the dubbing.
Two thousand French theaters
are now equipped for sound, Kan-
estated, and reproducers - equipped houses in French territory are
7,500. He said that Paramount the-
aters operating in France are show-
ing a profit.

Academy Makes Progress
On Standardization Plan
(Continued from Page 1)

now studying eight measures and has reached a conclusion on the mat-
ter of standardizing film preserva-
tives. While in the east Cowan will
also study and survey methods to
raise the average quality of release
prints, the more efficient use of the
35mm. film area, correction of dis-
tortion in projection, economies in
recording and the standardization of
script form. While in Chicago, Co-
wan studied the matter of elimina-
tion of blimps through development
of a lent camera.

CUTTING ITALIAN MUSICAL \"Vita Napolitana\" (\"Neapolitan Life\"), a Capri musical production is now being cut and edited at the Craft Laboratories. Alfred L. Gabi is handling exploitation and pub-
licity for the picture, which will be ready for release next week.

TAKE UP DUTIES JAN. 3
Earl Sweigert, new Philadelphia branch manager for Paramount and
Myron Satler, who succeed to
him as New Jersey manager of the company, assume their new duties
Jan. 3.

INTERNATIONAL ARGUMENTS
...Brandon Footy, screenwriter, in
coming to New York for a much de-
nounced speech in connection with
his new novel, \"The Daring Years",
about to be published by World.

MARCEL MEXELBURG, head of the Century Film, Boston, Mass., in New York for Monarch productions, is in New York con-
tacting with Joe R. V. Lasker.

LESTER COWAN, secretary of the Academy of M. P. Arts & Sciences, is in New York from the coast.

PHIL GOLDSSTONE, Majestic producer, arrives Monday from Hollywood.
AN ATTRACTION WORTHY OF THE HONOR IT HAS WON:

The first picture to grace the screen of the New RKO ROXY THEATRE

ANN HARDING

LESLIE HOWARD

in

"THE ANIMAL KINGDOM"

by PHILIP BARRY

with Myrna Loy, William Gargan, Neil Hamilton, Henry Stephenson, Ilka Chase. Directed by E. H. Griffith

RKO RADIO Picture

David O. Selznick, Executive Producer
RKO proudly presents the Greatest Amusement Center in the World...

RADIO CITY
with its two great theatres
RADIO CITY MUSIC HALL
RKO ROXY THEATRE
A Little from "Lots"  
By RALPH WILK

HOLLYWOOD

BOOTS MALLORY, chosen a Baby Wampas Star for 1932, will next be seen in Fox’s "Road to Heaven." She will play the leading role, with Alexander Kirkland and Irene Ware in the other featured parts. John Francis Dillon will direct this story by Harry Fried, adapted for the screen by Bradley King.

M. H. Hoffman, president of Allied Pictures, has signed Betty Compson for the leading role in "West of Singapore," an original story by Houston Branch which Albert Ray will direct. Others in the cast are Noel Madison, Weldon Heyburn, Tom Douglas, Clyde Cook, Clarke and Sidney Bracy. Screen adaptation and dialogue are by Adele Buffington. Production starts Monday.

Joseph L. Schnitzer and Sam Zierler are getting ready to produce "Greta, the Great" for RKO. Story is by Louis Beflietz and Neil Brandt.

VERA HILLIS, Detroit finalist in Paramount’s Panther Woman contest, has been given a contract by this company.

Mack Sennett has started "The Wrestler" for Paramount release. Cast of the comedy includes Harry Steinke, former champ; P. A. (Doc) Millkin, California champion; Don De Long, another wrestler; Don McDonald, referee; Eddie Gribbon, Joyce Compton, Arthur Stone and Fred Warren, with Arthur Ripley and Babe Stafford directing.

Eddie Cline will direct "Parole Girl" for Columbia.

Leo Robin will again write the lyrics for a Maurice Chevalier picture. The new Paramount production is tentatively called "The Way to Love." "Miss West," upon finishing her starring role in Paramount’s "Sh-Don’t-Wrong," leaves for personal appearances in New York, Brooklyn, Chicago and other eastern spots.

Hugh Trevor, former featured player at RKO, and John Ryan, have joined the Fox Screen Guild. The two are to make their debut in the studio’s new production, "The Daring Nurse." Their roles were written for by the M-G-M M-G-M director, for which they will be given the opportunity of becoming stars in their own right.

ANN HARDING and Leslie Howard in "THE ANIMAL KINGDOM"  
Radio Pictures 85 mins.  
ENTERTAINMENT OF BEST QUALITY, SMARTLY ACTED AND DEFTLY DIRECTED.  
In his subject matter will appeal chiefly to the tastes of sophisticated fans, the names of Ann Harding and Leslie Howard plus the record of stage play having sufficient momentum to send this one in. There is so much shear enjoyment in the gracious acting, the gen- 

tact and nicely paced direction, the camera work and the general production background that the picture holds a keen interest all the time even aside from its unconventional story. Howard, a rich young man in the publishing business, falls in love with a girl who has appeared as a model for a magazine and there is much rivalry between Howard and a more suave suitor. The couple is much to the likes of sophisticated fans, and the story is full of comedy and unexpected turn of events.

William Powell in "LAWYER MAN" with Joan Blondell  
Warner Bros. 72 mins.  
COLORFUL DRAMA OF HARD BOILED LAWYER BATTLING THE RAIN QUEEN GIVES WILLIAM STRONG ROLE.  
You can chalk this up as a definite triumph for William Powell, who makes a rather pay yarn stand up as popular entertainment. There are several things in the plot detail that will cause legals to raise their eyebrows in surprise, but the story takes some broad liberties with the functions of the law and its administration via the court procedures. But for the mass appeal it remains ef-

fectively with theatrical highjinks, swift tempers, a good line of snappy dialogue, and plenty of sexy touches with a variety of excited dames. William Powell is a poor East Side lawyer with Joan Blondell as his secretary and also his loyal advisor and ad-

mirer. He wins a case from a society lawyer, played by Alan Dinehant. The latter takes him in as a partner in his law office. Then William Powell loses his case. Powell is not an attorney and his beauty and charm are the only things that save him from a criminal case against one of the inside circle. They break him. He rots for revenge. Some good dramatic sequences in his come- 
back to respectability, and to his original love. In between he flirts around with a dozen dames.

Cast: William Powell, Joan Blondell, Helen Vincent, Claude Dodd, Sheila Terry, Harold Huber, Alan Dinehant, Allen Jen- 

nies, Kenneth Thomson, Curle Wright, David Landau, Charles Hall.

Director: William Dieterle; Author, Max 

Trell; Adaptors, Ram Jones, James Say-

ning, Camareros, Robert Kruiie.

STUDIO, WAYNE, Photograph, Good

"The Perfect Day," starring Lloyd Hamilton, has entered production at the Mack Sennett studios. Clyde Bruckman is directing this short, which is being made for Paramount release, and will be shown in a four-screen picture, "The King’s Vacation."  

Charles Condon has been signed by Columbia to write the screen play for "Obey the Law."  

"Central Airport" replaces "Grand Central Airport" as the title for Richard Barthes. Latest First National production, which features Sally Eilers, Tom Brown and Glenda Farrell, William A. Wellman is directing.

CAST ASSIGNMENTS  
Warner Bros.: For the Skeets Gallagher character.  
Paramount: Frank McGlynn, Patricia Farley, Hellen Hill for the Kate Smith film, "Hello, 

McLaglen to Give Turkeys  
West Coast BAR, THE FILM DAILY  
Hollywood Victor McLaglen of Fox has arranged complete stock of 200 turkeys for an impoverished farmer, once an actor, and will present them to deserving persons for Christ- 

mas."
Federal Bureau Plans
In Abeyance Until March
(Continued from Page 1)
A setup has been tentatively developed but details are yet to be worked out. Charles L. O'Reilly, acti-

te in behalf of Franklin D. Roose-

velt during the recent campaign, has been mentioned for a prominent position in the bureau.

More Money in Negatives
Expected from Majestic
(Continued from Page 1)
those who comprise the company's executive board. Goldstone is bringing a print of "The Vampire Bat," fifth Majestic feature release of the season.

New Incorporations
NEW YORK CHARTERS
Sidney Harmon and James R. Ullman, the-

e in business; J. Wildhorn, 4th, Fifth Ave., New York, 100 shares of common stock.
American Play and Players, theatrical; A. W. Proctor, 220 W. 42d St., New York.
Theater Supply and Service Co., motion pic-

ture equipment; Davies, Auerbach & Cornell, 1 Wall St., New York. $2,000.
The biggest mechanical factor in today's movies

EASTMAN Super-sensitive “Pan” has caused such widespread changes and improvements that it easily rates as the biggest mechanical factor in the excellence of today's motion picture. On the foundation supplied by this film, cameramen, directors, actors, and laboratories have been able to build a motion picture art as far ahead of old techniques as movies on the original Eastman “Pan” were ahead of color-blind photography...Eastman Super-sensitive “Pan” finds its fullest possible expression with the gray-backed base on which it is now supplied. Eastman Kodak Company. (J. E. Brulatour, Inc., Distributors, New York, Chicago, Hollywood.)

EASTMAN SUPER-SENSITIVE PANCHROMATIC NEGATIVE (GRAY-BACKED)
French Movie Attendance Off Only 10%, Says Harle in Survey

Outdoor stories, allowing for more action and attractive scenic backgrounds, are becoming the principal trend in the French film-producing industry, says P. A. Harle, editor of "La Cinematographie Francaise," in his annual survey prepared for THE Film Daily Year Book. Production in France has been steadily increasing with about 200 features as this year's output. Most of the screen talent is now being recruited from stage ranks.

Theater attendance in France is

(Continued on Page 2)

——MERRY CHRISTMAS——

Decentralization and Economies Lay Recovery Base—Dembow

Economies and new operation policies instituted over the past year and still being effected are providing the base for solid recovery, declares Sam Dembow, Jr., head of Publix Theaters. In a statement for

(Continued on Page 2)

——MERRY CHRISTMAS——

Brookhart Film Measure Delayed Until January

Washington Bureau of THE Film Daily Washington—Continued illness of Senator Brookhart has caused another delay in consideration of his bill in the Senate, where it was expected to come up for action late this week. Indications now are that it will not come up until January.

Meanwhile the M.P.T.O.A. forces

(Continued on Page 2)

Dual Bills at Allen

Cleveland — Double features will be offered at the Allen, former Loew's, house, being reopened today by M. Z. Shire. Max Lekowitz and P. E. Essick, M. B. Horwitz, has withdrawn from the independent group which is to operate the house.

Brylawski Cites Washington's Steady Attendance As Indicating Comeback Under Better Economics

Washington—A hopeful and helpful outlook for the motion picture industry, based on conditions here, is expressed by A. Julian Brylawski, president of the M. P. T. O. of the District of Columbia, in a year-end report:

(Continued on Page 2)

——MERRY CHRISTMAS——

L. Rubinstein Gets Interest In Supreme Screen Service

Leon J. Rubinstein, who resigned as vice-president of National Screen Service in 1920, is returning to the trailer field through acquisition of a stock interest in Supreme Screen Service. "Ruby" will supervise Supreme's national selling campaign.

One Final Push Today Will Put Fund Over Top

If all those who have not yet come across for the Film Daily Relief Fund will send their bit today, the Fund will go over last year's top with a bang. "Over the top" is the message we want to broadcast to the entire industry. We want to tell them that those out-of-luckers will be assisted when the

(Continued on Page 2)

New Pioneering in Story Fields Needed in 1933, Says Cohen

Hollywood has its machinery set to meet the more exacting entertainment demands of 1933, declares Emanuel Cohen, vice-president in charge of production for Paramount, in his statement for THE Film Daily Year Book. Cohen says: The new year 1933 will present a stronger challenge than ever to the producing department of the various companies to gear their brains, imaginations and resources to the exacting and even fickle tastes of the present—

(Continued on Page 2)

RKO Circuit Officials Hopeful of Pickup Next Week

With pre-Christmas box-office receipts within 95 per cent of grosses in the same houses last year, RKO circuit officials consider this a hopeful indication of return to recent normal business Christmas Day. Quite a number of houses will be reopened by RKO, as well as other circuits, over the week-end. On Broadway, Warners are adding the Hollywood and Warner to the operating list for the Holiday period. Reported openings set for other parts of the country number close to a hundred.

——MERRY CHRISTMAS——

Ernest Schwartz Heads Cleveland Exhib. Ass'n

Cleveland — Ernest Schwartz is the new president of the Cleveland M. P. Exhibitors' Ass'n. Others elected at the annual meeting include: Albert Plak, vice-president; John D. Kalafat, treasurer; George W. Erdmann, secretary, and Henry Greenberger were elected directors for three-year terms; Sigmund Vermes and P. E. Essick, two

(Continued on Page 2)

No Paper on Monday

In observance of the Christmas holiday, there will be no issue of THE Film Daily on Monday.
Financial

NEW YORK STOCK MARKET

Net High Low Close Chg.
Columbia Picts. vct. 9% 9% 9% 8% 3% +1% -1% +1% -1% +1% -1%
Gen. Elec. Inc. 15% 15% 15% 15% +1% -1% +1% -1% +1% -1%
Con. Ind. 15% 15% 15% 15% +1% -1% +1% -1% +1% -1%
Com. Ind. pfd. 5 5 5 5
East. Kodak 52 52 52 52
Feramic Inc. 5 5 5 5
General Electric 14 14 14 14
Gen. Elec. spec. 11% 11% 11% 11%
Loew's, Inc. 18 18 18 18
Electric & Prods. 20 20 20 20
Madenon Sqr. Garden 2% 2% 2% 2%
Paramount 2 1% 1% 1%
Parke Elch. 1% 1% 1% 1%
RCA 1% 1% 1% 1%
RCA pf. "A" 4% 4% 4% 4%
RCA pf. "B" 4% 4% 4% 4%
RKO 3% 3% 3% 3%
Warner Bros. 1% 1% 1% 1%
do pfd. 6% 6% 6% 6%

NEW YORK CURB MARKET

De Forest Radio . . 5-15 5-15 5-15 5-15
Gen. Elec. pf... 3-16 3-16 3-16 3-16
Technicolor 2 2 2 2

NEW YORK BOND MARKET

Gen. Eq. cv. 640 1% 1% 1% 1%
Gen. Eq. 640 cf. 7% 7% 7% 7%
Loew 6s 41v. 80% 80% 80% 80%
Paramount 6s 47... 1% 1% 1% 1%
Par. By. 15s/15i. 33 33 33 33
Par. By. 15s/15b. 37 + 37 + 37 +
Warner Bros. 6s 539... 1% 1% 1% 1%
Warner Bros. 6s 539... 1% 1% 1% 1%

Studios Are Set To Meet 1933 Challenge, Say Cohen

(Continued from Page 1)

base laid for recovery, declares Sam D. Dunbrow, Jr.

(Continued from Page 1)

THE FILM DAILY YEAR BOOK, 1932

Brookhart Film Measure Delayed Until January

(Continued from Page 1)

are reported so confident there is a chance for seasonal business as well as the federal investigation bill, both supported by Allied, that no special effort will be exerted against them. The exception is opposition speeches among state units.

Bigger Campaigns Urged By Major Albert Warner

(Continued from Page 1)

for THE FILM DAILY, Major Warner says:

Good pictures and willingness to work on the part of management with the industry will, I am sure, turn 1933 into a year of great opportunities for the industry. Good pictures, of course, must be the dominating factor. While Warner Bros. have been delivering consistently good product, we intend to continue to do so, and toward this end we have already completed or nearly completed 21 pictures for release in 1933.

Along with good pictures, comes the need to develop new markets and to showmanship helped along by department with the new medium. It is not enough to book a picture into a theater, get the playbill and collect the rental. Salesmen and branch managers should lend every effort to help the exhibitor get the best use out of each picture. Ideas that have been profitable, campaigns that resulted in successful business elsewhere on the same picture, should be passed along to all exhibitors.

This sort of cooperation between producer and exhibitor must inevitably result in better business for all concerned during 1933.


day public. These tastes are difficult to fathom as fashions change from year to year, but picture, as such, is not little today. This much seems evident:

Certain stars still draw crowds if given the right top. But the ordinary good picture of a routine type with an ordinarily good cast is a thing of the past. There is no longer conventional themes, no matter how well written. Better pictures are those that play in familiar moulds may have long runs on the road, but one reason or another, but they fail to score in pictures. Originals, no matter how screen-written, their authors, are of life if they do not offer unusual basic themes. Making pictures that have gone before is passe. The public has tires the cycle' habit. Each studio must do its pioneering.

On the other hand, excellent public response and good results at the box office reward really unique showmanship ideas today. The public will spend its money in return for the new and the unusual when it is boldly and honestly presented. The studios are seeking these new ideas not only within themselves, but within the accustomed sources, but far ahead.

The chief successes of 1932 were pictures with unique and vital showmanship ideas. The studio could not want for optimism, but would support novelty and honesty. The public has shown itself in 1932, that Hollywood is aware of it and will supply it.

HOLLYWOOD—

MERRY CHRISTMAS!

Hart, the Cinematographic Frenchman, Rue de la Cours-des-Vanes, 19.

Outdoor Action Films

New Trend in France

(Continued from Page 1)

off only about 20 per cent, according to Hart, and there have been no serious failures in the industry. Imported, dubbed pictures have not been found as satisfactory as native product, he adds.

MERRY CHRISTMAS!

George S. one of the chief in charge of the Christmas entertainment with Mrs. Furness at the Majestic.

CECIL B. De MILLE goes to Philadelphia today, or the opening of "Sign of the Cross" at the Avalon there. He returns to New York tomorrow and will later attend the openings of his picture in Buffalo, Detroit, Cleveland and Chicago.

WILLIAM K. HOWARD is back from abroad and spending a few days in New York.

MITCHELL LEICHTER arrives in Hollywood today from a trip to New York.

EDWARD G. ROBINSON leaves today for Sing Sing to play Santa Claus at the Christmas Eve showing of "Silver Dollar.

MR. and MRS. SAUL E. ROGERS leave today for Palm Beach. They will return Jan. 3.

MERRY CHRISTMAS!

W. H. Voeller Organizes

Radio Record Company

Dr. W. H. Voeller, formerly with Paramount and for years identified with amusement business here and abroad, has formed Broadcasting Records of America, with himself as president, and J. Walter Leopold, well-known booker, as vice-president. The company, with offices at 1560 Broadway, controls patents for recording broadcasts on unbreakable, mailable discs that can be played on any phonograph with ordinary needles, and of which multiple copies can be made. The office also will book talent for theaters, radio stations, etc.

MERRY CHRISTMAS!

One Final Push Today

Will Put Fund Over Top

(Continued from Page 1)

wolf starts scratching at the door. Your dollar or five spot, and the other fellow’s, will do the job. Let’s have it now. Yesterday checks were received from Albert Warner, Sadie and Bert Adler, Arthur Stebbins, Norris Carbon Co., C.J. North, M. P. Projection Service.

MERRY CHRISTMAS!

Ernest Schwartz Heads

Cleveland Exhib, Ass’n

(Continued from Page 1)

years; Morris Berkowitz, M.B. Horowitz, and Howitz, two years. Officers will be installed Jan. 19.

MERRY CHRISTMAS!

HOWSON AS REGISTRAR

Albert Howson has been elected chairman of the title registration committee of the Hays organization for 1933.
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(Continued)

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POSITIVE

New

Wabash

FIFTH

YEARS

PARIS

SIMMONS

the Film

BRyant

MM.

SUITE

Exchangemen

New

the Printers

Writers

Hand Coloring

THE CHRISTMAS SPIRIT

To our friends in an industry which has ever reflected in its human and business relations, an enduring spirit of goodwill and sportsmanship, we extend our sincere Christmas Greetings.

JEAN CANDEL

Script Clerk

Speaking and Writing Four Languages

Five Years with Warners

(3 Years California—2 Years New York)

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And Ready for Work

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Fifteenth Annual Film Daily

YEAR BOOK


The Daily Inch

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Laboratories—Flushing, L. I.
“FAST LIFE” with William Haines 84 mins.
TYPICAL BILL HAINES VEHICLE HAS SNAPPY STORY AND DIALOGUE IN CATALINA ISLAND SETTING.
A lively and entertaining film built to order for William Haines. Adapted from the novel, “Let’s Go,” by E. J. Rath. Haines and Cliff Edwards are two buddies in the navy who get thrown out when Haines experiments with his new internal combustion engine invention on one of the admirals. Later in a small row boat they are rescued by a wealthy speed boat builder, who takes them with her to her home in Catalina Island. Eventually Haines sells the speed boat builder the idea of using his invention in order to build a boat and stage a comeback after his financial reverses. Madge Evans is the girl, and Haines carries on his own style of love making with her. The film is nicely balanced between the kidding stuff and some fast action that cracks a punch. Haines and Cliff Edwards make a strong team, and have been fed a swell line of dialogue by Ralph Spence that brings the laughs all the way through. A light and frothy piece that moves cheerfully and will go strong with those who like the Will Haines type of humor.


Director, Harry Pollard; Author, E. J. Rath; Adapters, Byron Morgan, Ralph Spence; Dialoguers, same; Editor, Hugh Wynn; Cameraman, Harold Wernest.

Direction, Smart Photography, Excellent.

“HANDLE WITH CARE” with James Dunn, Boots Mallory 73 mins.
FAIR COMEDY-DRAMA WITH STRONGEST APPEAL TO KIDS. LITTLE BUSTER PHELPS GIVES OUTSTANDING PERFORMANCE.
This feature should prove a draw for the holiday and matinee trade. It revolves around little Buster Phelps and his chum. George Ernst, who appear as wards of Boots Mallory, a department store clerk. Boots is in love with Jimmy Dunn, assistant district attorney. The kids object to Jimmy’s attentions and are the cause of a split between the lovers. Later when Jimmy is about to be put on the spot by some gangsters whom he is prosecuting, the kids actually spoil the gangsters’ plans and eventually bring Boots and Jimmy together. The final scenes show hundreds of children rushing to the gangster stronghold and effecting the arrest of the outlaws. El Brendel contributes a fair amount of comedy but Buster walks away with the honors.


Director, David Butler; Author, same; Scenarists, Frank Craven, Sam Mintz; Dialoguers, same; Cameraman, John Schmitz; Recording Engineer, A. W. Pritzman.

Direction, Good, Photography, Good.

“LITTLE ORPHAN ANNIE” with Mitzi Green, May Robson Radio 60 mins.
FILM BASED ON COMIC STRIP HAS STRONG POP APPEAL FOR THE KIDS WITH MITZI GREEN SCORING.
This should prove generally popular with the youngsters, based on the well known comic strip of the same name. Buster Phelps, a lovable youngster, takes the part of the orphan kid whom Mitzi “adopts.” Looks as if he is liable to go over as one of the most popular juveniles of the screen. Mitzi as Little Orphan Annie keeps the picture going, and she seems ideal for the part. She has some strong comedy scenes intermingled with scenes of touching sentiment and real pathos. The theme is built around Mitzi “adoptive” Mickey, who is sent to an orphan asylum, where Annie goes with him to look after and mother him. Later Mickey is adopted by a rich old lady. The best part of the picture starts here, when the film is more than half completed. Annie is smuggled into the house one night by Mickey, and they have a great time together, with the old lady discovering Annie, resulting in a happy ending. Early part of picture could be made up a lot, for it goes too slowly.

CAST: Mitzi Green, Buster Phelps, May Robson, Kate Lawson, Matt Moore, Sidney Bracey, Edgar Kennedy.

Director, John Robertson; Authors, Harold Gray, Al Lownethal; Adapters, Wanda Tuchuck, Tom McNamara; Cameraman, Jack McKenzie.

Direction, Good, Photography, Okay.

PUBLISHERS’ COMPANY CHRISTMAS ROLL CALL

Publix News Service, 235 North Broad Street, Atlanta, Georgia, December 23, 1932

Publicists at the service of the industry.

THE VAMPIRE BAIT
from MAJESTIC
A NATIONAL INSTITUTION

December 24th, 1932

From the West Coast Bureau of THE FILM DAILY

WEST COAST BUREAU OF THE FILM DAILY

F. W. RAY

OLIIE GARVER JOINS REEVE

HOLLYWOOD—Ollie Garver has rejoined from National Screen Service to rejoin his old chief, Arch Reeve, now in charge of Fox Studio publicity.
20 Miami Theaters Advance Admission Scales

WANGER MAY REJOIN PARA. AS UNIT PRODUCER

Reorganization Unifies All German Film Branches

Producers, Distributors, Exhibitors Join in Self-Regulation

Regulation of the German motion picture industry through joint effort of producers, distributors and exhibitors has been the chief factor in maintaining some degree of stability during the past year of hard times, declares Karl Wolfssohn, editor of "Lichtbildbühne" in his yearly article for THE FILM DAILY YEAR BOOK.

Precarious conditions made it necessary to bring together all parties for the reorganization of the business, and execution of this plan is carried out by the Spitzenorganisation, a representative council comprising delegates of production, distribution and exhibition, says Wolfssohn. Pictures are rented by distributors at uniform prices, no double-feature is permitted anywhere in Germany, admission (Continued on Page 2)

Admission Price Reductions Advocated by Dr. Giannini

Theaters must reduce admission prices in order to readjust themselves to current economic conditions, Dr. A. H. Giannini of the Bank of America National Association declared in an interview Saturday. Although quality of product now being released is high, he declared, theaters must lower their scales to a point within the pocket (Continued on Page 2)

Erpi Awarded Judgment In Equipment Action

Concord, N. H.—After raising in defense the principal claims made by the Stanley Co. of America in the suit now pending against Erpi in Willington, the Germand for Sharby & Smith, operators of the (Continued on Page 2)

Hasty Cutting of Admissions Is Scored by Abram F. Myers

Washington Bureau of THE FILM DAILY

Washington—Admission price cuts in many recent instances have been too hasty and unnecessary, in the opinion of Abram F. Myers, Allied counsel. As an example he cites Baltimore, which has not felt as much depression as other cities, and which could have maintained its (Continued on Page 2)

Improvements Abroad Seen by W. K. Howard

Outstanding exploitation campaigns of the past year judged on the basis of their value to the box-office, and as singled out by directors of advertising and exploitation (Continued on Page 2)

B. O. Prices Being Boosted By 20 Theaters in Miami

Miami—Led by Mitchell Wolfson, vice-president of the Southeastern Theater Owners Ass'n, together with his partner, Sidney Meyer, of Wo- metoe Theaters, and Ernest Morris- son, district manager for Sparks theaters, admission prices are being raised in all of the city's 20-odd theaters. Boosts will range from 5 cents in smaller neighborhood houses to 15 cents in large downtown theaters.

Exhibitors here cooperate closely through a local organization, Greater Miami Theater Owners and Managers Ass'n. They have always been able to avoid give-aways, double features and similar problems, according to Wolfson, who has been very active in this connection. Winter tourist season outlook is favor- able.

The Film Daily Year Book is Constantly in Preparation—Adv.

New Arrangement Between Para. and Wanger Under Consideration

West Coast Bureau of THE FILM DAILY

Hollywood—Walter Wanger, who leaves Columbia Jan. 16, may return to Paramount as a unit producer if the FILM DAILY learns. Settlement of Wanger's former contract with Paramount is likely to be adjusted within the next two weeks, leaving the way clear for a new arrange- ment. Several major producers have already conferred with Wanger in an effort to secure the producer's services for the new season. RKO's bid is now being considered by Wan- ger. In joining RKO, he would suc- ceed David O. Selznick as executive producer of Radio Pictures.

Trade Improvement Must Come From Lower Cost Level—Yates

Recovery in the film industry will come with the upturn in other lines, but it will have to be from lower cost levels in the opinion of Herbert J. Yates, head of Consolidated Film Industries. In a year-end statement Yates says: "Until the motion picture industry

(Continued on Page 3)

Radio Pictures Adding Musical Feature to List

West Coast Bureau of THE FILM DAILY

Hollywood—RKO will add at least one feature-length musical to its line-up. Louis Brock, associate pro- ducer of comedies, has begun prepara- tions to produce the story which is by Mark Sandrich, who will also direct.

No Depression Here!

For the first time in the history of THE FILM DAILY's "Ten Best Picture" poll, now in its eleventh year, the count- up of ballots indicates that only 11 fea- tures have received in excess of 100 votes each from the nation's critics. A new high total for a single picture also has been scored, and last minute votes are still coming.

695 Canadian Theaters

Total number of theaters in Canada has dropped from 727 to 695 during the past year, a loss of 32 according to THE FILM DAILY YEAR BOOK. The province having the most houses is On- tario, with 262, and of this number 91 are in Toronto. Province of Quebec follows with 112 theaters.
Tuesday, Dec. 27, 1932

**The Broadway Parade**
(Week Beginning Dec. 28)

**FIRST-RUNS**

**Distributor**

<table>
<thead>
<tr>
<th>Picture</th>
<th>Distributor</th>
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<tbody>
<tr>
<td>&quot;Handle With Care&quot;</td>
<td>Fox</td>
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<tr>
<td>&quot;First Love&quot;</td>
<td>M-G-M</td>
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<tr>
<td>&quot;Silver Dollar&quot;</td>
<td>Paramount</td>
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<tr>
<td>&quot;Mme. Butterfly&quot;</td>
<td>Paramount</td>
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<tr>
<td>&quot;Lilac Pool Murder&quot;</td>
<td>RKO</td>
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<tr>
<td>&quot;Cavalcade&quot;</td>
<td>RKO</td>
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<tr>
<td>&quot;Jungle Killer&quot;</td>
<td>World Wide</td>
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<tr>
<td>&quot;Night Mayor&quot;</td>
<td>Columbia</td>
</tr>
<tr>
<td>&quot;Devil's Playground&quot;</td>
<td>Paramount</td>
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<tr>
<td>&quot;Lover Man&quot;</td>
<td>Warner</td>
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<tr>
<td>&quot;Rasputin and the Empress&quot;</td>
<td>M-G-M</td>
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<tr>
<td>&quot;Maedchen in Uniform&quot;</td>
<td>Playhouse</td>
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<tr>
<td>&quot;Kid from Spain&quot;</td>
<td>United Artists</td>
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<tr>
<td>&quot;Sign of the Cross&quot;</td>
<td>Paramount</td>
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<tr>
<td>&quot;Teenage Tarms&quot;</td>
<td>Criterion</td>
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**$2 RUNS**

<table>
<thead>
<tr>
<th>Picture</th>
<th>Distributor</th>
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<tr>
<td>&quot;The Match King&quot;</td>
<td>Warner</td>
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**FOREIGN PICTURES**

- Goethe's Jugendgeliebt
- Der Schwarze Huter
- Il Est Charmant (Return Date)
- La Vecchia Signora
- Paris-Begegnung
- Half Naked Truth
- Cavalcade (Jan. 5)

**FUTURE OPENINGS**

- Proctor
- 5th Ave. Playhouse
- Mayfair

---

**Admission Price Cuts**

**Favored by Giannini**

(Continued from Page 1)

Dr. Giannini, a bank employee, has decided to lower the admission rates to a reach of the average individual. Delay in readjusting prices merely serves the purpose of prolonging low box-office receipts, the banker pointed out.

Dr. Giannini deployed stock manipulations by banking interests which have proven harmful to the industry. He pointed out that 10 years ago he predicted that with such a development the industry would suffer.

Dr. Giannini returns to the Coast about a week ago.

**Improvements Abroad**

**Seen by W. K. Howard**

(Continued from Page 1)

K. Howard, Fox director, who returned last week from a European trip, Howard, who spent three months abroad, reported a general improvement in production standards over there. He believes that signing and developing of promising foreign players would particularly benefit our box-office returns from Europe. Howard intends to remain in New York about one week.

**Erpi Awarded Judgment**

**In Equipment Action**

(Continued from Page 1)

Capital, Springfield, Vt., offered an out-of-court settlement in Erpi's action against the Capital for breach of contract in connection with sound installation. Before Judge John C. Mathews, Erpi accepted the settlement and judgment was entered in its favor.

**Reorganization Unifies All German Film Branches**

(Continued from Page 1)

price levels if the circuits and independent producers had not engaged in a cutting war. On the other hand, Myers points out, the hard-hitting city of Minneapolis showed commendable restraint in reducing prices, with the result that when conditions return to normal it will not be faced with the difficult problem of restoring admissions.

---

**A Column of Successful Showmen!**

**JACK HEACOX**

Vox Theatre, Klamath Falls, Ore.

"I have certainly been pleased throughout the past season with Columbia pictures and the marvelous service.

P. T. DANA

Empire Theatre, Glen Falls, N. Y.

"I bought Columbia because I believe Columbia has the material to make very good pictures.

R. E. MARTIN

Martin Theatres, Columbus, Ohio.

"From the day Columbia was organized I have every year bought Columbia product for per cent for all my twelve theatres, including the 1932-1933 product."

O. F. VONESCH

Lyons Theatres, Lyons, Ill.

"Columbia is the first product I bought. Columbia keeps up the same good solid policy, there's no need to worry about the future."

---

Smart dialogue, excellent cast.

—Cleveland Plain Dealer

"NO MORE ORCHIDS!"
News of the Day

Cleveland—Holbrook Bissell, Columbia branch manager, and Oscar Ruby, in charge of city sales, together with Mrs. Bissell and Mrs. Ruby, will spend the holiday weeks in Miami. They will usher in the New Year in Havana.

Marinette, Wis.—E. R. Brennan, formerly of Milwaukee, has been named manager of the Fox here, succeeding Tom Burdeau, who has returned to St. Louis, Mo.

Milwaukee—M. Silberman, operator of the Columbia, is now conducting the Park, neighborhood house formerly managed by C. J. Roddy.

Cleveland—Myer Fine of Associated Theaters, Max Lefkowich of Community Theaters, and J. L. Scherrts, Fox branch manager, are all on the sick list.

Spring Green, Wis.—A. Peterson is now operating the Wisconsin, formerly conducted by Wilkinson and Pope.

Youngstown, O.—W. B. Hall and associates are reopening the Palace, former RKO house, putting in vaudeville-picture policy tonight.

Philadelphia—Sablesky & McGurr have signed lease on the Keith for five years.

Parkers Landing, Pa.—James Madden has leased the Liberty.

Kansas City—Walter Patterson, chief operator at the Midland, is the father of a nine and quarter pound boy.

Roscoe, Pa.—After being closed nearly two years, the Roscoe has been reopened by Joe Martin.

Hinton, W. Va.—Following its acquisition by the Ritz Theater, the Masonic Theater has been closed indefinitely.

Laramie, Wyo.—Fire caused by a furnace explosion caused about $500 damage to the Crown, J. G. Bur- bank, manager, has closed the theater for a couple of weeks for repairs.

Denver—Harry Nolan, former theater owner, has gone to Brownsville, Texas, for his usual winter vacation.

exploitation Men Name

Best Campaigns of 1932

(Continued from Page 1)

forces or itself the economy in production and distribution which the period demands, and provides entertain ment at a price the public can afford to pay, no real improvement in the situation should be expected.

FRISCO JENNY OPENINGS SET

Although Warners will not release "Frisco Jenny" until January 29, the St. Louis premiere engagements will be played under supervision of S. Charles Einfeld of the Strand, Albany; Earle, Washington, and Palace, Lawrence, Mass., the week of Dec. 30.

UPSTATE RKO CHANGES

Albany—Arnold S. Rittenberg, former publicity man at Albany, is being sent to manage Proctor's, Troy, and Ackerman J. Gill moving from Troy to Proctor's, Schenectady, replacing Herbert Morgan in order to make place for Rittenberg when the upstate general publicity office is discontinued. Jan. 1. Managers in all towns will do their own publicity work.

NEW HOUSE FOR KANSAS CITY

Kansas City—Rose Nigro's application to rezone a 100-foot lot on the south side of Gregory Blvd., between Grand Ave. and McGee St., to permit erection of a theater, has been approved by the board of zoning adjustment.

A Little from "Lots"

BY RALPH WILK

Hollywood

CHARLES LAMONT has been assigned to direct the next Bryan Foy production, as yet untitled. Lew Seiler will work on the story with Bryan Foy and also supervise production.

Our Passing Show: Charles Chaplin, Harry Rapf, Michael Curtiz, Jane Murfin, Anita Loos, Edgar Allan Woff, Alf Reeves among those planning to attend the opening of the "Grand Guignol" plays at the Hollywood Music Box; Harry Nels- mayer, St. Louis motion picture critic, meeting old friends at Paramoun t.

Bob Rose, who co-directed several Pathe pictures, is the author of "Lucky Devils," which has just been completed by RKO, with Ralph Ince directing. Rose entered pictures as a stunt man and worked for Thomas H. Ince. He also wrote and directed for the late Robert Brunton.

Hugh Herbert is one of the busiest actors on the coast. As soon as he completes an important role in "She Had to Say Yes," at Warn- Bros., he will join a Charles R. Eog ers cast.

After acting as assistant director and script clerk on 16 consecu tive Monogram westerns, Harry O. Jones decided he knew enough about them to write a story—which he forthwith proceeded to do. His original, "The Rangers Ride Again," will be made by Monogram, with Bob Steele as the star.

Milo Anderson, costume designer at United Artists, created the costumes for "Cynara," "The Masquerader," "The Kid from Spain" and "Hallelujah, I'm a Bum!"

Charles Grayson, youthful author, has completed his assignment at Columbia, and will leave for Mexico to gather material for his next book. He is the author of "Spotlight Madness" and "Everything Goes."
THE VAMPIRE BAT

WITH

LIONEL ATWILL
FAY WRAY
MELVYN DOUGLAS

PRODUCED BY
PHIL GOLDSTONE
Erpi Expected to Offer New Equipment Outright

RKO MUSICAL HALL DWARFS ALL OTHER STAGE SHOWS

Unions Planning Legislative Drives for Two Operators

Random Items
... from the field at large

By DON CARLE GILLETTE

AN EXHIBITOR from west of Kankakee finds one special advantage in double features. In his locale, audiences judge a show pretty much in relation to how it has been advertised, he says, he gets a much more favorable reaction by merely announcing the fact of his double bill than by resorting to sensational catchlines in order to draw trade with a weak single feature.

Solution of film industry problems is proceeding at snail's pace because too many so-called leaders keep wrangling over side issues instead of pushing through to the main issues.

What this industry needs, far more than "better product," is real showmen who know how to get business with the plentitude of good product being turned out right along.

The star-system of rating pictures in New York and Chicago has become so familiar to movie fans in other communities that many films which are naturals for the hinterland trade are doomed because they rated only two stars or so from the metropolitan reviewer's angle.

If Hollywood is on the slide because film earnings have dipped, as claimed by Sidney Howard in a recent issue of "The New Republic," the U.S.A., too, must be considered on the slide in view of its mounting deficit.

The principal exasperation of this industry is that, whereas films don't pretend to be anything except amusement for the masses, thousands of critics, crusaders and other busybodies insist on evaluating them by the standards of their particular notions of art, morals or what have you.

All sorts of persons attack the movies from the viewpoint of what each of them would like the films to be, instead of looking at pictures from the viewpoint of what they were intended to be.

Campaign Being Mapped by Locals Affiliated With I.A.T.S.E.

Elated over the fact that one state, Massachusetts, and five cities, Washington, Detroit, Albany, Philadelphia and Oskosh, Wis., all have legislation requiring two projectionists in the booth, locals effective with the I. A. T. S. E. and M. P. O. are planning to launch campaigns to persuade passage of similar measures in other states and cities. The organization is recommending

(Continued on Page 4)

BUDD ROGERS, BARNSTYN JOIN IN NEW COMPANY

Budd Rogers, World Wide sales executive for the last three years, is leaving to join J. C. Barnstyn of British and Continental Trading Corp. in the formation of a new company.

(Continued on Page 4)

Woman State-Righter Makes Bow in Chicago

Madeline Woods has left the Public-Great States Theater, where she was publicity chief, and is launching out for herself as the only woman in the country handling state rights pictures. She has secured the

(Continued on Page 4)

New Equipment Sold Outright Expected Shortly from Erpi

Tracy Barham to Run 4 Publix Minn. Houses

Tracy Barham, by a partnership arrangement with Publix, effective Jan. 1, will take over operation of four of the circuit's houses in Minnesota. Theaters are located in Brainerd, Willmar, Waseca and Faribault. Barham will live and make his headquarters in Faribault.

A new type of equipment to be sold outright, instead of leased, is expected to be announced by Electrical Research Products within a few days. Several circuits, including major operations, are under

(Continued on Page 4)

Katz Reported After Roxy

Sam Katz, in association with John Zantft, former Fox theater executive, are understood to be negotiating to take over the old Roxy from Howard S. Cullman, receiver for the defunct. So far the deal is reported to be in the preliminary stages.

GLETT, DENT CLOSE DEAL ON 23 MONARCHS FOR U. K.

Under a deal just closed by Charles L. Glett, vice-president of Freuler Film Associates, with Arthur Dent of B.I.P., the entire lineup of 23 Monarch features being produced by Freuler this season will be distributed in the United Kingdom by Pathé Pictures, Ltd. Capt. Harold Auten sponsored the negotiations. Three pictures, "Gambling Sex," "The Forty-Niners" and "The Savage Girl," are being delivered with the signing of the contract.

H. F. Jans Joins Pollak In New Producing Firm

Herman F. Jans, pioneer producer and one of the original Metro franchise holders who retired from the industry in 1928, has joined Adolph Pollak, president of Eagle Pictures, in

(Continued on Page 4)

Of Roxy' Program Acclaimed by Brilliant Premiere Audience of 6,300

A great theatrical dream, such as only super showmen are capable of dreaming about once in a generation, came to fruition last night with the opening of the Radio City Music Hall.

The dreamer was Samuel L. Rothafel—"Roxy" to his public. Those who backed his dream, with faith and capital are the Rockefeller

(Continued on Page 11)

25% BOOST IN NEGATIVES IS PLANNED BY MAJESTIC

Majestic will boost negative costs on all future scheduled productions 25 to 30 per cent. Herman Guckman, president of Majestic and Capitol Films, will announce to a gathering.

J. J. Franklin Appointed RKO Cleveland Manager

J. J. Franklin succeeds Ted Thomas as RKO city manager in Cleveland. Thomas being transferred to handle the RKO Flushing, Flushing, L. I. Franklin's successor in San Francisco, where he has been city manager, is Cliff Work. Fred Cruise, manager of the Mayfair, takes charge of the Palace when the house adopts a picture and vaudeville policy next week. Harry Marx succeeds Cruise at the Mayfair.

Receivers for Local 306

In a decision unprecedented in union history, Supreme Court Justice Cotillo yesterday removed Local 306, Operating Union, from the jurisdiction of the I. A.T.S.E. and appointed three receivers. John W. Davis, Hugh Fayne and James J. Duol, to take full charge of the local formerly headed by Sam Kaplan. The receivers will serve until the union's litigation and Kaplan's appeal against his removal is concluded.
Griffith Crossing Twice
For One Vacation Abroad

Edward H. Griffith, director of
“THe Animal Kingdom,” back from
Europe after spending only one
day on other side, will sail abroad
to resume his trip after the opening
of the RKO Roxy tomorrow
night. Griffith had just arrived on
the other side to hear new pictures.
Griffith in a three months’ vacation when he received a cablegram from RKO
urging his attendance at the premi-er of “The Animal Kingdom” in the
new Radio City movie theater.

It is understood RKO plans to honor
Griffith on this occasion.

Levine Buys World Rights
To Foy’s “Technocracy”

West Coast Bureau of THE FILM DAILY

Hollywood—Nat Levine has ac-
quired the world rights to the Foy
“Technocracy,” and has sold the American rights 100 per cent.
Versions have been made in
German, French and Russian.

The picture, which Alan Leventhal
premiered opening this week on the
coast at Grauman’s United Artists and at
the Pantages.

Arthur May Get Conn Thea

Providence—Harry Arthur, oper-
ator of the former Fox Poli circuit in
New England, is reported to take over Conn’s Metropolitan,
recently sold to a local reality
company when Conn went into receiver-
ship. Arthur has made several trips here in connection with the deal.

3 Warner Holdovers

Three Warner houses on Broad-
way will hold over their current attrac-
tions. “Silver Dollar,” going big at the Strand, remains another
week; “Lawyer Man” will continue at the Hollywood, and “The Match King” stays at the Warner.

Filming Lion Hunt in MO.

St. Louis—National Cinema Ser-
cice Co. of this city has been en-
tered, who, is now in New York,
the second lion hunt to be held by
Denver M. Wright, local leather man
and sportsman, who has obtained
two ferocious animals for the event.

Roxy Mid-Week Record

A mid-week attendance record is announced by the Roxy, with 15,300
people seeing the show on Monday
and bringing the total for the first
days to 80,400.

Jay Emanuel Solo

Philadelphia — Emanuel-Goodwin
Publisher is known as the Jay Emanuel Publications,
aquiring the name of their publisher.

William Wolff Ill

William Wolff, Western Electric
advertising manager, is ill.

Riechel in Paris Here.

N. A. Riechlin, Paris importer and
correspondent in Rome, Italy, who
intends to remain two months more
before returning home.

Allied Pictures Starting
4 Features in January

West Coast Bureau of THE FILM DAILY

Hollywood—Four productions will be put in work next month by
Allied Pictures, which already has 11 features completed on its pro-
gram, according to M. H. Hoffman,
producer. The pictures are:

“The Eleventh Commandment,”
adapted by Kurt Kemple from
Brandon Fleming’s play, “The Pil-
grim’s Progress,” with Ronald Colman
original by Kemple; “The Dus Ban-
di,” original by Jack Natteford,
 starring Hoot Gibson; “The Sphinx,”
by Albert DeMond, who is also do-
ing the adaptation and dialogue.

Havana Importer in Town

R. A. Brea, who has an import of-
ice in Havana for distribution of
Grauman’s “Cabin in the Cotton,”
will remain at his offices here until
February. Brea represents J. H.
Hopflberg in the Cuban territory.

Leo Carrillo Booked

Leo Carrillo, just arrived from the
country, is booked to make the
Morrison office to open Friday at
the Hippodrome, Baltimore, to be
followed by a series of RKO dates.

Union Official Not Guilty

Milwaukee—Chester A. Mills, busi-
ness agent of Local 164, opera-
tors’ union, was found not guilty
by a jury in municipal court of the
charge of conspiracy in the bombing
of the Parkway, local neighborhood
district, Oct. 8.

K. C. Union Renewal

Kansas City—Renewal of contract
between independent exhibitors and
the operators’ union is expected to be
accomplished without controversy,
according to Jay Means, head of the
theater men’s association.

Approve Sound Men’s Cuts

General Executive Board of the I.
A. T. S. E. and M. P. O. has ap-
proved a wage reduction granted
Electrical Research Products and
RCA Photophone and applying to
members under road contract for
sound installation and repair work.

M-G-M Gets “Rendezvous”: M-G-M has bought screen rights to “Rendezvous,” stage play by Bar-
ton MacLane.

Bermuda Round Trip $60

Twice weekly sailings, 21,000-ton S.S.
Pan American and sister-ships, all air,
outside rooms mostly with beds and
private baths, 5 days, including
day at hotel in Bermuda 617 $7 days.
5 S.S. Pan America goes direct to dock at Hamilton.

Barney Agency—Broadway—Co-5-039G

Ask About Us

The goodwill of our clients is our best asset.
That proof that we have delivered the
manpower that meets your needs is in
the work we have done for others. Advertising,
Baking, beautiful and engraving attuned to ideas that sell.

BAHAMAS CRUISES

$115...12½ DAYS. Sight-seeing trips at each port, 3 days in Nassau, 2
days in Miami, 2½ days in Havana. One round-trip to Nassau onl
and stay 7 days at the Royal Victoria hotel for $125. Forthnightly sailings by S. S.
Monarca on Saturdays.

New York 137 West 42nd St. 
Stamford, Conn. 4-7900

Eastman Films

J. E. Brulatour, Inc.

Chicago 7227 S. E. Ave

Hollywood 6700 Sunset Blvd.

New York 137 West 42nd St. 
Stamford, Conn. 4-7900

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But it'll be the same thing because

Good times are here again thanks to

METRO-GOLDWYN-MAYER's 1933 merry, merry, merry melange of happy hits!

(Some are in production. Some finished. All BIG!)

Helen HAYES
Ramon NOVARRO
SON-DAUGHTER
The star of "Farewell to Arros" and "Madelon Claudet" together with Ramon Novarro in the picture that's the talk of every Film Row!

MARION DAVIES
in "Peg o' My Heart"

NORMA SHEARER
CLARK GABLE
in "Strange Interlude"
Now at Popular Prices!

JEAN HARLOW
in a drama of the Night Clubs
(Title to be announced)

DRESSLER—BEERY
in "Tugboat Annie"

NORMA SHEARER
in "La Tendresse"
(Temporary role)

JOAN CRAWFORD
in a new De Luxe role
(Title to be announced)

JOHN BARRYMORE
in "Reunion in Vienna"

JOHNNY WEISSMULLER
in "Tarzan and his Mate"

FOUR BIG STAGE HITS!
"Clear All Wires"
"Another Language"
"Whistling in the Dark"
"Men Must Fight"

HELEN HAYES
in "The White Sister"
Irene Dunne—Phillips Holmes in "The Lady"

John—Ethel—Lionel BARRYMORE RASPUTIN and the EMPRESS

And more BIG ONES!

Again M-G-M peps up the industry with a Big $2 Astor Theatre sensation! A pleasure!
NEW EQUIPMENT OUTRIGHT IS EXPECTED FROM ERPI

H. F. Jans Joins Pollak
In New Producing Firm

to form a new producing company. According to present plans, 18 features will be made for the 1933-34 season by four production units. Al Herman will head one unit and supervise all productions. The plan for national franchise holders, with the company holding a financial interest in each distributing agency. Several productions made by Jans will be re-made by the new company. Among them are "Madonnas and Men" and "Married in which Constance Bennett was starred. Production of all features will be on the coast. Jans plans to leave for Hollywood Feb. 1, to line up stories and casts.

25% Boost in Negatives
Is Planned by Majestic

(Continued from Page 1)

ering of all Majestic franchise holders tomorrow. The meeting will be held to celebrate the opening of Capitol's new offices at 630 Ninth Ave. and to celebrate the success of Majestic in its first six months. Phil Goldstone has come on from the coast to meet the franchise holders and to announce new production plans for the coming season. It will also announce the casting of Paul Lukas and Leila Hyams as stars in Majestic's next feature "Sing You Sinners." Franchise holders who arrived in New York yesterday are William D. Shapiro, Boston; Anthony Luncheon, Philadelphia; J. Simmonds, San Francisco and Morris Segal, Cincinnati. Arriving today are B. N. Judel, Chicago; Jack Berkowita, Buffalo; Thomas A. Branon, Atlanta; H. H. Clemens, Dallas; J. Silverman, Oklahoma City; B. H. Mills, Albany and Nat Levine, Seattle.

MONCURE A CANDIDATE

Richmond—R. C. L. Moncure, director of the motion picture censorship, has become a candidate for the position of collector of internal revenue here.

New Incorporations

NEW YORK CHARTERS

Amusement-of-the-Month Club, theatricals, George W. Smith, 415 Lexington Ave., New York, $20,000.
Palmer Amusement Corp., theatricals; S. V. Ryan, Albany, N. Y., $35,000.
Weber & Simon, theatrical business; I. Levy, 1482 Broadway, New York, $11,000.

THE OUTLOOK FOR 1933

Leading Industry Executives Express Views on Year Ahead

New Ideas, New Methods

By JESSE L. LASKY

The successful producer must be daring! He must discard old formulae. He must go far afield for fresh startling ideas, for unconventional production brains, for new types of players. I made that statement one year ago. It is gratifying to look back over 12 months and see my opinions endorsed week by week in each one of them.

There's still hold for 1933. To them must be added this one—motion pictures from now on must be cut from the cloth the times provide. Cost must be revised downward throughout the entire production, distribution, and exhibition scheme without one iota of sacrifice of either originality or quality.

The dollar of today, the public's dollar, is spent only when it will buy a dollar and a half's worth of goods.

I sincerely believe that exhibitors and the public are to be won over to a new respect for Hollywood. The gradual return to the tried and true methods of individual attention is being given individual pictures will mean much for our industry.

Economic Reforms

By M. A. LIGHTMAN

The most important changes in 1933 will be economic reforms. There will be many experiments in the changes in our business during this period. Our present economic condition will see to that. There is ample revenue for us to make a profit right now, but our method of functioning is too costly. Therefore, the old saying that "necessity is the mother of invention" was never more applicable. Fortunately, too often we are prone to wait too long before recognizing the importance of taking drastic steps to remedy a situation. Let us hope that the industry does not tarry longer but will get busy at once.

ESSENNAS STAFF CHANGED

Chicago—Several changes in management of Essesess houses have been made in the past week. The West End theater has reopened with N. Kelly as manager. Harry Hatfield is the new manager of the American, succeeding Charles Durrell, and W. C. Smith has succeeded Jack Wohl as assistant manager of the Embassy.

The Vogue has reduced admission from 25 and 30 cents to 15 and 25 cents.

EUROPA FOR CLEVELAND

Toledo, O.—A foreign film policy has reopened the Europa, formerly called the Superior. The house is being operated by F. Scheuer as director and Samuel Bichta as general manager.

SEGUN WITH B. & K.

Chicago—Eddie Seguin has left the RKO publicity department here and is doing promotional work for Balaban & Katz.

UNIONS PLAN CAMPAIGNS FOR TWO MEN IN BOOTH

(Continued from Page 1)

the ordinance passed by the Oshkosh City Council as a model legislation. Ordinance 18 creates an enforcement clause as follows:

Section 4. Any person, firm or corporation doing business in the area of this ordinance shall, upon conviction therefor, be punished by a fine of $25.00 or more than $100.00 for the first offense, $50.00 in default of payment thereof, by imprisonment in the county jail of Winnebago County for a period of not more than six months. And for a second conviction by a fine of not less than $100.00, and in default of payment of such fine by imprisonment in the county jail of Winnebago County for a period of not more than six months, and for a second conviction by a fine of not less than $100.00, and in default of payment of such fine by imprisonment in the county jail of Winnebago County for a period of not more than six months.

Budd Rogers, Barnstyn
Join in New Company

(Continued from Page 1)

pany to try to exploit and exploit foreign language pictures as well as domestic productions. Barnstyn recently returned from abroad with contracts for the purchase of films from Germany, England and France. About 18 pictures already have been lined up for distribution, the first being "I Do Not Want to Know Her Name," a German musical comedy featuring Liane Haid, with music by Robert Stolz.

Woman State-Righter

Makes Bow in Chicago

(Continued from Page 1)

ights to "The Big Drive" for all territory west of the Mississippi and plans to conduct an aggressive pro- union campaign. Dorothy Mau will be in charge of Miss Woods' Chicago office.

NEW COLBERT CONTRACT

West Coast Bureau of THE FILM DAILY—Clausdette Colbert has signed a new long term contract with Paramount. It was announced from Hollywood today.

COLUMBUS LEASE RENEWED

Columbus—Lease on the Majestic has been renewed by Frank RKO and H. R. Mills for a five-year period.
IT'S INVENTORY TIME!

WHAT DID THE PRODUCERS BRING TO YOU IN 1932?

PARAMOUNT
THE LEADER
OF YESTERDAY—
AND THE LEADER OF TODAY
HERE IS WHAT PARAMOUNT HAS DELIVERED:

"HORSE FEATHERS"

"GUILTY AS HELL"

"LOVE ME TONIGHT"

"70,000 WITNESSES"

"NIGHT OF JUNE 13"

"BLONDE VENUS"

"NIGHT AFTER NIGHT"

"IF I HAD A MILLION"

"UNDER-COVER MAN"

"THE BIG BROADCAST"

THESE WERE THE GREAT PICTURES OF THE PAST SIX MONTHS
HERE ARE THE BIG ONES COMING:

"A FAREWELL TO ARMS"
HELEN HAYES — GARY COOPER — ADOLPHE MENJOU

CECIL B. DeMILLE'S
"THE SIGN OF THE CROSS"

CLARK GABLE
in "NO MAN OF HER OWN"

MAE WEST
in "SHE DONE HIM WRONG"

KATE SMITH
in "HELLO, EVERYBODY!"

MAURICE CHEVALIER
in "BEDTIME STORY"

"THE BILLION DOLLAR SCANDAL"
with ROBERT ARMSTRONG—CONSTANCE CUMMINGS

H. G. WELLS'
"ISLAND OF LOST SOULS"

"KING OF THE JUNGLE"

MARLENE DIETRICH
FREDRIC MARCH
in "SONG OF SONGS"

THESE WILL BE THE GREAT PICTURES OF THE NEXT SIX MONTHS
Theater Changes Reported by Film Boards of Trade

ALABAMA
Changes in Ownership
Humphreys Lyric, sold to Ben Stein from RKO; Marion Boss, sold to Ed R. Trumbull by W. A. Birmingham.
Closings

ARIZONA
Re-Openings
Jenade—Rainbow: Benson—Benson; Dun-Can—Duncan; Tombstone—Tombstone.
Closings
Hendler—Rowena; Hayden—Yuma; Orpheum.

ARKANSAS
Changes in Ownership
Friday, Montpelier

CALIFORNIA
Changes in Ownership
Re-Openings
Anahiem—Fox; Brea—OrIENTATION; Los Angeles—Los Angeles; Norwalk—Norwalk; Pal Springs—Pal Springs.
Closings
El Centro—Europa, Glendale—Showplace; La Habra—Garden; Los Angeles—California; El Monte—El Monte; San Francisco—DeLux; Wilmington—Avalon.

CONNECTICUT
Changes in Ownership
Thompson—Paramount, sold to L. B. Murphy by S. Hennegun: Waterbury—Cameo, formerly Royal, sold to J. Mascoli by M. Kish.
Closings
Moores—Best; New Haven—Capitol.

COLORADO
Changes in Ownership
Cheyenne Wells—Wells; Denver—Denham.
Closings
Arvada—Arvada: Del Norte—Princesa Meek- er—Princesa; Ovi—Mazda.

DELAWARE
Changes in Ownership
Wilmingtom—Dupont Playhouse, sold to Ray mond N. Harris.
Re-Openings
Wilmington—Dupont Playhouse, Savoy.

FLORIDA
Changes in Ownership
Coronado—Coronado, sold to Wometto, Inc., by Theater Holding Corp.

GEORGIA
Changes in Ownership
Montgomery—Montgomery, sold to R. E. Martin by R. L. Tucker.

IDAHO
Closings
Genesee—Corvallis, sold as Liberty.

ILLINOIS
Changes in Ownership
Re-Openings
Chicago—Bartley, Garrey, West End; Collins ville—Miner, Evanston—New Main; Le- mont—Bartlett; Mascotah—Grand (Rev).
Closings
Ranko—Rialto.

INDIANA
Changes in Ownership
Anderson—Ritz, contract signed by Allen Bradley; Clinton—Capitol, contract signed by F. B. Scherber; Evansville—New Royal, contract signed by Thomas Shiel; Farmersburg—Colonel, contract signed by H. B. Smock; Fort Wayne—Broadway, con tract signed by Holley Brothers; Gary—Tivoli, sold to C. G. Amstutz by Pubhshing Theater Corp.; Kokomo—Paramount, contract signed by L. B. Goulden; Logans port—Luna, contract signed by Ed Galli; Collins—Obltice, contract signed by Charles Sides; Thornton—Princess, contract signed by G. M. Collier; West Terre Haute—New Victory, contract signed by B. T. Vance.
Re-Openings
Gary—Tivoli; Logansport—Luna; Sullivan Sherman; West Terre Haute—New Victory.
Closings
Bedford—Crystal; Cayuga—Princess; Midd letown—Rush; Millard—Crown; Mitchell— Orpheum; Montpelier—Palace; Terre Haute—Rev.

IOWA
Changes in Ownership
Adel—Ritz, sold to O. Benson by A. W. Sore; Cascade—Cascade, sold to L. E. & G twins by Cascade Amusement Co.; Don Zary—Dawson, sold to M. Lavner; Fort Atkinson—Werner, contract signed by Miss Oetar; Dow Dows, sold to Harry Huddleston by A. R. Davenport; Waterloo—Peoples, sold to M. L. Dignan; Williams burg—Bauer, sold to Russell Turner by Ralph Lewis.
Re-Openings
Many—Mall; Wauhalla—Strand; Williams burg—Laten.
Closings
Clear Lake—Park; Fayette—Cory; Grattier Hawkeye; Lake View—Lakeview; Red Fleet People; Rembrandt—Communi tity; State Center—Sun; Walnut—Walnut; Woodward—Strand; Woodbine—Woodbine.

KANSAS
Changes in Ownership
Wichita—New Frontier, sold to H. G. Campbell by Norris Corp. of California.
Re-Openings
Girard—Rivoli.

KENTUCKY
Changes in Ownership
Berea—Berea, sold to S. H. Slayton by Hum son Amus. Co.; Cape City—City, contract signed by C. M. Caldwell; Harlan—New Harlan, sold to Virginia Davis by G. C. Stearnes; Lawrenceburg—Lyric, sold to Huston by Harmony Amus. Co.; Louis ville—Downs, contract signed by Leo Ci cacio; Morganfield—Princess, sold to N. E. Horowit; New Albany—Am. S. M., contract signed by E. Yancey, contract signed by Ed. J. Rupp; Sturgis—Sturgis, sold to W. E. Hulker by Linda; Lawrenceburg—Lawrenceburg; Lyric, sold to Russell Rabie by James Flashe.
Re-Openings
Harlan—New Harlan: Livemore—Green River; Bar St.—Burnsville Versailles—Lyric; Yancey—Yancey.

MARYLAND
Changes in Ownership
Re-Openings
Emmitsburg—Geneva.
Closings
Cambridge—O House.

MASSACHUSETTS
Changes in Ownership
Lexington—Standard, sold to Geo. Swarts by R. S. Tannent; Granby—Grand, sold to J. Boylen by H. J. Grekker.
Re-Openings
Somerville—Somerville.

MICHIGAN
Changes in Ownership
Detroit—DeSota, from Lee Carrow to Dells Building, Jefferson, from R. D. Robinson to M. Nathanson; Strand, from Frank Reisewitz to H. O. Kibbide; Harmony, from Lamson, DeClerk & Van eleton to John Dill; Grand Rapids—Fairmont; Grosse Pointe—Am. S. M., from R. C. Gordon; North Branch—Strand, from Bernard Leach to W. A. Welt; Wyoming—Fay from J. Flynn to Meyer & Miller.
Re-Openings
Bargen—Recent, Bay City—Temple; Belle vue—Community, contract signed by Miss Oetar; Detroit—Detroit, sold to Mr. Freerens by Miss Oetar; Dow Dows, sold to Harry Huddleston by A. R. Davenport; Rockford—Peoples, sold to M. L. Dignan; Williams burg—Bauer, sold to Russell Turner by Ralph Lewis.
Re-Openings
Many—Mall; Wauhalla—Strand; Williams burg—Laten.
Closings

MINNESOTA
Changes in Ownership
Frazee—Parke, sold to Victor Antony by Geo. Hauer; McIntosh—Grand, sold to H. R. Lindsell by Nes & Beck; St. Paul— Delas, sold to J. J. Fitzgerald by Peter Refes; Warroad—Parke, sold to George Herbert by Frank Wilkes.
Re-Openings

NEVADA
Changes in Ownership
Albany—Wertin; Calumet—Calumet, sold to Clear creek. Cheyenne—Cheyenne; Chico—Cook—Comet; Benidio—Grand; Ferlie—Hyland; Karlsbad—Karlsbad; Little Fork—Meadow; Little Falls—Magnolia; Little Rock— Royal; Riley—Community; Scandia—Prin cess.

NEBRASKA
Changes in Ownership
San Sawyer—Des Lee.
Closings

NEW HAMPSHIRE
Changes in Ownership
Kanpy—Roxana, sold to Fred Wilcox by J. Leyten; Piedmont—Prince, sold to J. D. Carter by H. T. Green; St. Louis—Lemont, sold to M. Liberry A. S. Cole; Lee, sold to Raimian & Curley by Pogo-

NEW JERSEY
Changes in Ownership
Atlantic City—Albide, sold to Harry Savage by J. H. Seigle; Asbury Park—Seven, sold to W. A. Gately, sold to Geo. W. Bradley, sold to M. Bowhan by Hurley & Green.

NEW YORK
Changes in Ownership
Bloomingfield—Pershing, sold to J. L. Irwin by Art Oskar; Brooklyn—Saguaro, sold to J. D. Hall by B. J. Timian; Leigh—Leigh, sold to L. A. Gately; Pulka—Vikini, sold to Geo. W. Bradley, sold to M. Bowhan by Hurley & Green.

NEW MEXICO
Changes in Ownership
Farmington—Bar Harbor, contract signed by Geo. Mackay.
Re-Openings
Mechanic Falls—Perkins.
Closings
Greenville—New; Jonesport—Opera House; West Sullivan—Sunset.

NEVADA
Closings
Fallon—Fallon; Gardnerville—Gardnerville.

NEW HAMPSHIRE
Closings
Newmarket—Star; Whitefield—Caitnen.

NEW JERSEY
Closings
Atlantic City—Albide, sold to Harry Savage by J. H. Seigle; Asbury Park—Seven, sold to W. A. Gately, sold to Geo. W. Bradley, sold to M. Bowhan by Hurley & Green.

NEW YORK
Changes in Ownership
Bergey-Schnell—Fillmore—Mainstreet; Lathrop—Lathrop—St. Louis—Gibee.

NEBRASKA
Changes in Ownership
Tweed—Piedmont.
Closings
Edgerton—Shaffer: Fillmore—Mainstreet; Lathrop—Lathrop—St. Louis—Gibee.

NEVADA
Closings
Fallon—Fallon; Gardnerville—Gardnerville.

NEW HAMPSHIRE
Closings
Newmarket—Star; Whitefield—Caitnen.

NEW JERSEY
Changes in Ownership
Atlantic City—Albide, sold to Harry Savage by J. H. Seigle; Asbury Park—Seven, sold to W. A. Gately, sold to Geo. W. Bradley, sold to M. Bowhan by Hurley & Green.

NEW YORK
Changes in Ownership
Bergey-Schnell—Fillmore—Mainstreet; Lathrop—Lathrop—St. Louis—Gibee.

NEW JERSEY
Closings
Atlantic City—Albide, sold to Harry Savage by J. H. Seigle; Asbury Park—Seven, sold to W. A. Gately, sold to Geo. W. Bradley, sold to M. Bowhan by Hurley & Green.

NEW YORK
Changes in Ownership
Bergey-Schnell—Fillmore—Mainstreet; Lathrop—Lathrop—St. Louis—Gibee.
...STURDY...
HOLLYWOOD

RICHARD THORPE has completed the direction of "Dead Man's House," a mystery drama, for Chesterfield Pictures. John Darrow, who played the lead, left by plane for San Francisco, to play the juvenile lead in "Able's Irish Rose." Jack Townley wrote "Ed Man's House." 

* * *

Arthur Pierson has completed the male lead in "Air Hostess," at Columbia. He played important roles in "Hat Check Girl," "Rackete Racy" and "Bachelor Affairs," for Fox.

Bret Black, youngster who worked under Captain Duncan, information chief at Columbia, has been assigned the juvenile lead in "The Lost Valley," starring Buck Jones. 


Mr. and Mrs. Warner Oland are spending the holiday season at their estate in Somerville, Mass. While East they will attend many Broadway plays. They expect to return to Hollywood in January. Mr. Oland recently toyed with a principal role in "Son Daughter." 


* * *

Dorothy Jordan has been signed for the ingenue lead in "Strictly Personal," the new Charles R. Rogers production which Paramount will lease. Edward Ellis has been given an important role in the same picture.

Here and There: Al Lewis, Bobby North, Bert Levy, Frank Borzage, Jackie Cooper and his mother at "A Plain Man's Wife," which is being presented by Ben Jacksen, Harry Cott and James Hanley, well known members of the film colony.

Harry Hervey, author of "Shanghai Express" for Marion Dietrich, has returned to the Paramount studios under a new contract.

A Little from "Loots"

By RALPH WILK

John, Ethel and Lionel Barrymore in "RASPUTIN AND THE EMPRESS" with Ralph Morgan 135 mins.

COMBINATION OF THREE BARRYMORES PLUS IMPRESSIVE HANDLING OF HISTORICAL EPISODE MAKES THIS BOX-OFFICE

Regardless of minor faults that may be found in it by over-diligent critics, this first presentation of the Barrymore triumvirate in a story of the Has been world interest is undisputably box-office. Running more than two and a quarter hours in its road show form, when the picture is cut down for general release it will become a much more fast-moving and exciting drama than at present. Even as it stands, however, it is a notable piece of screen fare. The Rasputin legend, and the lecherous charlatan who exercised his hypnotism over the Russian empress and other members of the court, finally ending in death for the royal family and the end of the Czarist regime, is handled with better intelligence than it has received before. For this, Richard Boleslavsky's knowing direction is largely responsible. Lionel Barrymore's Rasputin is a characterization that will linger in the mind. Ethel is fine as the empress and John fits handsomely into the role of the faithful prince. Ralph Morgan plays the Czar in a gentle way and Tad Alexander scores as the young Czarrvich.

Cast: John Barrymore, Ethel Barrymore, Leo W. Notter, George B. Dieter, Tad Alexander, Father, C. Harry Gordon, Edward Arnold, Madame, Miss Claiborne, Mail todavía.

Director, Richard Thorpe; Author, Mary McCarthy; Dialogue, same; Cameraman, M. A. Anderson; Scenarist, Mary McCarthy; Recording Engineer, Pete Clark.

Direction, Fair, Photography, Passable.

Tabloid Reviews of FOREIGN FILMS

"Goethe's Jugendleibchen" ("Goethe's Young Love"), German production, mostly silent with inter-titles; titles in English and German; directed by Hans Hilter, with Hans Stewe, Else Brink; distributed by New Era Film Exchange. Well made, engrossing story of the noted composer's youthful romance which supplied the inspiration for some of his outstanding compositions.


"Zirkus Leben" ("Circus Life"), German production directed by Helmz Paul, with Lina Haid, Oscar Marion, Trude Berliner, et al; distributed by Foreign-American Films.

Circus story with tragic angle, against a background of the noted Circus Busch, makes interesting entertainment somewhat off the beaten path.

NEWS OF THE DAY

Philadelphia—Keith's reopens Friday under Abe Sablosky's management. Dwight Palmer, formerly treasurer of RKO's Prospect in Brooklyn, becomes house treasurer.

Williamsburg, Va.—An invitation opening is planned by RKO for its new house opening Jan. 12. It seats 500. Various stage and civic officials will attend. Frank Brady has been assigned to publicize the theater.

Michigan City, Ind.—The Lake theater, closed for some time, reopened Christmas Day. Cinema prices have again been reduced at the Lake and Tivoli, both Publicx houses.

Columbus—I. L. Shields, general manager of the Publicx theaters in Columbus, has been elected president of the local Lion's Club.

Youngstown, O.—RKO Palace reopened Saturday with vaudeville and pictures. John R. Elliott is manager.

Canton, O.—First stage shows at the Palace in more than two years failed to arouse interest and the house has returned to straight pictures at 30 cents top. George Dalis is managing the theatre for A. G. Constant of Steubenville.

Alexandria, Va.—The Capitol Theater Corp. has just been chartered with authorized maximum capital of $10,000 to conduct amusements here. George Reed, influential president; L. C. Reed, vice-president; C. G. Pierce, secretary-treasurer.

Casper, Wyo.—It is reported a new house will be built here in the spring.

Denver—Thos. Melton, owner of the Victory, is going to Florida on business.

Denver—Jas. Kreiling, formerly manager of the Majestic, has leased the Comet.

Dallas—The Old Mill, closed for several months, has reopened Christmas Day with "Kongo."

Kansas City—Vinton Elliott has reopened the Bijou, Fifith St and Prospect Ave. House had been closed for a year.

Cleveland—Howard Higley is assistant manager of the RKO Hippodrome, which reopened last week with vaudeville and pictures. Frank Hines is manager.

Lord Lee Joins Gaumont

London—The Right Hon. Viscount Lee of Fareham has become vice-president of Gaumont British Picture Corp. Isidore Ostertag is president.
ROK MUSIC HALL Dwarfs
ALL OTHER STAGE SHOWS

(Continued from Page 1)

interests in association with RCA and RKO.

It is too early yet to predict the fate of the Radio City Music Hall. A first night seldom is a reliable index of popularity of a new venture. However, the most optimistic estimates are that it will be a success. All that can be reported this morning is that last night's premiere audience saw not only the last word in the construction of a building, but the greatest set of stage machines ever assembled.

As for the first stage program offered in this rental of the establishment, the possibilities which it suggested far overshadowed the actual realizations.

It must have been apparent to "Roxy" that his bills would have to contain pretty much the same type of talent already presented more or less regularly in that type of amusement. His only avenue of individuality, therefore, was to serve his courses in a distinctively different style, and in bigger portions. Bigness alone, however, does not make entertainment. Zero multiplied by 20 is still zero. There remains individuality.

A hint of this came early in the performance. Two novelty acts, the Wallendas of aerial fame and the Kikutas of the risley accomplishments, ordinarily separate feature acts in the variety houses, were presented simultaneously, one group on the regular stage level and the other on a higher stage. The effect was tremendous.

Taking the program in its regular order, the show begins with the opening of "The Lusitania," accomplished with the drape curtain, while Carolina Andrews sang an accompaniment. George T. Herriman's "Blowhole" is a poetic illustration, written by Martha Wileshinsky.

"Blowhole," a stirring song, was arranged by Ferde Grofe, was then presented, preceding "Love is a Sonnet." Grofe received his inspiration for the American musical pastime from his girlhood experience. He was a prisoner aboard a British drigate during the bombardment of Fort McHenry. "Blowhole" was arranged by Ferde Grofe.

"Impressions of a Music Hall" was the title of the act combining the Wallendas and the Kikutas.

Eddie and Ralph, known on the radio as the "Sisters of the Skillet," then offered two skits, one a series of imitations of various celebrities and the other a dentist office burlesque called "The Pulling Scene" from "The Dentist's Office." The burlesque was presented by Frank McHenry.

The big Radio City Music Hall Ballet then fluzzed around a bit, paving the way for a number by the dainty Patricia Bowman, premiere dancer with "The Pulling Scene" from "The Dentist's Office." The ballet was presented by Frank McHenry.

A brief dance by Kirkwhite and Addison, London music hall steppers, followed. Then came the Takekee Chair under the direction of

Salute!

Banner were flying on the original Roxy yesterday as a mark of welcome to the "Hollywood City Hall," which made its bow last night. The houses, in a block of each other, are largest in the world.

Premiere Audience Awed by Theater and Program
(Continued from Column 1)

of William L. Drawe's "The Swagman," the swagman numer-

"Beautiful City," "Good News" and "Priscilla," are all of which he made a real punch, due to the nature of the compositions rather than the singers themselves.

By eliminating the chorus, the more of the effect, the frettish and the fiddle, they followed, "The Angel of Fate," by Harold Rome, and supporting company, was too heavily allegorical, although the setting for the highbrow was considerably different from the usual possibilities for spectacular presentations.

Jeanne Lats, the cute singer of the night, had only a brief spot and not a particularly strong one, but the last bit of a Technicolor number, in which went over well.

Closing the first half was a novelty, "Night Club Revue," with specialties by R. W. Rogge, Patricda Bowman, Carlos, with a group of comedians, with Coe Clade, Titta Ruth, Arnold Lindf and Michelo. A group of Cabaret dancers, under the direction of Doctor Rockwell appeared again, followed by Mar. the Graham and her classic dance group, and for the windup there was a minstrel offering with Leo Axel. R. F. Leibert, Takekee Chair, Taylor Holmes, Glenn and the various ensembles. The premiere, incidentally, lasted four hours. Even three and a half or three hours of a strange show is too long for any large audience. No doubt the show will be speeded up, and this process will in- vest it with the zip that was not present in sufficient quantity last night. Perhaps the long siege of rehearsals had really fixed the company by premiere time.

At any rate, as already stated, the Radio City Music Hall has tremendous possibilities. With millions of radio fans eager to see their favorite performers in the flesh, perhaps one day, comedy, variety and music together. In the days of nickelodeon, this "Roxy" dream can be to day of vaudeville and all that, a "Roxy" dream.

With millions of radio fans eager to see their favorite performers in the flesh, perhaps one day, comedy, variety and music together.

"Excerpts from the Radio Records of the Highest Quality" is one of the many possibilities of the theater. With its range of Italian, English, French, Russian, German, and again, Doctor Rockwell, has a mammoth group of choice artists.

Of interest was the announcement by Grofe, that with "Roxy" will be brought to life the world's first "cosmic" orchestra, as an answer to the "musical" orchestra of Leopold Stokowski. Grofe will present his idea of realizing the sounds of the universe, and launching his "cosmic" orchestra on a world tour.

Hattie Rogge, in charge of costumes.

The Theaters' complete staff made something of an impression upon the unemployed situation... It afforded jobs to 745 employees, including 350 performers. Nearly a hundred electricians, property men, carpenters manipulated the stage settings and equipment . . . . 250 officers, mounted and on foot, handled traffic in the vicinity of Radio City.

One feature which particularly impressed the premiere audience was the lighting system through which extraordinary effects are secured. Forty color changes can be brought about through 300 spotlights varying in power and intensity.

Premiere Audience Awed by Theater and Program
In the short subject field there is no argument. It's Educational Pictures. Recognized leaders now, and for years past. Acknowledged by the public, by the critics, by the industry. Playing every great circuit of theatres in the country.

During the 1933 climb back to prosperity, keep good cheer and pep and laughter in your shows with plenty of comedies and novelties. Guarantee highest quality through all your program by playing Educational Pictures.


World Wide Pictures have written an important chapter in picture history in the depression year 1932. They'll write still bigger history, at your box-office, in 1933.
Allied Seen Behind Petitions and Letters to Wash'n

PRODUCTION CODE PROVED ITS WORTH IN 1932

All But 2 MPTOA Units Have Endorsed Contract

Favorable Response From Remaining Associations Expected

Endorsement of the M. P. T. O. A. industry conciliation program, featured by a standard exhibition contract, has been received by President M. A. Lightman from all but two units. Wire re-affirming po-

GOLDSTONE TO FOLLOW

FLEXIBLE BUDGET PLAN

On the theory that nature of story should determine the budget for each picture, instead of a set figure being set for a series of features, the Majestic Pictures board of di-

W. E. Files Patent Suit

Against Ultraphone

Suit Charging infringement, based on Lowenstein patent No. 1,231,764 covering negative grid bias amplifi-

RKO Roxy to Negotiate

For Product from Fox

Negotiations for Fox product to play the new Radio City Roxy are expected to start within a few days. Fox's current three-picture deal with the old Roxy expires with "Second Hand Wife," which plays the de luxe the week beginning Jan. 6.

A. C. Morrison Jailed for False Evidence

Hartford, Conn.—As an aftermath of filing a false document in his million-

Fred Wehrenberg Has Faith in Industry Program

Faith in the industry program sponsored by the M.P.T.O.A., with a prediction of improvement in 1933 following agreement among exhibi-

Legislative Activity by Allied

Results in Petitions to Wash'n

Myers Not Satisfied

With Carolina Meeting

Washington Bureau of THE FILM DAILY
Washington—Recent meetings of the Carolina M. P. T. O. in Char-

Many New Subjects Shown

for First Time

in Films

By conforming to the Hays Office production code, many subjects ap-

BROADWAY HOUSES MEET

RADIO CITY COMPETITION

Stage shows of a calibre calculated to buck the new competition expected in the art houses in Radio City will be offered in the Broad-

Freeman Lang Takes Over

Standard Studio on Coast

West Coast Bureau of THE FILM DAILY
Hollywood—Freeman Lang has acquired control of Standard Stu-

"Best Films" Honor Roll

Tops Last Year's List

Tabulation of ballots to date in The Film Daily's "Ten Best Pictures" poll for 1932 indicates that, in addition to unprecedented totals being scored by the winners, the "Honor Roll" of pictures getting more than 100 votes will set a new record. About 50 appear slated for the honor list. The top one has nearly 120 votes, but still is about 15 behind the last picture in the 10 that are now leading. More later.
13 Paramount Productions
In Work at Start of Year

“Kid” Beats Records
At First Pop Showing

San Francisco—At its first popular price showing, “Kid from Spain,”
starring Eddie Cantor, broke all attendance-week-end records at the
United Artists theater. Business for the week of Sunday and Monday
exceeded the corresponding week-ends for “Palmy Days,” “Arrow-
smith,” “Street Scene” and even Charlie Chaplin, according to the
management.

Warner’s Seek Injunction
Over Hornell Theater

Rochester, N.Y.—An injunction restraining Fred F. Peters, owner of
the Majestic, Hornell, N.Y., from interfering with operation of the
theater by Warners will be submitted to Supreme Court Justice M. N.
Taylor here for signature.

UPA DIRECTOR SIGNED BY FOX

Paul Martin, famous European
director for Ufa, has been engaged by
the Fox Film Corporation to direct a picture in Hollywood. Martin
will leave Berlin shortly with Josef Strasser, costume designer,
for Fox Movietone City. While no production has been announced for
Mr. Martin, it will probably be one in which Lilian Harvey will star.

CAPT. AUTEN GETS THE FILM

Captain Harold Auten is handling
the European rights to “So This is
Hollywood” produced by Edward
Velot on the coast.

W.B. BUY ANDREWS STORY

“Girl Missing.” An unpublished
story by J. A. Andrews, has been
bought by Jacob Wilk, head of the
Warner story department.

ROGAN FINISHES SHORT

Barney Rogan has produced a single
real subject titled “The Mutual
Man,” starring Hail Skelly. Don
Malkames photographed the picture,
made at the Standard Sound Studio.

FOX RETAINS LACHMAN

West Coast Bureau of THE FILM DAILY
Hollywood—Harry Lachman, who
was brought from Europe by Fox to
direct “Face in the Sky,” has completed
work on that production and will direct a second picture for Fox.

Buchanan to Chicago

Vernon Buchanan of the Public
construction department will be
transferred to the Balaban & Katz
circuit soon after Jan. 1.

6th BIG WEEK
CENTRAL 7
CARVEL WELLS & JUNGLE KILLER
FOR STATE RIGHTS AND BOOKINGS
CENTURY PROD., INC.-New York City

A Column of Successful Showmen!

ON THURSDAY, DECEMBER 30, 1932

By ROY SMITH
Midway Theatre, Camerott, N. C.

“The Columbia pictures which
I thought were the best I ever saw.
When I saw them, I get my large
crowds.”

That is the acid test for any
pictures—the amount of business
they bring.

W. J. WOOTEN
Olympic Theatre, Canyon, Texas

Has used Columbia pictures for
several years and has
signed for 1932-1933.
Once a user, always a user, for
they bring activity to the
office and contentment to the
exhibitor.

“Will make an indelible
impression on you.”
—Los Angeles Herald.

“NO MORE ORCHIDS”
TO MY MULTITUDE OF FRIENDS IN ALL BRANCHES OF THE BUSINESS AND ALL PARTS OF THE WORLD I WISH A VERY HAPPY AND PROSPEROUS NEW YEAR.

JAMES R GRAINGER.
Twenty-one Warner-First National features will be completed by next week for general release starting Monday. Gilders, now ready for shipping to exchanges, while the other six are in final stages of completion.


Wehrenberg Has Faith

In Film Industry Plan

(Continued from Page 1)

end statement for THE FILM DAILY YEAR BOOK.

"By its record in 1932 the motion picture business has shown itself one of the most stable industries in the U.S." says Wehrenberg. "It is true we have suffered, but we have withstood the depression and recovered. The lines of endeavor. With the industry program as advocated by M.T.O.A. by bettering and the evils of the industry to be settled within the industry, I am sure that 1933 will show much improvement.

"Nothing will be brought to the exhibitor on a silver platter. We will work harder than ever to sell himself and his theater to the public. We are in the business of supplying entertainment; that is a necessity, not a luxury. I see no reason for marking time and waiting for better times. Go after this business of entertainment, cooperate with your civic organizations, women's clubs, Better Films Councils; be a real factor in your community and you will be maintained another depression. I have every confidence that the industry will come out of this and we put all our shoulders to the wheel and keep a stiff upper lip."
It's The Talk Of The Age

Newspapers and Magazines are devoting pages and pages of every issue to "Technocracy"

And now

In one amazing reel

The first and only picture on "Technocracy"

The new economic system that guarantees an income of $20,000 a year to every man in the United States

Booked on sight by Sid Grauman

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NEW YORK

Changes in Ownership

Angela—New Angela, sold to F. A. Wits- 
rowski by F. A. House; Binghamton— 
Saturday, sold to Maury Thea, Corp., 
by A. K. Mann; Highland—Cameo, 
sold to Joseph Mark by Walter Seamer & 
Honevew—Falls, sold to Falls Amus. Co., 
by W. E. Barnard; Johnson City—Enjoy, 
sold to Meow Thea, Corp., by W. M. Marks; 
Phoenix—Strand, sold to Lew Dowling 
by A. B. Simer; Rochester—Palace, sold 
to W. H. Thompson by N. E. Thea. 
Corp.; Syracuse—Aon, sold to J. Jordan 
by M. Davidson; Harvard, sold to L. D. 
Wole by Philip Smith, Inc.; Wolcott— 
Palace, sold to A. M. and F. B. Warden 
by Wolcott Thea. Corp.; Yonkers— 
American Playhouse, formerly American, 
sold to R. Weisz by C. Rosenweig.

Re-Openings

Buffalo—Lincoln; Phoenix—Strand; 
Rochester—Palace.

Closings

Moravia—Studio.

NEW YORK CITY

Changes in Ownership

Melrose, sold to E. Lenah by Freda 
Amus. Corp.; Hippodrome, sold to C & C 
Amus. Corp., by EKO; Cosmopolitan, sold 
to Amas Amus. Corp., by Harry Brandli; 
Circle, sold to Morton Loew by Loew; 
Brooklyn—Paragon, sold to Adens Thea. 
Corp., by Phyllis Pulenice; Neutrast, 
sold to Jack Rosenfeld by Neutrast Corp.; 
Long Island—Emblumia—Victoria, 
sold by Leo & Hite to M. K. Hurewitz & 
Fox Metropolitan Playhouses.

NEW MEXICO

Changes in Ownership

Albuquerque—Rio, formerly Liberty, sold 
to R. E. Griffin, Inc., by Alva Teeter.

Re-Openings

Ruidoso—Parlour.

Closings

Melrose—Gem; Springfield—Pastime.

NORTH DAKOTA

Changes in Ownership

Dickinson—Strand, sold to Johnson & 
Magee by H. Kusche.

Re-Openings

Mandan—Irta.

Closings

Aneta—Grande; Agate—Annenex; 
Columbus—Columbus; Dickinson—Strand; 
Northwood—Grand; Stanton—Sharon.

OHIO

Changes in Ownership

Alliance—Strand, sold to Davis & 
Wallace by Warner Bros.; Morrison, sold 
to M. F. Amus. Co. by Warner Bros.; 
Peters—Cincinnati—Barber, sold to 
Harry Ponder by Jack Goldby; Piqua— 
Mechanic, sold to Samuel F. Bechtel by 
M. K. Hurewitz; Sandusky—Letter, sold 
to M. K. Hurewitz; Shelby—Pioneer, 
sold to S. R. Lacey by M. K. Hurewitz; 
Sherrard—Buckeye, sold to M. K. 
Hurewitz; Sidney—Olympia, sold to 
M. K. Hurewitz; Tecumseh—Hammond, 
sold to M. K. Hurewitz; Tiffin— 
Grand, sold to M. K. Hurewitz; 
Warren—Little Theatre, sold to M. K. 
Hurewitz; Westville—Odeon, sold to 
M. K. Hurewitz; Wheatland—Masonic 
Temple, sold to M. K. Hurewitz; 
Youngstown—Shawnee, sold to M. K. 
Hurewitz; Zanesville—State, sold to 
M. K. Hurewitz; Zanesville— 
Overture, sold to M. K. Hurewitz.

ROCK SPRING—Cincinnati—Barber, 
Columbus—Wonder; Dayton—New 
Eastwood.

Closings

Akron—New Savannah— Alliance— 
Strand; Cincinnati—Crescent; Huren— 
Mecca; Lovejoy—Opera; House—Plymouth.

OKLAHOMA

Changes in Ownership

McAlester—Rex, leased to Tucker, 
Hansen and Pool by R. & E. Enterprises.

OREGON

Closings

Corvallis—Majestic; La Grande—Paramount.

PENNSYLVANIA

Changes in Ownership

Alhambra—Color, sold to E. Rosenthal 
by A. W. Gibbs; Altoona—Lyric, sold to 
E. Gable by Wm. Edwards; Brandonville— 
sold to Millard & Jones by Baker & 
Johnson; California—Lyric, sold to 
King & Baker; Clinton—Clary, sold to 
Manos & Manos by R. Thomas; 
Davenport—Pacific, sold to W. & J. 
Loomis; East Pittsburgh—Beverly, 
sold to B. Johnson; Kinloch—Stadium; 
Wood City—Majestic, sold to Erle Bros. 
by Elwood Thee. Corp.; Export—Liberty, 
sold to R. C. Ditar; Harrison—Mayfair, 
sold to Mayfair Amus. Corp. by John C. 
Wallack; Irwin—Mauze, sold to Scott 
Erick by Wm. Maue; Kineland—State, 
sold to D. Serra by L.O.O.M.; Lancaster— 
Bowling, sold to M. K. Hurewitz; 
Lancaster—Central, sold to W. W. 
Amus. Corp., by Chamberlain Amus. 
Ent.; Latokaville—Studer, sold to 
Wassho to Stanley Novaklay; Mahanoy 
City—Victoria, sold to M. K. Hurewitz; 
Ents. by Chamberlain Amus. Ent.; 
Enka—State, sold by Chamberlain 
Amus. Ent.; Mt. Washington—Washington, 
sold to Martha Mathiel by John Keul; 
Mt. Union—Istoria, sold to M. K. 
Hurewitz; Mt. Vernon—Odeum, sold 
to C. J. Shapiro by O. Stiebel; Mason— 
Liberty, sold to John Griddle by Mason 
Temple Relief Assoc.; Parkers—Land- 
ing, sold to M. K. Hurewitz; 
Philadelphia—Haverford, sold to 
Murray Cohen; Colonial, sold to Samuel 
B. Blatt by Lyric Amus. Corp., sold to 
American Thea. Corp. by George T. 
Grascenste; Aprs, sold to A. Barlowe

GRiffin NAMED CHAIRMAN

Herbert Griffin of International Projector has been appointed chairman 
man of the local arrangements com- 
mittee in connection with the semi- 
nannual Spring meeting to be held at 
the Sheraton-Plaza Hotel, New York, 
April 24-28, Semi-annual banquet 
will be held on Wednesday night.

RULES AGAINST STAGEHANDS

New Haven—A. J. Vann and Jack 
Sanson, managers of the Palace and 
Roger Sherman, respectively, have 
been freed on charges of violating a 
city ordinance requiring two stage- 
hands. Judge Stanley Dunn of City 
Court dismissed the charges on the 
ground that "there are no certain, 
vague and ambiguous." It was a 
test case.

GAUMONT'S BIGGEST HOUSE

London—Gaumont's new Palace in 
Lewisham, largest house in the 
circuit, opened recently. It seats 
3,000 and is the fourth house of its 
type to be built here by Gaumont in a year.

New Rowlandes to Rowland - Brice Productions will 
spend New Year aboard the D. S. Greenhaw which sails tomorrow 
for Bermuda. In their party will be 
Arthur Jarrett, Mr. and Mrs. Arthur 
Tracey and Lee Wiley.

Shuttle & 
Shuttle

Men's Tailors

15 West 45th Street 
New York
REVIEW OF NEW SHORT SUBJECT RELEASES

"Time On My Hands" with Ethel Merman
Paramount 9 mins.
Okay
A Max Fleischer "bouncing ball" cartoon which starts out with some funny horse-play in animation and ends with Ethel Merman singing "Time on My Hands" as the ball bounces in perfect synchrony with the music.

"The Rookie" with Tom Howard
Paramount 10 mins.
Some Laughs
Tom Howard with his usual line of droll humor appears as a detective who when faced by several jewel thieves, refuses to believe they are robbers until they re-enact the scene of the theft. There are plenty of laughs due to Brown's unique delivery and the clever dialogue.

W. C. Fields in
"The Dentist"
Paramount 19 mins.
Just Fair
Lack of gags and snap hamper W. C. Fields in putting over this comedy. The story is commonplace and the action is spiritless. It concerns Fields as a dentist who first finds plenty of trouble on the golf links and later at his office where he attempts to pull achy teeth from several patients. Obvious humor and much slapstick stuff fill out the subject.

Mickey Mouse in
"Mickey's Good Deed"
United Artists 7 mins.
Fine
Right up with the best of these animated cartoons. Subject has a special holiday flavor in that it shows how Mickey and his dog manage to bring cheer into a big family of needy animal folks. Clear and lively, as usual.

"Screen Souvenirs" No. 6
Paramount 9 mins.
Good
This is a melange of old motion pictures taken about 25 years ago. A parade of volunteer firemen at Flushing, L. I., opens the release and is followed by shots of President McKinley's inauguration parade. The reel ends with a very funny sequence showing Francis X. Bushman in an extremely meller drama in which he wins the girl but has to fight the villain. This one will make them laugh.

"Paramount Pictorial" No. 6
Paramount 8 mins.
Interesting
The first sequence in this release is in color. Beautiful scenes of California mountains and valleys comprise the number. Next is shown an exhibition of the Rhumba as it is danced in Mexico and lastly several scenes of U. S. Navy guns in the making are shown. The reel is colorful and will hold interest throughout.

"Hollywood on Parade"
Paramount Not So Good
Skeets Gallagher acts as radio announcer for this one. Eddie Lambert and his band are featured and are costumed in accordance with the countries from which they are supposed to be playing. Flashes of Ivan Lebedeff, Claire Windsor, Mar-
HOLLYWOOD
HERMAN J. MANKIEWICZ
has been signed by Paramount to supervise production of the Four Marx Brothers’ new comedy, tentatively titled “Night of the Godfathers.” Ruby and Bert Kalmar are working on the new picture with Richard Craig, Jr., and Arthur Sheekman.

By RALPH WILK

Kathleen Burke, Chicago girl who made the national radio contest conducted to find a girl suitable for the role of the Panther Woman in “Island of Lost Souls,” has just been signed to a long term contract as a Paramount featured player.

Director John Cromwell had ten Hollywood merchants at work in “Sweepings.” He hired them to add a tone of accuracy to the big sale scene—and they were so authentic that Cromwell had a hard time keeping the extras from buying the goods.

Eddie Welsh, author of many outstanding sketches for the Ziegfeld “Follies” and other stage attractions, will work on the screen plays of the coming season. Features Charles R. Rogers will produce for Paramount. Welsh first attracted cinematic attention for his work on “The Cock-Eyed World” and, more recently, the Wheeler and Woolsey comedies.

“West of Singapore” is being made by Allied Pictures, with Betty Compson starred. Others in the cast are Noel Madison, Weldon Heyburn, Tom Douglas, Clyde Cook. Harvey Clarke and Sidney Bracey. Houston Branch wrote the original story and Adele Buffington the adaptation and dialogue. Albert Ray is directing.

Irving Starr, who recently supervised the Ken Maynard unit at K.B.S., has been assigned to supervise “Gambling Souls,” a dramatic feature that will shortly go into production at the California Tiffany studios.

Cortland Van Dusen, who directed “Bachelor Mother” for Ken Goldsmith Prods., is assisting in the supervision of Pyramid’s “High Gear.”

New Sound Camera Offered
By Radio Installation Co.
West Coast Bureau of THE FILM DAILY
Hollywood — Radio Installation Company engineers have perfected a new sound recording camera which is being offered to producers. Among its chief features are:

The film is fed in free loops from the magazine pull down and feed sprocket, to a large diameter recording drum, which is driven with an exceptionally heavy flywheel through a dynamic filter arrangement. All moving parts are enclosed in a flight to simplify maintenance and eliminate all backlash.

Adaptor plates make possible the use of 16 mm. or Mitchell recorders. The camera can be used with any existing system, the modulator being merely a design of the company to fit the standard camera motor, at standard rotation diameter and speed. The camera is furnished with accessory equipment for glow lamp, light valve or galvanometer recording.

The Radio Installation Company manufactures the “Rico” sound recording system.

THE DAILY

PRODUCTION CODE’S VALUE
DEMONSTRATED DURING ’32

(Continued from Page 1)

the function of the Studio Relations Committee.

“The outstanding task of the Committee during 1932 has been to apply the Code (recently revised) to the motion pictures appearing for the first time in American motion pictures,” says the Committee. “The Code, which in its entertainment has resulted in treating current events, the world politics, penal institutions, marriage, divorce and even religion with a leniency not hitherto approached. The fact that the resulting pictures have met with a minimum of public criticism in a tribute to the vitality of the Code itself and the provisions incorporated in it for its uniform interpretation.”

In applying the Advertising Code, due to the fact that a great number of the advertisements prepared locally, it has not been easy to exert the control in all communities.

Further progress in obtaining organized support for meritorious pictures through previews and cooperation among clubs, organizations, etc., also cited is in the report.

Broadway Houses Meet
Radio City Competition
(Continued from Page 1)

Immediate press bill is headed by Lou Holtz, one of the top Broadway draws, together with Peggy Hopkins Joyce, who is soon to make a Paramount picture, and Lillian Miles, new torch-singing sensation and Wampas star.

Meanwhile, a season at the Garden, noted opera star, for her first movie house appearance at the Capitol will furnish some strong competition for the concert end of the Garden Hall. Other names in the Capitol show are Phil Baker, the Boswell Sisters of the radio, George Givot, and Rex Weber, who recently became a musical comedy sensation.

On the screen will be Helen Hayes and Ramon Novarro in “Son’s Daughter.” The Capitol has been building up its coming bill with liner mentions in its daily newspaper ads all week.

Tamara, popular Russian blues singer who scored in “Americana,” will be one of the headliners in Frank Capra’s Roxy stage spectacle, “Welcome, 1933,” which will feature novelty acts and surprises. Among Kamel’s special acts is a “No More Orchids” with Caro Lombard, will be on the screen.

In the presentation at the new RKO Roxy, opening tonight, are Dave Appoloni, Emil Bore, Maria Gallinelli (Samba), Wee Willie Robyn and Russell Markert’s Roxyettes. The screen attraction is “The Animal Kingdom,” with Ann Hardin and Leslie Howard.

851 Cases Settled
By Academy in 1932
(Continued from Page 1)

adjusted satisfactorily, according to the Academy’s annual summary.

William Conklin, in charge of theater-producers relations, handles the cases under the basic agreement. In addition to complaints in connection with the minimum contract, the Academy’s conciliation machinery handled 30 cases involving writers, actors, directors, technicians and producers.

W. GREGWREW WITH M-G-M

William A. Grew, playwright and screen writer, has been signed by M-G-M through the William Morris office and leaves today for the coast.

ALLIED ASSN.’S SEEN BEHIND
PETITIONS TO WASHINGTON

(Continued from Page 1)

its program. Allied unions, working in the competitive field, support many prominent individuals and welfare organizations to endorse their cause.

Alf’s legislative plans will be one of the chief topics at the board of directors meeting to be held here on Jan. 5. About 24 members of the board are expected to be present. Admission taxes and the new contract also will be discussed. The meeting probably will run two days.

Myers Not Satisfied
With Carolina Meeting
(Continued from Page 1)

pendent exhibitors and the resolutions adopted do not reflect the views of independents," declares Abraham F. Myers, Allied counsel. He says he will state his complaint, letter from numerous North Carolina exhibitors. The stand against Allied’s legislative program was not fair because no Allied spokesman was present to state the case for Allied, Myers says. He also be-
SMART DE LUXE PROGRAM OPENS NEW RKO ROXY

Fox Rocky Mountain Houses Tilt Prices on Ace Films

Scale Raised to 40 Cents on Sunday and Monday Programs

Denver—In practically every location outside of Denver, Fox West Coast has raised Sunday and Monday admissions on ace films to 40 cents. Results have been profitable. Only one town remains under the

(Continued on Page 4)

NINE CO-STARRING TEAMS SET FOR FOX 1933 FILMS

West Coast Bureau of THE FILM DAILY

Hollywood—At least nine co-starring teams will be used by Fox in its 1933 releases. Teams now set are as follows: Janet Gaynor and Henri Garat in "Princess at Your Order," Warner Baxter and Miriam Hopkins in "Dangerously Yours";

(Continued on Page 4)

Sunday Shows Put Over In Two Colorado Towns

Denver—Loveland and Lajunta have joined the list of towns offering Sunday shows. In Lajunta, continuous performances on the Sabbath were put over by Charles

(Continued on Page 4)

Garbo Returning

Stockholm—Greta Garbo is expected to return to Hollywood about the middle of January. She received her pass port from the American Legation yesterday.

45 RELEASES IN EUROPE PLANNED BY RKO RADIO

In excess of 20 RKO features will be distributed in Spain and Italy during 1933, with about 15 for France and 10 for Germany, the FILM DAILY learns. RKO's plans for English distribution are not set as to the number of features that will be handled. The present policy of state right distribution will be continued throughout the continent.

Chesterfield-Invincible Expanding Activities

George R. Batcheller, president of Chesterfield Pictures, and Maury M. Cohen, head of Invincible Pictures, sailed Jan. 4 for Europe to arrange English and continental distribution for their combined new season line-up of 18 features. One distributor for each country is planned, with the dubbing of foreign languages to be done on the continent. One feature every three weeks will be released in this country during

(Continued on Page 10)

Selznick in Agreement on Four More Pictures

West Coast Bureau of THE FILM DAILY

Hollywood—David O. Selznick, in charge of RKO production, will remain with that studio to produce four more features under an agreement just reached. Upon completion of this group the matter of renewal of his contract will again be taken up. Meanwhile the status of

(Continued on Page 10)

Warner's "Frisco Jenny" is Booked for the Roxy

Warner's "Frisco Jenny," starring Ruth Chatterton, has been booked to play the Seventh Avenue Roxy the week of Jan. 6, it is announced by A. W. Smith, Warner sales executive.

Dual Portion

A New England exhibitor, after attending the Radio City Music Hall, said "That's what I'd call a double-ture program of stage entertainment."
Majestic Party A Big Success


Exploitors Sent Out
On Two U. A. Releases

United Artists has sent out another crew of publicity men to handle showings of “Cynara” and “The Kid from Spain.” In Boston Ann Ford, in conjunction with Joe De Pisa of the Loew office, is working on “Cynara,” having a dual showing at the State and Orpheum. Karl Krag is publicizing the same picture at Loew’s Penn, Pittsburgh. Earl Wright is doing a similar job at Loew’s Fox, Washington. Allen Gilbert is handling the same showings at the Palace. Jay Buafox is working for “The Kid From Spain” in New Haven, Hartford and Newington.

Lynn Farrel, director of publicity for Samuel Goldwyn, leaves New York on Monday to supervise publicizing of “Cynara” in Indianapolis, Columbus, Kansas City and St. Louis.

NAGEL, HYAMS FOR W. W.

West Coast Bureau of THE FILM DAILY

Hollywood—Sam Bischoff has signed Conrad Nagel and Lella Hyams for the leads in “Auction in Souls,” which KBS will produce as the fourth production on its program of ten for World Wide Pictures. Hugh Herbert has been signed to do the screen adaptation, based on the Eugene O’Neill play, "Recklessness.”

GEBHARDT TRANSFERRED

Atlanta—Frank Gebhardt, Warner salesman has been transferred to Philadelphia to be replaced by Jack B. Wass. The division manager to the branch office in Dallas.

Joins Kerman as Partner
In Reliance Film Exch.

Garrison Taylor, former cloak and suit manufacturer, has become associated as a partner to Joe Kerman of the Reliance Film Exchange. They are planning to produce a number of features and shorts for the new season. National distribution will be through state rights exchange. The company is now located at 728 Seventh Ave.

2 Weeks’ Minimum Run
Figure for RKO Roxy

RKO is figuring on holding pictures at least two weeks on Radio City Roxy. Following “The Animal Kingdom,” which opened last night, “The Bitter Tea of General Yen.” Columbia production, will play the house, with “King Kong,” RKO picture, following.

RUSSELL MACK STRICKEN

West Coast Bureau of THE FILM DAILY

Hollywood—Russell Mack, director, is in the Cedars of Lebanon Hospital as a result of an attack of pneumonia.

HARRY COFFEY DEAD

Harry Coffey, well known in film distributing circles, died yesterday at St. Luke’s Hospital here.

PHILADELPHIA REPRESENTATIVE

Accountant, with office facilities, open for part time work. Motion picture experience. Box 923.

THE FILM DAILY

1650 Broadway

Y. C.
Next Friday New York will see a

Ruth Chatterton at the

ROXY

Watch for more sensational news soon about RUTH CHATTERTON in "FRISCO JENNY"

Exactly the kind of Chatterton picture you asked WARNER BROS. to make!

A First National Picture with Donald Cook, Louis Calhern, James Murray, Harold Huber, directed by William Wellman

She says—
"I've MADE men and I've RUINED women! I've slept in gutters and I've slept in silk! I've broken all ten commandments and if they ever make another one, I get first crack at it!"

Trade Press says—
"'Frisco Jenny' is Chatterton at her best!"

Frisco Jenny at her best!
FOX ROCKY MT. THEATERS TILT PRICES ON ACE FILMS

(Continued from Page 1)

40-cent figure. It was boosted from 25 to 35 cents, with another tilt to 40 cents going in effect in the near future.

Buying Broadway Plays Drops 38%, Says Botsford

(Continued from Page 1)

editorial board. Number of New York plays bought in 1932 was less than a third of the usual amount, according to Botsford. Paramount made only one such film, "Guilty as Hell," and only "Chrysalis" and "The Great Magno" have been bought for 1933.

Stories that are unusual in theme or treatment will predominate on Paramount's schedule in 1933, says Botsford, who declares audiences have been educated to such a degree that they demand pictures which are off the beaten track.

HARRY GAMMETT PROMOTED

Allentown, Pa.—Harry Gammett, for the past three years manager of the Globe, Bethlehem, has been named district manager by the A. R. Boyd Enterprises for Allentown and Bethlehem and will supervise the Strand and Embassy in Allentown and the Globe in Bethlehem.

NEW GOLDWYN GIRL HUNT

Selection of another group of Goldwyn Girls, to be used in the next Eddie Cantor picture, will be started following the arrival in New York of Robert McIntyre, casting director for Samuel Goldwyn, Fred Kohlmer of Goldwyn's production assistant, is already in New York for preliminary interviews.

FAIRBANKS GETS TAX REFUND

Washington Bureau of THE FILM DAILY

Washington — A tax refund of $72,186 has been made to Douglas Fairbanks by the Government as a result of overcharge last year. Ramon Novarro also received a refund of $7,604.

DOLLISON MARRIES

Denver—William Dollison, formerly connected with Fox West Coast division offices in Denver, has married Virginia Barrows. They left for Salt Lake City, where Dollison is booker for Fox.

Coming 1936

GEORGE R. BATCHELLER and MAURY M. COHN fail for Europe on the Majestic Jan. 4.

N. BREWSTER MORSE, screen writer, who recently completed "The Savage Girl" for Frue
er Film, left yesterday for Hollywood to be gin work on a special production for the same company.

JOHN HARRIS returns to Pittsburgh today from New York.

• • • TWICE THIS week have we been socked with that thrill that comes with every outstanding event of this oil industry of ours. The first was a right cross to the eye mind and the ear. It was the opening of the RKO Music Hall but last night we received a man sized sock to the heart in the opening of the RKO Roxy not the least by far of Roxy's triumphs. Huge and stupendous yet intimate and cozy modern and outstanding but with that old-fashioned friendliness that refreshes and that lads and ladies are our way of going nerts about the whole shebang.

• • • TIRELESS, Charlie Griswold, in charge of both houses, with Kirk McGuire managing the RKO Roxy, collared us at the shimmering entrance. "Phil" sez he "If you get a chance, tell the folks how the staffs of both houses worked day and night to make everyone feel at home when they visit Radio City. So we're tellin' ye...and also we're breaking our promise to Charlie who made us vow under unspeakable oaths not to give him a hand...and it's a great big hand, too...with precision...we were ushered DIRECTLY to our seat...and it was the right seat, too.

• • • GENERAL WILL H. HAYS pronounced the dedication with such stirring phrases as those in the preamble of America's indomitable leadership which has never failed" and "The vision of great captains has not been blurred by depression." The General was introduced from the stage by M. H. Aylesworth, who thanked everyone and then presented "Roxy" as the genius of the entertainment world.

Facing these three leaders were the human highlights of "Who's Who" and all the Blue Books of the east...and as we looked around we spied John D. Jr., David Sarnoff...Adolph Zukor...Amelia Earhardt, Bernard F. Gimbel, Owen D. Young, Herbert Bayard Swope, Kent Cooper, Adolph S. Ochs, Bert Lytell...and if that's who we saw within winking distance...give a guess who else was on hand.

As we waited for the curtain Mrs. Betty Gould and O. A. J. Parmenter, organizers superb entertained us with a mélange of tuneful melodies; then the spotlights shining from the heavenly dome became dim. Joseph Littman waved his fine orchestra into symphonic action...and the show was on...and take it from an old timer...if you want to see a symbolic creation in express dancing...don't miss Von Grano and the Roxy ensemble in that first number which expresses in startling fashion the mechanical age in modern form. Then flashed the ever interesting Pathe News...on came Emil Borel with his continental humor and antics...the ballet corps headed by Maria Gambarelli...Wee Willie Robyn singing a big song...Dave Apollon with his African hand and company of ayeone entertainers. Preceding the RKO feature "The Animal Kingdom" the customers were treated to a surprise animated cartoon...an Aesop Fable "Opening Night" presented by Amedee J. Van Beuren...and cleverly colored by Broc and it was funny...just ask us.

• • • AND AS WE enjoyed the show and marveled at the grandeur of the auditorium we couldn't help thinking that behind it all in addition to Roxy's genius and the artists who made this extraordinary event possible was a newspaper, radio publicity and periodical advertising and publicity campaign that should stamp Bob Sisk as one of the leading masters of the craft and under his able guidance. The Barret Cormick, Martha Wilchinski, Rutgers Nellson, Ken Bumin...Dale Humphries...and others smashed through with copy and ads that will stand out as an example of what can be done...if you know how and have the guts to do it.

NINE CO-STAR¬ING TEAMS SET FOR FOX 1933 FILM

(Continued from Page 1)

We Want CANTOR!
FIRST TIME ON THE AMERICAN SCREEN!
A real bull-fight with savage Miura bulls! ... and the great American Matador
SIDNEY FRANKLIN
Sensation of 35 countries! Performing the heart-stopping feats that made him famous
AND "WHOOPEE" WERE ONLY CURTAIN-RAISERS TO BREATHELESS PANORAMA OF ENTERTAINMENT

It's here! Ready for you to play! The dashing Mexican bull-fighting romance with EDDIE as a pop-eyed matador! Funny? Screaming! But thrill with the yelling, frenzied thousands as men brave death in the bull-ring! Revel in the glittering gay fiesta, as 700 beautiful dancers sway to one glorious song!

KID FROM SPAIN

with LYDA ROBERTI
The Hotcha Blonde Comedienne

SIDNEY FRANKLIN
Famous American Matador

AND THE GORGEOUS GOLDWYN GIRLS

OLDWYN PRODUCTION
JUST LOOK AT THESE LINES!

- "Knockout! Funniest Cantor picture yet! Grandest screen performance the writer has ever seen!"
  —N. Y. Illustrated Daily News

- "One of the biggest causes for merriment ever offered in a talking picture...dazzles with its spectacular musical numbers."
  —L. A. Times

- "One of the funniest, most exciting and most eye-filling comedies yet offered on the screen."
  —Los Angeles Herald and Express

- "A triumph for all concerned."
  —N. Y. American

"EDDIE CANTOR
THE KID FROM SPAIN"

- "Smash hit...the king of cinema musical comedy."
  —Hollywood Citizen News

- "It's about four editions of the 'Ziegfeld Follies' wrapped into one pretentious package."
  —Motion Picture Herald

- "If they would all be like this, theatres would need rubber walls."
  —N. Y. Exhibitor

- "IT SHOULD GRAB ALL THE MONEY LYING AROUND, SO STEP UP, MR. EXHIBITOR AND CUT YOURSELF A SLICE OF IT!"
  —Hollywood Reporter

UNITED ARTISTS PICTURE
SMART DE-LUXE PROGRAM OPENS THE NEW ROXY

(Continued from Page 1)

last night was the height of de luxe entertainment. The stage show portion could almost have been an evening of the grandest and most lavish production program, however, it seemed a little prolonged, due to several entrance specialties by Emile Boreo, a very typey master of ceremonies, though he would have pleased this type of audience better in smaller portions. Still, Boreo worked hard and he went over quite strong with the more cosmopolitan portions of the houses.

The Roxy's special construction for sound pictures, the RKO Roxy's cozy design makes it ideally suitable for entertainment of the international type, with the type of songs and stories like Jeannie Lang and topological monologists like Doc Rockwell, who had such a time getting their stuff across at the gigantic Music Hall, would be right at home.

But essentially it is a picture house which will be attended by people who are chiefly picture-minded. Even last night, after all the preliminary courses had been served, it was noted that when the screen feature appeared the audience sighed, relaxed, stretched out comfortably and was regarded as the main entree on the bill of fare. Some fitting ceremonies preceded the Roxy's opening. President Merlin H. Aylesworth of RKO and NBC appeared on the organ platform to the right and paid tribute to the Rockefeller family. Owen D. Young, David Sarnoff, "Roxy" and various others who had a hand in bringing about the realization of the Radio City project. He then introduced "Roxy," who said only a few gracious words and immediately turned the stage over to the performance going.

Aylesworth next presented Will H. Hays, who delivered a short dedication address.

A dedication overture, by Maurice Baron, was accompanied by a descriptive tableau in two parts, depicting Manhattan Island at the time it was bought from the Indians, and the other leading up to the completion of Radio City. Leading up to the latter portion was a pictorial sequence, presented on the wide screen, showing Radio City construction stages. This made a fine prelude to a symphonic dance by Von Grona and the ballroom expressive of the mechanical age, chiefly construction. With music by Von Grona and Jerry Mayhall, plus realistic sound effects and clever lighting, this number built to a climax when the shadows of skyscrapers were seen rising against the back curtain.

Next came the RKO Roxy News, a compilation of newreel events with shots of the Radio City Music Hall opening night predominating. Celebrities who appeared and spoke in these sequences included: James G. Harbord of RCA, who read a roll of "Roll of Honor" Center; Peggy Fears, who was accompanied by hubby A. C. Blumenthal; M. H. Aylesworth; Madeline Towner, Eugene Bordoni, Gene Tunney and others.

After the reel, Emile Boreo made his first appearance as confectioner. He introduced himself, sang a novelty number, "I'm a Hot Latin in Cold Manhattan," and then gave way to the RKO Roxy Ballet Corps and male dancers, who did a choreographic specialty against a futuristic background.

For the appearance and did two more bits, one revolving around various ways of wearing a hat to correspond with different characters, and another on the "Wooden Soldier" theme.

Then Maria Gambarelli, the supreme "Gamb-y," floated into a gorget, with a frothy white flake from a storm, performed a delightful dance, and floated out into the audience, accompanied by groups of costumed couples who gathered around while Wee Willie Robyn sang "That Old Refrain." For the first time in his life he was heard making love in Italian, German, Russian, Greek, French and American. The skit was good, but by this time the audience was beginning to show it wasn't Williams at the microphone.

He was presently succeeded by the Roxettes in a graceful fan routine that took the audience by surprise, and when the lovely bou fans, long costumes and clever lighting were part of this effective number.

Once more Boreo stepped out in one and sold the folks a lively French song, which happily was sung and sworn by Emile himself.

Topping the stage bill was Dave Apollon and his aggregation who could have supplied a complete unit of entertainment over a program in a house that big. What the creators of these shows must bear in mind, however, is that one must not neglect the audience and unless held down to a minimum will kill even the best of bills in houses of this size. The Radio City theaterScreen and stage attractions come along, all will be jake.

—GILLETTE.

Notes on the RKO Roxy Construction

The RKO Roxy achieves an intimacy greater than any other theater ever constructed, through the use of wood for the walls of the auditorium, in mohogany panels which give it a subdued effect. It is also one of the most unique theaters in the country. The screening of the screen has been achieved through the use of acoustical plaster walls and sound absorbing materials.

The projection of the RKO Roxy gives a meter to the theater equipment before it was created. It is the result of new and unusual equipment to be found in any other theater constructed, and which have been attained through the use of sound equipment.

The sound equipment will be the same as that producing the big spectacles in the Radio City Music Hall. Robert Edmond Jones will be Art Director; James Reynolds, Associate Designer; Leon Leonidoff, head of the production department; Erno Foye is Musical Director, assisted by a staff of prominent conductors, composers and arrangers. Florence Rose is ballet mistress, assisted by the famous dancer, Marie Howard in RKO's "The Animal Kingdom," directed by Edward H. Griffith, constituted the second half of the program. The surprise of the evening was RCA Photophone's new High Fidelity system, is the finest yet heard. The new screen, with its diffusion rather than reflection of light, is a distinct advancement while the perfection of the acoustics, the equal luminosity and absence of distortion on the screen are other achievements.

Summing it all up, "Roxy" has given this town an entertainment resort in which the citizens should take deep pride. In a city of this size, it would seem that there should be no trouble finding support for such intimate type screen-and-stage theater of the RKO Roxy type. If there should be a room for a Radio City Music Hall, it could provide all the entertainment on hand. It could get a kind of novelty and comedy acts, plus surprise special attractions, with himself and his company, only 750 yards away, a most natural location.

Rice HANDLING NOVELTIES

Harry Rice, formerly with Loew's RKO and Fox theaters, has formed Newspaper Specialties, Inc. to sell novel features to newspapers. First feature, called "Hi-Lo," a puzzle is current in the "New York World Telegram" and other newspapers throughout the country.

NAMES FOR PHILLY EARLE

Eddie Cantor and George Jessel have been booked by Steve Trilling, director of the Warner artists bureau, to play the Earle Philadelphia, for a week starting today. They will be followed next week by Yorke and King and Vincent Lopez. Debutantes, then George Price, followed by the Boswell Sisters.

Theatrical News

KBS PREPARING TWO WEST COAST BASES OF THE FILM DAILY

Hollywood—KBS Production, Inc., which has already turned out three productions on its program recently for World Wide, is now making preparations for "Audition in Souls," from the Eugene O'Neill play "The Emperor Jones," which is to be made at a cost of $100,000, and "Roxy's Restaurant," which is to be made at a cost of $50,000, and "Roxy's Restaurant," which is to be produced at a cost of $50,000.
TAKING SEPARATE ACTION ON NAT’L APPEAL BOARD

(Continued from Page 17)

A group action, such as frowned upon by federal laws.

Study of the appeal board ramifications seems virtually at a standstill, with various suitors having their suits out of town until after New Year’s. No approval announcements are expected until early in January.

“Rico’’ Sound Equipment
Sold to Foreign Studios

(Continued from Page 15)

West Coast Bureau of THE FILM DAILY

Hollywood—A. A. Gonzaga, owner of Cinedia Studios, Rio de Janeiro, Brazil, has acquired a nation-wide study of sound production technique and recording equipment, purchased a “Rico” trunk channel sound unit for use at his studio.

Radio Installation Company has also sold a “Rico” trunk channel recording unit to Fair Productions of Manila. The unit will be installed by Harry Blanchard, Hollywood sound engineer, who sailed for Manila on the Graystone Castle.

J. P. Muller, cinematographer and director of the U. S. War Department’s feature production division in charge of transportation problems of the Mississippi Valley, enabling a classification made for showing at the World’s Fair in Chicago, is using a “Rico” unit.

Radio installation company officials are preparing to send engineers to China to instruct native technicians in modern methods. Overcoming problems brought about by the Japanese invasion, China is again looking forward to the start of intensive production of native talking pictures.

PUBLISHING ‘WOMAN ACCUSED’

Arrangements for publication in novel form of “The Woman Accused” and its serialization in “Liberty Magazine” have been made by Paramount, which will produce the story in picture form. The novel was written by ten leading American authors. Those supplying chapters are: Rupert Hughes, Willard Huntington, Zane Grey, Vina Delmar, Irvin S. Cobb, Grettude Atherton, J. P. McEvoy, Ursula Parrott, Polan Banks, and Sophie Kerr.

GET NEW M-G-M CONTRACTS

West Coast Bureau of THE FILM DAILY

Hollywood—New contracts have been given by M-G-M to Russell Mack, director; Jean Hersholt, feature producer, and Frances Goodrich, Anita Loos and John Emerson, writers.

SHOWMAN’S DAILY REMINDER

First week in January usually is “slump week.” Prepare to fight it.

N-E-W-S O-F T-H-E D-A-Y

Akron, O.—Police have been asked to search for men who bombed the southern theater neighborhood house, destroying the front walls of the theater.

Lebanon, O.—The Lebanon, one of the oldest in this section of the state, was destroyed recently by fire.

Larue, O.—The Opera House here was destroyed by fire recently.

Martins Ferry, O.—Elzane theater has reopened with straight pictures Sunday and the remainder of the week straight pictures.

Springfield, Mass.—John Skillington has been named manager of the Broadway, Publicx house, by Nathan Goldstein, divisional manager.

New Britain, Conn.—The Embassy, Warner house, has reopened with a three-day-a-week policy, showing double features Saturday, Sunday and Monday.

New Britain, Conn.—William De Luco and Michael De Luco, who reopened the Rialto, renamed New Rialto, have taken a seven-year lease on the house, dating from Jan. 1.

Amarillo, Tex.—B. Golding and owners of the Rex, contracted to open another theater here soon.

Detroit—Excellent Picture Corp., of which S. K. Deck is the owner, is moving to larger quarters at 2310 Cass Ave. immediately after the first of the year. Excellent distribution Monarch productions in the middle west.

Dubuque, Ia.—The Dreamland has been purchased and reopened by Leo J. Diener, owner of the Capitol. Ben Levinson was the former owner. The name has been changed to the Palace.

Nevada, Ia.—W. P. Grossman has been named manager of the Circle, recently taken over by the Ames Building and Loan Ass’n. He was formerly owner and manager of the Palace here.

Des Moines, Ia.—The Paramount has reopened after being closed during the pre-holiday season.

Bethlehem, Pa.—William B. Huff man of Newark, Ind., has assumed management of the College theater here.

Easton, Pa.—The State, which formerly played only pictures, now includes vaudeville on its bill.

Wichita, Kan.—H. E. Campbell has acquired the NoMar theater here from the NoMar Corp. of California.

Pawtucket—The Imperial, Publicx house long dark, has resumed operations on a double feature policy.

Easton, Pa.—Richard Shami, a manager of the Transit here by United Chain Theaters.

Girard, Kan.—The Rivoli has reopened for the winter.

SELZNICK IN AGREEMENT ON FOUR MORE PICTURES

(Continued from Page 17)

associate producers now operating under Selznick, as well as the present program and policies, will remain unchanged, according to B. B. Kahane, head of Radio Pictures.

Chesterfield-Invincible expanding activities

(Continued from Page 17)

1933-34, compared with one a month for the present season. The 1932-33 line-up comprised 12 features, of which 9 have been released and the tenth, “Strange People,” was completed last week. The last two, “The Fifth Commandment,” and an adaptation of the novel, “Love is Like That,” will be ready for release early in February. The new season’s product will be put into work March 15.

M-G-M BUYS STORES

M-G-M has acquired all motion picture rights in the series of “New Yorker” articles, “Profile of Roman off,” written by Alva Johnston and published over a period of five weeks under the subtitle, “The Education of a Prince’”.

“Rivets,” an unproduced play written by John W. McDornott, has also been acquired.

IN NEW VITAPHONE MUSICAL

Polly Walters, Terry Carroll, Russ Brown, Loomis Sisters, Keenan and Phillips, and Fortunello and Cerrillano are among the principals in “Pis A La Mode,” musical now being presented at the Vitaphone studio in Brooklyn under the direction of Roy Mack.

BURLY HOUSE ADDS FILMS

Pittsburgh—George Jaffe’s Academy, only burlesque house here, will change to a policy of vaudeville and talking pictures beginning Jan. 9, with a weekly change of program. This will make the Academy the only downtown theater offering both screen and stage shows.

MARY GARDEN POSTPONES

Due to a sudden attack of bronchitis, Mary Garden has postponed her appearance at the Capitol from today until a later date.

T. W. SARGENT TO FOX STUDIO

St. Louis—Thorton W. Sargent, Jr., for the past three years advertising and publicity director for Skouras Brothers Enterprises and St. Louis Amusement Co., leaves this week for California to take a position with the publicity staff of Fox Film.
GARNETT WESTON, author of "Supernatural," Victor and Edward Halperin's first independent picture for Paramount, will adapt it to the screen. Weston also authored "White Zombie."

Denny Ahern, author of James Cagney's "Picture Snatcher," is preparing a new novel which will bring in most of the New York columnists. Patricia Ellis and Alice White support Cagney in his latest.

Una O'Connor and Merle Tottenham, British actresses who were brought to Hollywood for roles in Fox's "Cavalcade," have been given long term contracts.

Maurice Chevalier's next for Paramount will be "A Bedtime Story," written by Waldemar Young and Nunnally Johnson. Norman Taurog will direct.

D. Rose Lederman will direct Tim McCoy in his next outdoor drama for Columbia.

Charles R. Rodgers has assigned Willard Mack, Gene Towne and Graham Baker to collaborate on his latest, "Legal Crime."

William Dieterle has been engaged by Fox to direct "Princess At Your Order," a musical in which Janet Gaynor will be starred opposite Henry Garat.

With five scenarists and two songwriters working at top speed, the RKO Radio Pictures' comedy unit, headed by Louis Brock, associate producer, is preparing for a rush of production. Mark Sandrich and Ben Holmes, writers, and Val Barton and Will Jason, songwriters, are working on the story and music for a forthcoming feature length musical comedy, scheduled for production in February. Hal Yates, Johnny Gray and Roy Howland are writing a Headliner comedy slated for production soon, and this is to be followed by one or two of the Harry Sweet comedy series, for which the comedian is now preparing scripts.

Lillian Bond, one of the new crop of 1932-33 Wampas Baby Stars, has the leading role opposite Jack Holt in Columbia's "Fever," which will be placed in production immediately, with Clarence Badger directing.

The well-known voice of Curtis Benton, Hollywood radio fight announcer, is soon to be heard from the talking screen, in an RKO Radio Pictures comedy.

The complete cast of the new untitled Buster Keaton-Jimmy Durante costarring picture, which Edward Sedgwick will direct for M-G-M, includes Rosco Ates, Phyllis Barry, Henry Armetta, Sidney Bracey, Charles Dunbar and James Donlan.

CAST ASSIGNMENTS


WARNER: Alice White, Patricio Elliott, Robert Emmett O'Connor and Ralph Ballamy for "Picture Snatcher." Bette Davis, Kay Strebel, Gene Raymond, Monroe Owsley, Claire Dodd, Frank McHugh, Ferdinand Gottschalk, Bodil Rosing, Alphonse Ethier for "Ex-Lady."

FOX: Ralph Morgan, Alexander Kirkland, Irene Ware for "Road to Havana."

FIRST NATIONAL: Charles Selmon, Robert Craig, Lucile Watson for "Central Airport." Helen Ware, Ferdinand Gottschalk, Tom Dugan, Hugh Herbert, Joseph Cawthorn, Charles Leeming, Harold Washbridge for "She Had to Say Yes."


FREULER: Adele Luxer, Tom Tyler for "The Forty-Niners."
Hearts will brim with laughter and tenderness at this merry romance of two that refused to stick in the rut. A billboard artist and his dream girl . . . whose face he placed where millions saw it . . . whose heart he kept for himself.

FACE IN THE SKY
SPENCER TRACY • MARIAN NIXON
STUART ERWIN

Sam Hardy • Sarah Padden
Directed by Harry Lachman
Comerford Deal Signed, With Publix as Partner

WANGER JOINING M-G-M AS ASSOCIATE PRODUCER

Chicago Bondholders Sue Paramount for Receivership

Removal of Chase Bank as Trustee for Bond Issues Asked

Suit for an accounting, equity receivers, and various other relief was filed against Paramount Publix in Federal Court yesterday by L. F. Harris,executor of the estate of Tda. C. Harris, Chicago, holder of $5,000 of the company's $14,000,000 twenty-year 6 per cent sinking fund bonds. The Chase National Bank, trustee for the indenture, also was named as defendant, and its removal as trustee is asked. Contention of plaintiff is that the terms (Continued on Page 2)

A HAPPY NEW YEAR!

BROADWAY BUSINESS GOOD

DESPITE RADIO CITY DRAW

Despite addition of approximately 10,000 seats to the Broadway first run situation through opening of the Radio City Music Hall and the RKO Roxy, all de luxeurs with the exception of the Paramount intend to continue their present admission price scales, their representatives said (Continued on Page 4)

A HAPPY NEW YEAR!

New Importing Company Bringing Features, Shorts

Mentor Pictures, Inc., incorporated in Nevada as a $500,000 closed corporation, has opened temporary offices at 220 West 42nd St., here and plans to import scientific, educational and novelty shorts and features. Officers include Dr. N. I. Stone, Joseph L. Young and W. E. (Continued on Page 4)

A HAPPY NEW YEAR!

ALLIED HOPES TO AID MORE UNITS NEXT YEAR

Washington Bureau of THE FILM DAILY

Washington—Although economic conditions and other matters caused Allied's expansion program to lag in 1932, with only one unit—New York—being added to the list, the association is optimistic over prospects for the New Year and expects to announce several new affiliations before many months elapse, according to Abram F. Myers. Ties will be strengthened with individual exhibitors in unorganized territory where conditions do not warrant maintenance of organizations or where existing leadership in hostile or indifferent. (Continued on Page 4)

A HAPPY NEW YEAR!

Jersey Allied to Hold Special Meet in Trenton

A special meeting for South Jersey will be held by Allied Theater Owners of New Jersey at the Hotel Hildebrant, Trenton, at 1 F. M. Jan. 16. Next of the regular meetings in New York are scheduled for Jan. 10 and Jan. 24 at the Hotel Lincoln.

EARLY RETURN TO NORMAL IS SEEN BY JULES LEVY

An early return of normal business in theaters as a result of the constructive quality economy program starting at the west coast studios, is predicted by Jules Levy, RKO general sales manager, following his return from a trip covering western exchanges and the coast.

Short subjects are increasing in drawing power, Levy said, and the trend toward musical subjects is (Continued on Page 4)

A HAPPY NEW YEAR!

S. R. Kent Testifies At Quitterman Hearing

Methods of distribution were explained by Sidney R. Kent, Fox president, in testifying in the J. P. Quitterman case against Paramount yesterday in the Federal Court, New York. His testimony was largely general and only in a few instances touched upon the Middlesworth case. Kent is expected to continue on the stand when the trial resumes Tuesday.

Publix Remains As a Partner In Comerford Operating Deal

6 Northwest Theaters Resume Operations

Minneapolis—Six houses were recently reopened in the northwest, as follows: Clearbrook, Clearbrook; Community, Chisholm; Gem, St. Paul, all Minnesota; Portal, Portal, N. D.; Sinte, Elk Point, S. D.; Crystal, Onida, S. D.

Closing of the deal under which the M. E. Comerford interests will manage the houses they sold to Publix in August, 1930, was announced by Publix yesterday. Comerford reacquires an interest in the properties "in association with Paramount Publix Corporation," said the statement. As previously reported, (Continued on Page 2)

Winter Wanger Going to Ietro Upon Leaving Columbia in Jan.

West Coast Bureau of THE FILM DAILY

Hollywood—Walter Wanger, who is leaving Columbia next month, will join M-G-M as an associate producer. Earlier reports had it that he might return to Paramount or join RKO, with whom he was in negotiation recently.

A HAPPY NEW YEAR!

NEW STAFF APPOINTMENTS MADE BY E. V. RICHARDS

New Orleanse—Several organization changes and price reductions have been effected by E. V. Richards with the taking over of the Saenger circuit operation from Publix.

Norman T. Carter is to be first assistant to Richards. Joe Gordon, manager of the Strand, here becomes city manager of the Saenger theaters in Meridian, Miss. Horace Hoehland, manager of the Tudor and Globe here, will be city manager in Hattiesburg, Miss. L. C. Montgomery will be supervising manager of the local Strand, Tudor and Globe. A. A. Petrie becomes house manager for the Strand. Joe Estes will be publicity manager for all Saenger theaters in New Orleans. All changes are to be in effect by Jan. 15.

A HAPPY NEW YEAR!

Indiana Exhibitors

Buy Warner Theaters

Elkhart, Ind.—A. W. Sobier and Alexander Manta, northern Indiana exhibitors, have bought the Warner and Bucklen theaters here from Warners, along with the Jefferson in Goshen.

No Paper on Monday

Due to the observance of New Year's Day, there will be no issue of THE FILM DAILY on Monday.
of the bond issue were violated and the excess bonds due and payable and that a disinterested receiver assume charge of the company for the benefit of creditors.

It is charged that the terms of the issue were violated in 1930 when Paramount declared a cash dividend of $3,151,514 on the company stock, although the company is alleged to have lost $100,000,000 in buying stock of subsidiaries. Defendant also is charged with the company's assets at about $100,000,000 in excess of actual worth.

Mann & Weimer, attorneys for the plaintiff in the Harris suit, also represent Robert S. Levy, Chicago, a holder of Paramount 5% per cent bonds, in a second receivership ac-

Continued from Page 1

TARKINGTON YARN FOR M-G-M

Furia, Tarkington's lawyer, is interested in the Harris suit, which they are looking into.

Walters Host to Orphans

Over 1,000 orphans, inmates of the Hebrew Orphan Asylum, New York, and Warner Brothers on Thursday night at the Warner Memorial Gymnasium, fol-

CHICAGO BONDHOLDERS ASK PARAMOUNT RECEIVERSHIP

The Film Daily

Saturday, Dec. 31, 1932

JULES LEVY has returned from a western trip.

ARCoAL r. FRANKLIN has returned from the coast.

WALLACE SMITH left New York last night for New Orleans, and from the coast.

SPENCER TRACY is on his way to New York from the coast.

VIRGIL BECKMAN of the Ward Theater, Beverly, Mass., is on vacation in New York.

A HAPPY NEW YEAR

Comerford Deal Signed, With Publix as Partner

(Continued from Page 1)

George Walsh, who has been in charge of the Comerford division since his acquisition by Publix, moves to New York to become as-

A HAPPY NEW YEAR

4 GERMAN FILMS BOOKED

American-Romanian Film Corp. has closed a booking with the Europa Theater for the showing of four German talking and singing pictures, which are "The Eagle of Kopenick," with Max Adelbert; "Trenck," with Dorothea Wieck and Hans Suwe; "A Night in Para-

A HAPPY NEW YEAR

GABLE OPPOSES H. HAYES

West Coast Bureau of THE FILM DAILY

Hollywood — M-G-M will team Clark Gable with Helen Hayes in "The White Sister," which Victor Fleming is to direct.

A HAPPY NEW YEAR

COOPER-CRAWFORD TEAMED

West Coast Bureau of THE FILM DAILY

Hollywood — Gary Cooper will co-star with Jean Crawford in M-G-M's "His Four Wives," "autact," musical comedy, and "Fire-"

A HAPPY NEW YEAR

"FACE" TERRITORIES SOLD

Albert Dezel of Chicago has bought the rights to "The Face on the Barroom Floor" for Illinois, Indiana, Wisconsin and Upper Michigan. The Texas rights have been acquired by H. L. Youngblood.
Now Ready for State Right Market
"THE HORROR"
An Original Mystery Drama
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Wire or Write
REALART PICTURES
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Suite 2306
"Technocracy"

Mae West Pictures

Interesting 16 Mins.

Zane Grey's Diary

Peggy Beul 16 mins.

Good

Zane Grey gathered his material on one of his South Sea voyages. The present clip shows natives employing primitive methods to food, make shelters, manufacture utensils, etc. Soothing string music accompanies the reel.

Vincent Lopez and Orchestra in "Hawaiian Fantasy"

Paramount 8 mins.

"HALF NAKED TRUTH" with Lupe Velez, Lee Tracy

Radio 67 mins.

"MIGHTY COMEDY WITH SNAPPY DIA

LOGUE GIVES LEE TRACY FAWT AS HIGH PRESSURE PRESS AGENT.

This one is practically all Lee Tracy, and none of the title as a flippant press agent who makes and breaks Broadway stars, building them up from nothing to towering star. It is a neat tear考虑 from publicity racket, showing how gullible the public and how they go for the high pressure stuff. The dialogue is very snappy and carries plenty of comedy. The star of the show, Tracy starts out as press agent for a carnival where he meets Lupe and Eugene Pallette, the "strong man." When they ride into a jam through one of Tracy's publicity stunts, they beat the house down, where Tracy forms his heroine into a Persian Princess, and sells her in big with a Broadway producer named Morgan. When Lupe becomes a big star through her agent's publicity, she gets the swell head, and Tracy in a suit builds up another dame and sells her to Morgan. Lupe makes Morgan gives the noble plot which keeps the suspense and action going right up to the tragic climax. In this climactic scene, the bride on her wed-

DENT BUYS SHORTS

Ten three-reel novels from Beverly Hills, represent-

Carole Lombard

New Importing Company Brings Features, Shorts

(Continued from Page 1)

Mackee, all active in the industry. Thomas Hadley, with six titles, has had been sold by Capt. Harold Auten to Arthur Dent of B.L.P. and Wardour Films. "The Man Eater," "Flying Thoughts," "My Playground," and "The Phantom Sea" are the first to be delivered.

ENGLISH DIALOGUE IN CAIRO

Cary Grant, growing up on the popularity of films in English dialogue has resulted in the management of the Bronte Cinena, a first-class, 1,500-

Radio 79 mins.

THE SON-DAUGHTER, another MELODRAMA OF SAN FRANCISCO CHINATOWN WITH HELEN HAYES IMPRESSIVE ROLE.

Another production in the Orient cycle, this film stars elements chiefly in the foreground throughout. The setting is in San Francisco's Chinatown, with Helen Hayes and Ramon Novarro in a very un-

News of the Day


Austin, Minn. - The Eagle has been sold by Ed Daniels to J. P. Broulx.

St. Paul—Julius Hebron has acquired the Gem, formerly the Tux-

Hazen, N. D.-R. H. Metcalfe is the new owner of Mars, having purchased the title from F. W. Haas,

New Incorporations

NEW JERSEY CORPORATION

Sherbert Corp., Ventnor, motion picture the-

Shen's Theater Corp., Delaware, motion picture-

500 shares of common stock.

CAPITAL REDUCTIONS

Shen's Theater Corp., New York, $50,000 to $40,000. 

DISTRIBUTIONS

500 shares of no par value.