There's a "pot of gold" for every exhibitor...at the end of this...

"RAINBOW OVER BROADWAY"

With GRACE HAYES
FRANK ALBERTSON
JOAN MARSH
LUCIEN LITTLEFIELD
The Fanchon & Marco Girls

Music by Albert Von Tilzer

A Musical Romance!

A CHESTERFIELD PICTURE

Distributed by the World's Leading Independent

FIRST DIVISION EXCHANGES, Inc.

HARRY H. THOMAS, President
AL BLOFSON, Manager

1150 Vine Street

CINCINNATI
CHICAGO
DETROIT
MINNEAPOLIS
BUFFALO
PHILADELPHIA
NEW YORK
LOUISVILLE
N. W. HAYES
WASHINGTON
UNIVERSAL first again
with the big new idea in pictures—

A swift-moving romance-adventure-mystery drama whose plot involves every passenger on a transcontinental bus trip... Speed and snap in every scene, with scenes changing as rapidly as the bus flashes from city to city... and a smash climax that will hold your crowds spellbound!

with

JUNE KNIGHT

The Editor's Page

Vol. 16, No. 1  January 1, 1934

Publishing Receipts

SECTION F, PART 5, of the code, says:

"No exhibitor or distributor shall make any disclosure of box office receipts for publication except in connection with employment contracts. The copies shall be kept by the exhibitor or his agent, and shall be made available for publication only to the exhibitor or to the Code Authority. No exhibitor shall make any such disclosure except in accordance with instructions from the Code Authority."

The first sentence attempts to check a bad practice. The second proves a restraining order on the first. And box-office receipts are still printed as ready fodder for the gentlemen who want to place additional taxes on the industry. There is no doubt but that the receipts as published in some trade journals are generally but pot shots in the dark by a lot of correspondents who are rarely given actual returns by theatre managements. Theatre organizations go constantly on record as opposed to box office receipts being publicized.

Such disclosures serve few purposes. The Code Authority should put a stop to the practice altogether. What a picture does in New York is of little consequence to an exhibitor in the sticks and vice versa. Exhibitor organizations in many parts of the country have protested publishing receipts but no attention is paid.

A Break for Exhibitors

EXHIBITORS who were beginning to feel that no part of the booking direction of their theatres is being left to them by certain exchanges who demand a definite number of week-end dates know now that at least one week in the year has been allotted to them by these same distributors and possibly another, Holy Week.

The companies who refuse to date in shows during the week before Christmas are to be commended for the confidence they place in their product and the exhibitor, and their sense of fairness. Think of it. Fourteen whole days in which the exhibitor may decide for himself what pictures may be played. But there is still another "but." The distributor says that no pictures released by him may be inserted in the booking schedule for those 14 days. Clauses to this effect are not necessary.

What a triumph for exhibitor operation! Think of it. The distributor stops aside, permits home rule.

It is to be wondered whether or not the code will allow the distributors to continue such tactics. Perhaps the Code Authority will say what is sauce for the goose is sauce for the gander, or perhaps it won't.

Standard Availability Sheets

IF THE substitution clause included in the code is to be of any value, the exhibitor must be given ample information on the product he buys. It is up to the Code Authority to put a stop to the slip-shod, inefficient manner in which some exchanges have been sending out availability notices and other booking information. Some of the exhibitors who are reading this will be surprised to know that their contracts with a few major companies do not even include production numbers by which pictures made available for them can be checked. To be sure, there are worksheets, but worksheets are not recognized parts of contracts.

It is the duty of the Code Authority to enforce immediately a standardized form of availability notice. Such notice should include the following:

- Production number; Name of Picture; Stars or featured players; running time; whether it is a substitution or not.
- Change to a standard form would cost companies little, would prove a real service to exhibitors, would give teeth to the substitution contract, and would prove immediately that the Code Authority as a regulatory body is able to prove of real benefit to the business.
- True, there are more problems which can also take up the time of the Code Authority, but there is nothing which hits home closer than this subject of slip-shod booking practices.
- The industry is having a new deal. It may as well deal with the mechanics as every other department. The exhibitor who is forced to buy blindly at least should be given the protection of knowing whether or not he is getting anything similar to that for which he pays.

Progress

AGAIN we take the lead and take a bow. On this page will be found a new make-up and an editorial cartoon, first of a permanent series. The cartoonist's pen will be both friendly and critical. As the pioneer in this phase of motion picture trade journalism comment is requested.

Don't criticize, boys. She may grow up to be a star.
Delaware Exhibitors' Organization Gives Approval to Industry Code

Harrington Meeting Sees Submission of Four Names to Washington for Places on Committees — Small Attendance at Convention

Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland, meeting at the Reese Theatre, Harrington, Del., December 21, adopted the XRA code approved by the President, and submitted names of four men to act on the grievance and zoning committees of the Philadelphia and Washington district. There were fifteen members, or less than half of the organization, present.

Names suggested for committee men to the Administrator at Washington were A. J. DeFiore, Wilmington, president, and Reese Harrington, Harrington, for the Philadelphia area, and Bryant Dashields, Cambridge, and Carl Schwartz, Denton, for the Washington area. Secretary of the organization Roger Christopher, Federalsburg, was ordered to send the resolution endorsing the code and the names to Washington at once. Expositors suggested would serve with Washington or Philadelphia committees on either board.

The national film code was adopted unanimously with only a few minor complaints and squawks. After DeFiore called the meeting to order, Secretary Christopher read the code. There was some discussion of the elimination of gifts and free tickets, particularly in towns where there was no immediate competition. There was some discussion then as to how the code should be signed, whether individually or collectively by the organization. Steadman heads finally drove home the point that it was a national code put up to every theatre organization in the country for the benefit of national recovery; that organizations all over the country would give it a trial and that there was nothing for this organization to do but follow in line. So the resolution was put forth calling for an adoption of the code without reservations for a trial. Those absent from the meeting will receive letters from the secretary requesting that they notify the officers at once as to whether they will or will not abide by the code. If they refuse to do so, they will be summarily dropped from the organization. It was agreed the code should be given a thoroughly fair trial, too.

The fact that only about half of the membership attended the meeting spurred those who did to vote on a drive for new members and renewal of interest among those who did not attend. It was agreed that every member contact either those who have lagged in attending meetings and taking interest in the affairs of the association or those who have declined to join by letter. President DeFiore told the members that he felt, that with the adoption of the code the Del-Mar-Va peninsula should have a 100 percent organization if the terms of the code are to be met and given a fair trial. It was also decided to have meetings more often so that the organization could hold the interest of the members. The next meeting will be held in about four weeks, when reports will be made on the progress under the code.

DeFiore and Ben Schindler were the only representatives from Wilmington; A. E. Seligman, the only other member being confined to his home by illness.

Ushers Low Salary

Charges that industry code wording has been used to cut some ushers as low as $10 in some spots have been made to Deputy Administrator Sol A. Rosenblatt. The matter is being investigated.

Clark Heads New Film Carriers Organization

Hornlacher Executive Leads Trucking Group

James Clark, Horlacher Delivery Service executive, is the new president of the National Film Carriers, Inc. Unit includes 30 companies, serving 6,000 theatres, and was organized last week in New York City.

New Jersey Messenger Service is the other delivery unit joining from this section. Myer Adleman attended the opening meeting. Clark is also treasurer. Clint Weyer is secretary.

Film delivery executives from all parts of the country attended. A separate code for film transportation units will be asked. Standardization of equipment and other economics are also planned.

Wilmington Suit List

The following suits involving motion picture interests were listed on the United States Federal Court, District of Delaware docket in Wilmington for the December term:


Dining Garden with House

A tract of ground containing more than three acres in the rear of the Yorktown Theatre, here, which is being built on Ogontz Hill on Old York Road by Charles Kahn, owner of the grounds, is to be improved by him immediately as an open-air dining garden which will follow closely on the lines of the most popular resorts of that kind in the large cities of Europe, particularly in Paris, Vienua and Berlin. Warner Brothers have leased the theatre.
Local Exhibitor Organization Plans Meeting After Committee Selections

Said Hobart Mann

Resignation of Dr. A. Lawrence Lowell from the Code Authority was hinted in BEHIND THE PARAGRAPHS in the last issue of THE EXHIBITOR. It was written that unless his recommendations could carry weight, the Doctor wouldn't take the post.

In a lengthy statement accompanying his resignation, Dr. Lowell panned the code provisions regarding block booking and other angles.

In other words, Dr. Lowell figured that he would be little else but an ornament, so he chose to resign.

heard In

Crosstown

Eddie Cantor
Coming Here

A. N. PALMER has the Majestic, Middleton, as well as the Elks. Messrs. Frere and Sobel have the Eureka Theatre, as the New Eureka Amusement Company, Inc., has the Unique. W. J. McClure and Chris Nacrelli have the Globe, Eureka Amusement Company. Star, Harrisburg, as well as the Elks. Messrs. Frere and Logan, from the Ogontz, to mention one. . . .

STANLEY COMPANY gets $74,103 in over assessments from the government. . . . “Alice in Wonderland” did five days, was succeeded by “Dancing Lady.” . . . Downtown business was nothing spectacular. . . . For that matter, holiday business was nothing to rave over. . . . Shore got a play, but generally, the holidays failed to make little difference. . . . Where the attraction was above average, so was business, and vice versa. . . . Stanley houses, some of them, had photo of staffs in the lobby, wishing patrons a Merry Xmas and a Happy New Year. . . . Upton’s looked nice.

PULLING the Wilmington meeting all Warner officers were re-elected. . . . The Warner Blumberg trio sent out identical greeting cards. . . . In one. . . . Most of the cards this year were subbed, anyway.

FRANK BULHER seems busy these days. . . . Willard Patterson, who is kept humming hopelessly in New York and Philadelphia, doesn’t get any heavier, seems a bit thinner. . . . Sid Stanley is now at Fay’s. . . . House has an 8-act policy.

MORE S-W Manager changes have been taking place. . . . Lee Kline is now at the Logan, from the Ogontz, to mention one. . . . Philkino stays closed.

General Session Likely Following Announcement of Zoning and Grievance Boards from Washington—Deadline for Signing Approaches

The M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware plans a general meeting following announcement of local zoning and grievance boards.

That is the intention at present, with the meeting being called to discuss the selections. All exhibitors must sign the code by January 10 to get any of its benefits. While the local organization has not yet gone on record as a body approving the code, individual members will undoubtedly sign up 100%.

TEN YEARS AGO. . . . Doc Schad was re-elected president of the M. P. T. O. . . . Bluebird Theatre was renovated . . . Bill Heaven had a real birthday party . . . Film Board of Trade opened offices . . . Independent producers formed an organization . . . Jim Byrne was booking at FB0 . . . Robert Horsley was branch manager for Vitagraph . . . Dover’s Opera House opened.

Goldman an Independent

William Goldman, formerly general manager of the Stanley-Warner local division, may become an exhibitor in this territory very shortly. That is the report current in local film circles.

The former S-W chief still resides at the Bellevue-Stratford here, and is still very prominent. His daily carnival in his buttonhole easily identifies him.

His future moves will be watched with interest by his many friends and acquaintances in the trade.
FOR THE FIRST TIME NORTH OF THE EQUATOR... they're doing the CARIODA, the tantalizing, mesmerizing Brazilian Dance Sensation that soon will be driving America Melody Mad!

SEE IT!... and a thousand other wonders in a spectacle set to rhythm, that fills the earth with beauty, laughter, song and dance... and sweeps to eye-staggering sensation as the Flying Armada Of Beauty soars on wings of giant planes down heaven's twinkling pathway!

NOTHING LIKE IT HAS EVER BEEN DONE! IT MAKES YOUR FONDEST DREAMS OF MUSICAL ROMANCE COME TRUE!

STUNNINGLY DIRECTED BY THORNTON FREELAND.  *
FABULOUSLY STAGED BY LOU BROCK.  *
LITLING LYRICS BY EDWARD ELISCU AND GUS KAHN.

WITH

DOLORES DEL RIO

GENE RAYMOND • RAUL ROULIEN
GINGER ROGERS • FRED ASTAIRE
and 200 Beautiful Girls Picked from 10,000
Haunting Melodies by VINCENT YOUMANS

OTHER GREAT NATIONAL NEWSPAPER ADVERTISING CAMPAIGN
BETWEEN THE PARAGRAPHS

WHO’LL CHECK EXHIBITOR ADVERTISING?

Perhaps the gentlemen who thought up the idea of having one central council okay all trade copy and pressbook material will now figure out a method whereby exhibitors will be prevented from turning whatever material is given them into bits of salacious advertising. The council may do its work well but it will probably be up to local boards to check the more-sexily-inclined theatre operators.

There are some who consider that central council idea rather high-schoolish. These objectors point out that most advertising departments are composed of men who are not only capable but who have a high sense of honor. Why force an okay on every piece of copy? The code does not provide for a central council although it is quite likely that the Code Authority may favor this form of regulation. The code says there shall be a high moral standard. Inasmuch as the success of the entire code depends largely on co-operation, it is to be wondered why the central council idea is being made mandatory.

INDEPENDENTS SHOULD HAVE OWN BODY

Independent film companies, not members of the Hays organization, are also ready to maintain the high moral standard. But if they place their copy under the central council censorship, they lose their identity. Independent companies, releasing regularly, rarely offended, anyway. Perhaps a few shows came through that were handled in a salacious manner. But in a few cases the campaigns consisted of good showmanship which proved real tonics to the business. “Goona Goona” was an example of showmanship, not poor taste, exploiteers will tell.

WARNERS AGAIN SET A PACE

The industry, which several months ago, was wondering what change might come in Warner production, now has its answer. If “Havana Widows” and “Convention City” are examples, exhibitors are in for a round of highly funny, entertaining pictures, containing casts that may contain familiar faces but which guarantee entertainment. Both take up situations which may have been seen in the past, dress them up and keep them going at whirlwind pace. “Convention City” is racy, but always entertaining. The names of Kibbee, Blondell, McHugh, Herbert, Jenkins, Powell, Farrell are reasons for signs of satisfaction from any audience, while the additional faces brought in for each vehicle merely add to the guarantee. Warners have developed a capable stock company of comedians. It apparently is the first company to do so with success.

WATCH FOR THE FUN TO HAPPEN

It is going to be very interesting, this business of the grievance boards. Wait until the lists of complaints start rolling in. In some situations, apparently, the exhibitors are waiting for the boards to hold their first meetings before cutting out unfair practices, condemned in the code. Theatremen who have that idea are in a few cases the campaigns consisted of good showmanship which proved real tonics to the business. “Goona Goona” was an example of showmanship, not poor taste, exploiteers will tell.

NEW FACES FROM THE INDES

Monogram has finally done what has been asked of the indes for years. It is building a star name in Ray Walker. Chesterfield may attempt the same in Grace Hayes. The trouble with inde companies is that they have been influenced by the tradition that they can use only what can be borrowed or cast off. In bringing in new faces (and keeping them under contract), they are performing a service for exhibitors and themselves. Every new idea in independent production means more money for all concerned.

CLASSES OF ADMISSIONS

Even more interesting than the list of complaints under code regulation will be the manner in which theatres will attempt to supersede those clauses calling for bans on two for ones, etc. Already some houses are establishing what they call high school prices, between the children’s low and the adults’ high. Cards are used, with pictures for identification purposes. If okayed by local committees’ high school prices may solve problems.

LOOKING UP THE RECORDS

Exhibitors who have been mentioned for local grievance and zoning boards are investigated before being appointed. In other words, the theatremen who have clean slates have the best chance for the posts. Nothing is being left untouched in an effort to find out the reputation of the men who must make or break the code.

HOBART MANN

Show Going

Know that the quickest and most convenient way to show-shop is to use the Record’s Amusement Directory. 167,000 daily and 225,000 Sunday turn to this complete listing of Philadelphia showings when show time comes.

For only 30 cents a day you can tell them who’s playing in what at your theatre. A longer listing costs but 15 cents a line more.

The RECORD

Amusement Directory

offers you the most economical and practical form of advertising ever presented to Philadelphia theatre owners. Today it carries the listings of more than 170 theatres in the Philadelphia district. Does it carry yours? To insert your ad just call

PHILADELPHIA

RECORD

CLASSIFIED DEPARTMENT

WALNUT 2300

Jan 1 '34

HOBART MANN
Code Authority Holds First Meeting and Appoints Preliminary Committees

**Code on Doubles**

A lot of exhibitors in the local territory haven't taken time off to read the code to find out whether or not there is any penalty against double features. If they had they would know that the code doesn't mention doubles, which should put a stop to any rumors claiming otherwise.

It is probable that the question of double features may come up in zoning discussions, but double features will not be barred by any local board ruling. That's positive.

**Lowell Resignation Revives Block Booking**

**Industry Problem Again to Fore After Doctor Quits**

Resignation of Dr. A. Lawrence Lowell from the Code Authority again brings up block booking as an industry issue.

Dr. Lowell maintained that block booking had been given a certain legal sanction by the code, and although General Johnson replied that block booking had been upheld by the Circuit Court of Appeals, Dr. Lowell still held to his guns.

The Doctor maintained that the 10% cancellation privilege meant little.

Block booking has always been a controversial question.

One faction in the industry says it is good, another maintains it is bad.

The question is what exhibitors individually think.

To that end, then, the blank below is published.

Drop this publication a line, giving reasons for the opinion rendered. More light on the question will serve a purpose.

**WHAT IS YOUR OPINION ON BLOCK BOOKING?**

I Favor Block Booking ...........................................

I Do Not Favor Block Booking ..................................

Name ...........................................................................

Theatre ...................................................................... City ..................................................

(Ed. Note: If you have much more to say, attach this to your letter or memorandum and send it in immediately.)

TEAR OUT THIS BLANK AFTER YOU FILL IT IN AND SEND IT IN IMMEDIATELY

Rotating Plan Used for Chairman—Rosenblatt Presides—Indes Well Represented on Bodies—Cantor Present, Lowell, Dressler Absent

The Code Authority held its first meeting in New York City, December 20. Only preliminary work was considered, with several committees appointed to start the ball rolling.

The next meeting will take place January 4. While committees were appointed, it was decided not to elect a permanent chairman, but to use a plan of rotation with Sidney R. Kent, president of Fox Film, acting as chairman at the next meeting.

Sol A. Rosenblatt, NRA Division Administrator, presided. Questioned about reports that Dr. A. Lawrence Lowell, president-emeritus of Harvard University, would not serve on the Code Authority, Rosenblatt said:

"Ask General Johnson."

Neither Johnson, Lowell or Marie Dressier was present.

Committees appointed were the following:

5. On naming members to the zoning and clearance board and the grievance board—O'Reilly, Kent, Schaefer, Johnston, Yamins.

Kent is at present on the Coast, and was represented at the meeting by W. C. Michels.

Eddie Cantor was present at the meeting.

Preliminary committees will have reports to make at the next meeting.

Sol A. Rosenblatt has been appointed NRA Division Administrator, the division including all the amusement field, which ought to make Rosenblatt most important in all deliberations.

William P. Farnsworth, Assistant Deputy NRA Administrator, has been moved up a step, replacing Rosenblatt as Deputy Administrator.

Meanwhile, the Federation of the Motion Picture Industry was preparing for a meeting to be held very shortly, at which time definite action on the advertising council and the code was expected to be taken.

Forms are being mailed out to individuals, theatres, and others in the business so that signatures may be handed in by January 10, the deadline for the code.

Resignation of Dr. Lowell from the Code Authority was not a surprise, as the move had been hinted.

John Flinn is expected to be named permanent secretary for the Code Authority. He is a veteran in the film business, now serving as president of the AMPA, advertising unit.

Allied units, generally, have been cautioned to wait before rushing in to sign. It was expected, however, that theatres will sign the code individually when securing their certificates of compliance, being mailed this week.

P. S. Harrison, publisher of Harrison's Reports and prominent inde leader, has come out for the code, believing that its operation will prove its merits. This statement by Harrison is believed to have swung over many exhibitors who might have been doubtful.

Generally, the slogan of the industry has been "sign and see."

Announcement of local zoning, and grievance boards is expected soon. Names of those favored have been pouring into Washington.

Following an interlude in which major producers might have balked on further code progress, an interpretation by General Hugh Johnson, NRA Administrator, regarding the President's executive order accompanying the code, in the form of an additional memorandum, satisfied the producers.

The hue and cry from the Hays organization was to the effect that self-regulation, virtually assured the leaders, had been taken away by the President's executive order, accompanying the code signature. This, after a Washington weekend conference, was interpreted to mean that General Johnson will not pass in review on all cases but would merely observe the workings of the code. In addition, he can not remove or appoint any code authority members without a majority vote of the code authority.

**Code Cuts Operators**

In some cases, operators may be cut under code regulations. Inasmuch as there is a 40 hour limit, union cannot boost the cost to an exhibitor who obeys code regulations on salaries. In cases where extra man is needed union must supply extra men where needed but to conform with code some operators may be cut.
JOHNNY BACHMAN and Jack Skirball made the Washington-Pittsburgh tour recently. Johnny reports lots of bookings on "Aniachak," a swell three reeler. Bets are now being taken as to who will function on the zoning board as well as the grievance board.

MASTERPIECE awaits the first print of "Wine, Women and Song." Libby Tashman and Lew Cody head the cast and advance reports were very enthusiastic. In addition, "Secret Sinners" is in the house and ready for booking. "Pop" Korson saw "Wine" and was waiting for a print to come in to prove his raves were backed by real solid entertainment.

JOHN GOLDER has plenty of Xmas cheer. He's looking forward to a real change for the better in 1934. Herb Given has been spending a lot of time in his New York exchange of late. Mike Seigel has a single reel that exhibitors have been commending. Johnny Backman reports that Educational will make a banner year out of 1934. He got a set of boxing gloves for Xmas, or one of his sons did.

SANTA WAS VERY GOOD to folks on the street. There were plenty of parties and plenty of hangovers. In fact, the period between Xmas and New Year's was generally a festivity and hangover era. Where there wasn't an official open house, there was a bottle passed around.

THE FOX DRIVE entered its last weeks with Philly not winning this time, according to early indications. Salesmen Smith and Tolmas were way up, though. Most of the salesmen stayed off the road this week and took a slight vacation. Thus saving a lot of expense money.

SUNBURY HOUSE Changes

Glen Wolfe and George B. Fluhrer have become joint operators of the Chestnut Street Theatre, Sunbury. They acquired proprietorship of the theatre December 15, from Edward G. Wetzel and Ray Beadle.

LOU KROUSE, the bibliophile, visited the local Riotto, made a great impression, had some new match tricks up his sleeve. The assistant to the president of the I. A. T. S. E., is a busy man these days. Apex Garage is ready to serve you in 1934.

HERB TAYLOR, at Preferred, reports a big pickup in business during the holiday period. Messrs. Engel and Diamond took a pullman when they hopped to the big city. Most of the salesmen stayed off the road this week and took a slight vacation. Thus saving a lot of expense money.

BECKETT Brothers thank everyone for the Xmas trade patronage. They promise even more increased service in the future.

RALPH BINNS, away off in China for Warner, reports. He sent cur- lir Chine Xmas cards to all his friends. The Venice Theatre tries 5 cent mattinees. Or has been, up to the code. Lee Blum- berg, well known here as a SAV man, is handling exploitation section of Warner press-books.

NATIONAL THEATRE SUPPLY COMPANY reports a slight upturn in business during December. One of the biggest jobs was at the New Broadway, Camden. With odd contracts in other spots.

BEN TOLMAS gave out personal small cal- endars to Fox accounts, received much commendation. George Kline sent out personal Xmas greetings depicting "A Century of Progress." A nice touch. Jim Clark, at Horlachers, took a trip to New York and went down to the Washington territory.

HARRIS ITEMS include the twins getting skates. Trying to skate on carpets and then going outside and falling. Jack got a movie machine. Claire got so and so. Sara got 100 pennies (copper). Bennie still counting his. Elsie and Joe Schultz enjoyed their NY trip.

H-RISON ITEMS include the twins getting skates. Trying to skate on carpets and then going outside and falling. Jack got a movie machine. Claire got so and so. Sara got 100 pennies (copper). Bennie still counting his. Elsie and Joe Schultz enjoyed their NY trip.

NICK POWER was a visitor on the street. Team of Sobel and Freer entertained three young ladies at lunch. Where was Jack Greenberg shopping? Joe Wodock made a speech at the opening of his new house. "The Gros" little boy has a new puppy. Stanley Smithers was a recent visitor. Paramount Xmas party was big success. Harry Freeman is quite a schmuck. Mae Borden, Fox, was a recent visitor in Sunbury.

HORLACHER is sending out the an- nual listings, including necessary addresses, bookers' names, etc. Part of the usual Horlacher Service. Snow hurt business this week, which, added to the lack of Xmas Day trade, made it a disappointment to exhibitors in general.

BILL QUINLAVEN objects because there is an orange spot on St. Patrick's day on THE EXHIBITOR calendar. Also because the type on Yom Kippur is bigger than that on Thanksgiving Day. Earl Sweigert attended the New York City meeting of exchange employees on the code. So did Jack Greenberg. Louis Nizer presided.

SOMEONE POINTS out that Carl Laemmle is a wrestler, weight, 203. It can't be the U president. He doesn't weigh that much. Harry Dembow claims he slipped on the ice, offers printed alibi: "Slipped down the front steps and battered my face, and for the finishing touches put my teeth through my lower lip." THAT'S MY STORY, AND I'LL STICK TO IT... It is Charlie Bellin who is the cute Warner booker, not Herb, as this column would have you believe.
The Newest-Smartest Snappiest Thing in Screen Entertainment

P. A. Powers Presents

Comicolor Cartoons
Succeeding Subjects to be Selected from The Following Stories Now in Preparation.

“Dark Hazard” Is a New Robinson

Edward G. Robinson, Glenda Farrell, Genevieve Tobin and others may be seen in the Warner show.

Theatre Tieup Brings a Tariff Suspension

Premium Involved in Public Service Commission Case

Tariff of the Schuylkill Valley Lines, Inc., which operates passenger bus lines to various Montgomery County points, centering in Norristown, was suspended last week by the Public Service Commission.

Body charged the concern with giving premiums of theatre tickets to purchasers of bus fares.

Ruling of the commission was made effective from January 6 to June 4, 1934, and the concern was directed to show cause why the tariff should not be canceled. Hearing will be held January 11.

Stop Russian Film

Wilmington detectives halted the showing of alleged communist film depicting scenes of the Russian revolution and development of the soviets, arresting two leaders in the movement at a meeting at Eden Hall.

Biograph Reopens

Completely rebuilt and modernized, famous Biograph Studios, New York, for years the workshop of such luminaries of the silent screen as Mack Sennett, Mary Pickford, D. W. Griffith, Marian Sunshine, Henry B. Walthall, Mabel Normand and Sarah Bernhardt, and the scene of the early efforts of some of the most noted performers of the last decade, reopened for the production of talking pictures, December 27.

Among the hundreds of well known personalities who attended the opening ceremonies was Amelia Earhart, Fannie Hurst, Henry Hull, Moss Hart and Nancy Carroll. And Mary Pickford and D. W. Griffith, who were identified with the old Biograph Company when it was the leading picture organization in the field, were guests of honor.

Two More Trade Shows

Closely following the success of the national trade showings of “Roman Scandals,” United Artists completed arrangements for two more national trade showings on “Gallant Lady” and “Moulin Rouge,” both 20th Century productions.

“Gallant Lady,” starring Ann Harding with Clive Brook, Otto Kruger and Dickie Moore under the direction of Gregory La Cava will be previewed in key cities on January 3. Constance Bennett-Franchot Tone vehicle “Moulin Rouge” directed by Sidney Lanfield will be ushered in with a national trade showing January 9.

“Sensation Hunters” Has a Musical Background

Arlene Judge heads a feature cast in the Monogram release, now available.
BIG! So big, we had to get artists as famous as these to give it the campaign it deserves!

Watch for their campaign! Available to every exhibitor who plays the picture!

Released thru UNITED ARTISTS! Backed
“Gallant Lady”

Hollywood, Dec. 5.—“Gallant Lady” is big and fine. A thrilling picture, throbbing with a measured beat of human sympathy.

Audiences will meet, know, and be pulling for as swell a group of human beings, led by Ann Harding and a stellar cast, as have graced the screen in some time.

Not since “Holiday” has Miss Harding been accorded such a genuine, sincere and meaty role. She handles it with feeling and telling effect.

The story concerns a girl courageous. Her fiance, killed in a take-off on a trans-Atlantic flight, forces her to have her child adopted. Her attachments to three men, her business success, her yearning and quest for her baby boy, and her final break for happiness are meager highlights of an absorbing plot.

Charged with quiet power, suffused with poignant pathos, the picture reveals dramatic heartbreak in a touching and tender mood. Sighs and sob are broken by smiles and laughs. Ann Harding softly etches a portrait that engraves itself on one’s memory.

Clive Brook, as a social outcast, elevates human frailty superbly. Tullio Carminati is gay, Otto Kruger is dependable, and both give quality performances as the two other men in Ann Harding’s life. Janet Beecher, rich in stage experience, turns in a warm, competent and sincere portrayal. Dickie Moore is a lovable, regular fellow. Betty Lawford, as the female menace, handles a tough job neatly.

Gregory La Cava’s direction, keeping the human values well in front at all times, is expert in all departments. Sam Mintz’s screen play is a model of craftsmanship.

“Gallant Lady” explores the heartaches and gropings of real people. Its soft symphony reaches the hidden springs of emotions and plays wholesome music on the heartstrings.

Appealing to all classes, “Gallant Lady” may well be considered outstanding, should do standout business where Ann Harding’s name pulls and should rejuvenate her popularity elsewhere.
“Little King” Has Plenty of Good Tieups

A large array of promotional tie-ups in merchandise and publications are available on Otto Soglow’s famous “Little King” animated cartoons, produced by the Van Beuren Corporation for RKO Radio release.

In press channels, Soglow’s merry monarch has long been a feature in the national magazine, The New Yorker. Now, the screen leading the “Little Queen” has crashed full page of the exclusive Vanity Fair. This cartoonist is also represented in the press through his King Features syndicate on “The Ambassador.”

In merchandising channels, liquor glasses and accessories in many styles, humor books, milady’s compacts, greeting cards and other media enhanced by clever cartooning afford exhibitors a wealth of tie-ups in window displays and advertising columns.

“Little King” glasses recently secured full window tie-up displays for RKO’s New York theatres in two department stores. These glasses, decanters, cocktail shakers and other glassware carry His Honor on the smaller items and the King and his courtly butler in various phases of mixing drinks. All reproductions are in full color and carry the autograph of O. Soglow.

Department and drug store windows and cosmetic displays are afforded through Soglow’s creation of the “Little King at the Keyhole” compact in various-colored combinations.

One side of the compact presents in full color a likeness of the mischievous monarch peering through a keyhole while the other side reveals the capricious maiden of his gaze.

Toys in Wilmington

George Jones, manager, Loew’s, Wilmington, saved the day for the poor kiddies’ Santa Claus. This year Uncle Sam was the only Santa Claus. Anyway, toys were coming in slowly and the welfare officials were worried. Jones heard about it and went to Chief Lutz with his scheme, admission to the theatre for any child for a discarded toy worthy of restoration. Once announced properly with plenty of publicity for Jones and his pictures, the toys began to roll in so fast that it kept the firemen busy hauling them over. With the end of the week’s offer, one thousand toys had been collected.
CLASS OF 1924 held its reunion at the Strand Theatre, Sunbury. . . . When class was at school, J. M. Blanchard, manager, Strand, took the pictures with the proviso that the reel be sealed and shown only every ten years. . . . This being the 10th year, the showing took place.

ANNUAL TOY MATINEE at the Bloomsburg Capitol was a big success. . . . Lloyd Hause was in charge. . . . More than 1000 kiddies turned out to celebrate. . . . In addition, the annual Kiwanis party drew a record breaking crowd also with almost 1500 kids present. . . . House got a publicity break on the front page of the local paper. . . . Capitol’s midnight show was jammed.

STRAND, SUNBURY, turned ‘em away at the midnight show Xmas eve. . . . Glass was broken out of several cases. . . . Strand and Rialto planned a midnight for New Year’s eve.

STRAND had 1485 kids as guests at a Xmas party. . . . The Sunbury house had a program arranged by Manager J. M. Blanchard. . . . Tie-up was with station WKOK and a merchant.

LOCAL HOUSES expect a pickup in business after the first of the year. . . . All theatres are going in strong for community tie-ups, which seem to show their benefit at the box office.
**“Convention City”**

Warners have a honey in “Convention City.”

Piece is exploitation meat, has a cast that includes star names such as Joan Blondell, Adolphe Menjou, Mary Astor, Frank McHugh, Dick Powell, Patricia Ellis, Guy Kibbee, Hugh Herbert, Ruth Donnelly and others, rushes through with a pace that is seldom equalled on the screen and can be marked down as another hit from the boys who know how to make them, Warners.

Decidedly an audience satisfying attraction.

J. E.

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**Roman Scandals” Looks Like Dough**

Eddie Cantor heads a swell cast in the Samuel Goldwyn production of “Roman Scandals,” released by United Artists.

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**Many Midnight Shows Because of Holiday Break**

Many theatres throughout the territory turned to midnight shows as an added means of revenue in the holiday period.

In the city and in other spots, Sunday night and Sunday midnight shows were presented.

Wilmingtom theatre men have George Jones, manager of Loew’s Parkway, to thank this year for helping them solve a midnight Monday morning show problem that has always delayed their show. City ordinance stipulates that no theatrical performance shall begin until after midnight Monday mornings, but there seemed to have been a most question about the right to sell tickets prior to midnight. In any event several efforts to sell tickets before midnight and thus avoid a delay of about a half an hour of the show in the past have failed. This time Jones went to work on the matter and got consent from the Board of Public Safety and also the City Council to sell tickets a half an hour before midnight.

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**Four for FD**

First Division Exchanges, world’s leading independent, has four pictures playing on Broadway this week. They include: “Rainbow Over Broadway,” with Grace Hayes, Jean Marsh, Frank Albertson, Lucien Littlefield, Funchon & Marco Girls and others; “He, King of Virtue,” from a story by Guy de Maupassant; “Dassan,” produced and photographed by Cherry Kearton, noted naturalist and explorer, on the Isle of Penguins; “Throne of the Gods,” a thrilling pictorial tale of an expedition which, in the face of tremendous danger, successfully scaled the highest, snow-covered peak of the Himalayas.

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**Amita Producing**

Definite plans for production have been announced by John M. Crinnion of Amity Pictures Corporation. Schedule includes twelve full length features. Samuel Efrus left for Hollywood where he will be in charge of production.

Amita Exchanges have been advised that the first picture of the new program will be released March 15. Conforming with this schedule, Amity also announces the purchase of six Will Rogers shorts of a novel and original character.

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**Heard In**

Orpheum Re-opening Hinted Here

By T. R.

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**WILMER & VINCENT theaters, Embassy and State, were the scene of several large Christmas parties for children. . . . Shows were to be at hours not conflicting with church services, and charities and welfare funds were to get part of the proceeds.**

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**Buys Rogers Shorts**

John M. Crinnion, Amity Pictures, announces the purchase of six Will Rogers shorts for distribution in the United States. Shorts produced by C. S. Clancy, are of a novel and original character, featuring Will Rogers as a guide on a sight-seeing airplane flight over Ireland, Holland, England, France, Germany and Switzerland.

The first release is scheduled for March to coincide with Amity’s announced release dates on the new features in production on the coast now.

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**R**

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**The Engagement of Miss Ruth Lissy and Irvin Laver is announced. . . . Ruth is the popular young member of the Masterpiece office staff. . . . The ring is beautiful.**

Death of the mother of John Phelan, RKO booker, was mourned by her many friends and acquaintances. . . . It happened Xmas Day, which made it all the more sorrowful.

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**IT WAS MR. AND MRS. WILLIAM FRANCIS LAFFERTY when the assistant manager of the Stanton Theatre married Miss Helen Cecilia Slocum recently. . . . Honeymoon was a motor trip.**

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**Mike LANdow, the prince, has a cane. . . . Lew Kehleman is thinking of buying a ring. . . . A big one.**

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**Herman Sher of East Stroudsburg and Betty Redmond of Metro made it Mr. and Mrs. Christmas Day. . . . The trade will be glad to hear of it.**

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**Who is the Vine Street young lady who visits the bachelor exhibitor’s theatre quite often? A Norman Lewis broke a bottle and will a Vine Street manager’s face turn red when he reads this? Who is the Vine Street manager who spent the Xmas party afternoon kissing MALE exhibitors? It must be that party influence.**

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**Lou lieser, formerly with U here, is now with U in Java. . . . H. T. Smith, U’er, is now living here. . . . U exchange had a nice Xmas tree. . . . Mike Landow acted as Santa Claus at the party. . . . Spent a pleasant afternoon having it out. That has been his specialty for quite a while.**

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**Man’s Paradise**

Herbert W. Givens, Inc., is distributing “Man’s Paradise.” Shots were made by the Huntington Expedition in the South Sea Islands.
THE EXHIBITOR

Settling Suits

Several suits have been settled out of court.

That of Youngclaus against distributors in the Omaha zone was settled, after the exhibitor won a Federal injunction against the territory protection agreement.

The suit of Ivan Abramson for $1,500,000 against distributors, was also settled.

Locally, the Victoria Amusement Company suit against distributors has not yet been settled, it is believed, although there have been rumors that a settlement is in progress.

Heard In

EHIGH VALLEY
Call Him Up
Some Time

By Jack

HERE COMES 1934 and I hope you all get the breaks. . . . The newest manager is Arthur Kerns, appointed by M. H. Goodman, United chain, to the newly opened Lyric, Allentown, December 21. . . . Wilmer and Vincent's State re-opened Christmas day with Harry Delmar's "Minnie," and "Santa Claus" at the doors of the Strand to greet the kids. . . P. R. Hoffman had over 1000 guests at his Christmas matinee in his 19th Street Theatre, including the inmates of the Good Shepherd Home and others invited by the "Saturday Gang." . . . Lee Levy, Colonial, and Walter J. Hurley, Rialto, (both Wilmer and Vincent theatres), collected a lot of canned goods for the Lion's Club Santa Claus basket, as admissions to children's matinees.

PAUL ALLENDAR conducted a welfare benefit, sponsored by the Daughters Division of the Women's Club with "Mickey Mouse," "Minnie," and "Santa Claus" at the doors of the Strand to greet the kids. . . . P. R. Hoffman over 1000 guests at his Christmas matinee in his 19th Street Theatre, including the inmates of the Good Shepherd Home and others invited by the "Saturday Gang." . . . Lee Levy, Colonial, and Walter J. Hurley, Rialto, (both Wilmer and Vincent theatres), collected a lot of canned goods for the Lion's Club Santa Claus baskets, as admissions to children's matinees. . . . Andy Anderson, manager, Ross, cooperated with the Northampton Quota Club by conducting a canned goods matinee. . . . George Relevs, appointed by conducting a canned goods matinee. . . . Oscar Foreman at the College (U. C.) admits children for 10 cents anytime. . . . State, Walter E. Jones.

AMPA to employers who have the vision to take advantage of the present unusual condition.

Our committee has a registration bureau ready and eager to give advice and assistance to those who will take advantage of the present opportunity to "step up their man-power."

Sincerely,

Associated Motion Picture Advertisers, Inc.

THIS IS THE SECOND OF A SERIES OF SIMILAR ADS. DESCRIBING THE QUALIFICATIONS OF OUTSTANDING MEN FOR WHOM THE A. M. P. A. IS DESIRous OF SECURING EMPLOYMENT.
As happy as a child, Harry worked laboriously handiest stage employes in Harrisburg. . . . He was glad when asked by Manager Jack O’Rear, Colonial, to build a substantial replica of Santa Claus to be placed in a prominent position atop the marquee of the Colonial. . . . As happy as a child, Harry worked laboriously in the cellar of the Colonial to complete a large jolly Santa Claus. . . . Tilting Santa against his strong shoulders, Harry raised the piece of art carefully and started through the cellar door. . . . He found it impossible to remove Santa from the cellar. . . . He had constructed Santa larger than the cellar doorway. . . . After a delicate and tedious operation, Santa’s appearance somewhat marred, finally was removed.

STATE THEATRE, Harrisburg, was closed during the week of December 18 for the purpose of giving it a thorough inspection, making it more comfortable wherever possible, arranging holiday decorations and installing a new policy of operation.

MANAGER CHARLES McLEARY, Loew’s Regent Theatre, has reported excellent results from the use of a loud speaker on the marquee. . . . For “Dancing Lady” the loud speaker was put in operation. . . . Remarks on the picture were broadcast together with announcements of the following week’s attraction, “The Private Life of Henry VIII.” . . . Phonograph records were used to broadcast song hits from the pictures. . . . For “Dinner at 8,” Manager McLeary reported, for the first time in a number of months, to the use of one-sheets. . . . A permanent tie-up with a Harrisburg taxicab company has been arranged by Manager McLeary. . . . Every day on the rear of the taxicabs are carried prominent signs directing all who see them to Loew’s.

MANAGERS Harry Lambert, Colonial; Jack O’Rear, Victoria, and Charlie McLeary, Loew’s Regent, surpassed former Christmas week attendance records by offering first-class pictures. . . . Miss Mary Pauline Funk, pretty cashier, Colonial Theatre, Harrisburg, became Mrs. Claude Knol, December 14. . . . Marriage was performed at Newville. . . . Marriage was performed at Newville. . . . Mrs. Knol says Mr. Knol is a handsome bus driver. . . . Bill Manahan, doorman, State, Harrisburg, ill for a week with grippe, was expected to return to his post when State re-opened for holidays. . . . There was general rejoicing among his innumerable friends when C. Floyd Hopkins, manager of Wilmer and Vincent interests, Harrisburg and Reading, returned home from Miami Beach, Florida. . . . He had been ill since June. . . . Her speech lost for four days, due to severe cold, Mrs. Estella Hicks, cashier, Victoria, Harrisburg, stuck to her post like a real trooper. . . . Colonial, Harrisburg, gave seven complete shows daily during show week. . . . Miss Mary Pauline Funk, pretty cashier, Colonial Theatre, Harrisburg, misses few opportunities for exploitation. . . . To exploit “The Private Life of Henry VIII,” Mac arranged the distribution at the Harrisburg Public Library of bookmarks bearing list of Henry VIII literature. . . . Mac and his assistant “Bob,” Fitchberger, had a busy time judging 1200 drawings to pick winners of the King Henry Whisker contest conducted at Loew’s recently. A benefit show was held at the Strand Theatre, Steelton, by the Baldwin Hose Company, Steelton. . . . Three turkeys were given away by patrons holding lucky tickets at Grand Theatre, Huntington.

HARRISBURG MOVIE FANS have been expressing disappointment over failure of the master minds of moviedom to bring “Alice in Wonderland” to their city.

SKIPPER CHARLES McLEARY, Loew’s Regent, Harrisburg, misses few opportunities for exploitation. . . . To exploit “The Private Life of Henry VIII,” Mac arranged the distribution at the Harrisburg Public Library of bookmarks bearing list of Henry VIII literature. . . . Mac and his assistant “Bob,” Fitchberger, had a busy time judging 1200 drawings to pick winners of the King Henry Whisker contest conducted at Loew’s recently. A benefit show was held at the Strand Theatre, Steelton, by the Baldwin Hose Company, Steelton. . . . Three turkeys were given away by patrons holding lucky tickets at Grand Theatre, Huntington.

HORLACHER IS THE OLDEST DELIVERY SERVICE
ONLY CAPABLE, BONDED DRIVERS ARE USED
REGardless of RAIN or SNOW DELIVERY IS PROMPT
LEADING EXHIBITORS HAVE BEEN CLIENTS FOR YEARS
After 15 years it stands with unexcelled record.
COURTESY HAS BEEN A DOMINANT PRINCIPLE ALWAYS
HEAVY INSURANCE COVERS ALL DIVISIONS OF THE BUSINESS
EVERY EFFORT IS ALWAYS MADE FOR GREATER EFFICIENCY
REAL SERVICE HAS BEEN THE REASON FOR PROGRESS

HORLACHER
DELIVERY SERVICE, Inc.
1228-30 VINE ST.
PHILADELPHIA, PA.

NEW YORK  WASHINGTON  NEW HAVEN
SCRANTON  BALTIMORE
LAST month we presented our case against the Fox advertising and publicity department, seeking to indict it for negligence in performance of duty to exhibitors. We promised to proceed until a marked improvement would result.

We make no effort, even by innuendo, to claim credit for the change in the Fox press-book on "I Am Suzanne." If, indirectly, calling attention to the ineffectiveness of these press-book aids resulted in more time and consideration being allotted to the task and better material being produced, we still prefer to believe that it was a matter of time.

Criticism of the inferior Fox press-books was not aimed at any individual but at a system. When one considers that productions cost around $200,000 or more and then learns that press-books are turned out at less than one per cent of that major investment, one can readily understand why material is not fulfilling the intended purpose. The same individuals who produced great Fox press-books in past years are perhaps influenced by the type of product created by Movietone City.

These men are not being given sufficient time to create; they are evidently not allowed the necessary appropriation with which to do the extra special job needed to help merchandise this type of Fox product. These are our suppositions.

The "I Am Suzanne" press-book, from advertising layout and sales copy standpoint, gives exhibitors something tangible to play with and sell to prospective ticket-buyers. We are exceedingly optimistic about this press-book and those just received from other companies. Therefore we will indicate a new trend.

Beginning next month we will reproduce the best individual ads from the month's press-books and simultaneously review those exploitation ideas which are practical, economical and carry a possibility of bringing additional revenue into box-offices.

Presentation of our case against press-books in general and Fox, in particular, last month, was not refuted. On the next two pages we devote a great deal of space to show Fox ads which are foreign to the press-book layouts. This is being done in a spirit of helpfulness not only to Fox and their account but to other home-offices. It is up to all ad departments to give exhibitors the material with which to work.
YOUR THEATRE

REPRODUCTION of newspaper ads in papers throughout the territory, as shown on the left, is indicative that Fox exhibitors have to spend plenty of time to clip and prepare copy for their regular ads.

On the extreme left by chopping off several inches of waste you find a condensed ad, compact but containing the essential sales copy of your own ad. Directly underneath, the exhibitor has deleted over a half-inch with the prominent Fox slug and has substituted copy. The next “As Husbands Go” ads required further dissection. The ben day and eerie background was routed out.

Attention of the Fox office is called to the “Hoopla” ad. There is more guts, more specialized selling of the attraction in it than in any ad in the press-book. The “I Was A Spy” press-book was especially contradictory. “The German” ad on the cover advises “subordination of war background” yet every ad and the accessories specifically carry out the war stuff. Hence, the Steel Pier copy.

The lines suggested, last month, to top off the “Jimmy and Sally” ads were not original and perhaps hackneyed. Nevertheless they were picked up apparently and infinitely better by the Easton, Pa., first run—a theatre operated by a great showman, Al Boyd, of Philadelphia, who operates the first run Fox Theatre, also. Directly underneath, the Roxy (N. Y.) utilized original lines, layout, etc. Trenton, N. J., ad below it had to have a surgical job, too.

Colonial ad on “My Lips Betray” may not be very good but it sells Lilian Harvey stronger than the Fox press-book ads.

Study the reproductions, gentlemen of Fox. Become acquainted with what the exhibitors want and use and serve them. To complete a press-book where the art work is too aesthetic for the movie mob is a waste of money.

Light ads fulfill a certain purpose and may be ideal in a dozen cities where first-run exhibitors seek contrast from the heavy, black-bordered or black type ads on the same page. But the inject of class in layout and text to sell average pictures is not conducive of better box-office business. After all no theatre is operated merely to run classy ads.

The case against Fox is based upon actual experience and difficulties encountered in preparing suitable newspaper ads for its product.

More single column ads are used than two column spreads. More two column ads are used than three or four column smashers. Where an exhibitor runs one big opening day he invariably uses single column space during the engagement. This has been done so long that it is routine. We suggest that the press-book ads should offer at least eight single column ads; six two-column (one supplementary included); three 3-column ads and one four-column ad. Remember when press-books usually are a full-page layout? It's time for some more changes.

Ads reproduced here have been picked from tear sheets sent in from nearly 50 cities and are indicative of the manner in which Fox product is advertised.
WE REITERATE that the "I Am Suzanne" press-book showed some improvement. It indicates that the department which creates the press-books seems to have been influenced in the past by type of Fox product and that the department has plenty of man power to turn out improved books.

THE PASTE-UPS on this page were prepared primarily for those exhibitors who want their ads to be eye-attractors on a newspaper page without exceeding the average weekly budget. In "I Am Suzanne" Fox uses more reverse plates than on any picture released thus far, this year. For this, we thank them, in behalf of thousands of Fox product users. It is far more effective.

REPRODUCTIONS on this page are not intended to be examples of perfect newspaper ads. But we have reason to believe that they will be used by many exhibitors who picked up the other ad suggestions carried in the preceding issue.

MANY YEARS AGO, the home office of a major picture company sent out advance proofs of national ads to their respective exchange managers. In one city, the exchange manager consulted his exploitation man as to their value. While the e.m. was a firm believer in advertising he expressed his opinion in one word—"Lousy." This opinion was immediately forwarded to the home office. The next morning, a telephone call summoned the said e.m. to the home office.

There, the general director of publicity and advertising, flanked by his departmental chiefs and the advertising agency representative were ready to sit in judgment. The cross-examination was brief. Here it is, according to the story:

"Why do you think our advertising campaign is lousy?" (A.) "What are you trying to sell?"

"Pictures."

"They why do you go in for a lot of art work with cubistic lines, etc., Dental companies and soap manufacturers pay money for permission to use a film star's head in their ads to attract readers. We not only can get these heads, gratis, but these stars are our stock in trade."

Believe it or not, the home office chief-tains were broad-minded enough to realize that the simplicity of the e.m., warranted some consideration. In twenty-four hours the layouts were ripped apart and new ads were substituted.

"I AM SUZANNE" is the third American release with Lilian Harvey. Her face is not yet well known because enough advance interest has not been created through various mediums of publicity to the public. At least, every piece of advertising copy on each of her pictures should have included a face of Miss Harvey to bring her closer to the movie mind. This is only one of the purposes of the paste-up taken from your "I Am Suzanne" press-book with deletions and substitutions. A very important reason is also that every line of space an exhibitor uses, today, must help him sell the picture and bring more people to his box-office.

SOME MORE AD SUGGESTIONS
CHANGE THE COPY TO SUIT YOURSELF

TELL ME THAT YOU LOVE ME!

I Am Suzanne
Lilian Harvey & Gene Raymond

A PERSONALITY THAT SWEPT THE WORLD EXCEPT THE MAN SHE WANTED!

A LOVE STORY
That Flirtas and Thinks is the Complete Story of the Pay Picture...

I Am Suzanne!
Lilian Harvey & Gene Raymond
Leslie Banks

with
Gene Raymond

with
Lilian Harvey
and the
Screen Surprise
Pedreca's Pizzazz Marionettes
Bill Box-Office Looks Ahead to Lent—

And Gets Some Very Good Local Tieup Angles ▼ Make the Most of Them Now

THIS IS A HECTIC BUSINESS of ours. We have more competition and opposition than any other industry, but not a single showman really attributes bad business to these factors. The regular pre-Xmas slump is anticipated and dreaded. Then that grand big week between Christmas and New Year’s. If the weather is not too cold we continue getting them to our box-office. If the winds from the North Pole swoop down upon us it means more coal in the heater and less cash in the till.

Why not make an indirect endeavor to offset the Lent slump without offending anyone? I recall, years ago, I was in a city where Lent was as costly to my box-office as daylight-saving time is to you. I’ll tell you what I did. Maybe you will get something out of this idea. Maybe you won’t.

The big department store was not satisfied with its infant business. I made inquiries around the town and in this way obtained that tip. I visited the store executive and detailed my plan. Here it is:

I WOULD SEND a silent cameraman to the infant department every morning at a certain time to shoot these babies for a proposed Baby Movie to be shown in my theatre during one week in Lent. The store was obligated only to get the newspaper’s co-operation in its news columns and to use a half-page ad, at least once. The daily ran a stick or two which I knew would not create the required interest in the reel to make it a success.

It was then I suggested to the department store executive that he make it mandatory upon mothers bringing their babies to be filmed to present a coupon appearing in the paper. The editor and business manager agreed that from a circulation standpoint it merited more space because of its own sponsorship.

I DON’T RECALL exactly what the aggregate cost was to the theatre but I do know that I ran the five hundred feet during a usually bad week together with a mediocre feature and showed a handsome profit.

IN LOOKING OVER NEWSPAPERS from all parts of the country, I notice that the classified ad newspaper tie-ups are returning. How long has it been since you talked it over with the business manager of your daily about it?

Stores, encouraged by the unprecedented holiday business, will resume their intensive merchandising campaigns which include among many mediums, window displays. There is as much, if not more, interest in movie stars than ever before. Why not arrange for a daily change news bulletin in that window? What do I mean?

Suppose the first edition carries an AP report from Hollywood that Ricardo Cortez just got married. The department store will blow-up the reader and you supply the still. Cortez may not appear in pictures you play, but the courtesy line of your theatre is worth the investment of a ten-cent still. In a comparatively short time that location in the window becomes very popular so that when you have something worth while to put it over, you’ve got the ideal spot to sell movie devotees.

ANOTHER THOUGHT just came to me. I wonder why exhibitors don’t cash in on the tremendous circulation of movie fan magazines? It is an easy matter to find out which one has the greatest sale in your city. Ask about the release date in the town. Get the first copy and go over it. Check off the stories about stars whose pictures you will play that month. Then, either an insertion in the “Personal” column or a herald for a local insert in the magazine itself urging them to read these stories and then to see the subjects in the pictures you have booked. I know it sounds a bit complicated but it will serve as the germ of an idea, to be adapted locally. These fan magazines boast of sales in millions of copies. Their readers are prospective movie-goers. That’s what I’m getting at.

THE WOOLWORTH PEOPLE issue several movie magazines of their own. Isn’t there a possibility of an exclusive tie-up in your town? How? That depends on the local situation, but don’t be afraid to go see the Woolworth manager in your town. He is looking for business just as you are. Maybe a display can be exchanged. Try it.

I’LL WRITE YOU AGAIN, NEXT MONTH.

Your friend,

(Signed) Everything WILLB OKAY.
Wilmington

Xmas Spirit Is Everywhere

FOR ALL ROUND DECORATIONS and display, for both Christmas and current attractions the pewter skillet goes to George Jones, manager, Loew's Parkway, for downtown displays, for both Christinas and current attractions. . . . DeFiore, manager, Park, went the goat skin decanter for the "nabes." . . . DeFiore of the Parkway, had the front of his "Nabe" decorated with 500 electric bulbs of various colors, making an unusual light effect. . . . Aldine, looked after by Lew Black, of various colors, making an unusual light effect. . . . Aldine, looked after by Lew Black, had very beautiful decorations. . . . Lobby was full of poinsettias and other florists' exhibits of the Christmas variety. . . . Lee has a yearly hookup with the Wilmington Florists' Club for lobby display. . . . Joe Jacobs had made a tasteful lot of crepe paper chains for the lobby.

LEW BLACK, Aldine, was plugging hard in advance for "Little Women" with 24 sheets. . . . He had a school tie-up with distribution of pamphlets on the author's life and the story itself among the pupils in the public schools. . . . Berny Seamon, manager, Queen, had his front and lobby all done up Christmassy with laurel, colored bulbs. . . . Berny gave a party to St. Vincent's orphanage during the holidays. . . . Levine gave 250 poor kiddies, who had just been entertained by the Masons, a theatre party.

GEORGE JONES, Loew's manager, is well satisfied with his experiment with nice kiddies' shows Saturdays. . . . George has landed the Sunday old song contest that used to be conducted over WDEL for Arcadia tickets, that theatre being closed. . . . Mrs. Edmund Earsham, former chairman for motion picture for the Women's Federation led a round table discussion on "The Code, Before and Since the NRA Administration," before the motion picture. . . . Mrs. Edmund Earsham, former chairman for motion picture for the Women's Federation led a round table discussion on "The Code, Before and Since the NRA Administration," before the motion picture committed of the New Century Club. . . . Haven't heard much from Dr. M. Dalema Draper, successor to Mrs. Earsham.

A. E. SELIGMAN had a tough break just before Christmas. . . . Before the sleety spell, the general manager of the Strand fell on the ice and broke his collar bone. . . . Theatre men are not yet ready to say whether liquor is drawing out a hitherto stay-at-home crowd that drops in for a movie before their toes or not. . . . Ben Schindler put on a children's matinee Saturday before Christmas. . . . All of the "nabes" are getting little readers now when their ads warrant it.

York

"Alice" Gets Big Sales

HARRY TRAVIS outdid himself in plugging "Alice in Wonderland" when it played the Capitol. . . . Sent out special letters to the teachers in the local schools calling attention to the picture and is special appeal to the kiddies, sent special heralds designed to attract the child's attention into the school, and then entertained the children from the Children's Home, as his guests to show his own faith in the picture's merits. . . . Managed to have the Book Worm, regular attraction on the local radio station devote an entire fifteen minute radio program to a review of the popular story from which the picture was adapted, and tied up with a big store, to plug the sale of the book, just prior to its opening. . . . The music from the picture was used extensively on radio programs presented by the station and played in the daily concerts on the Strand organ over the air. . . . A tie-up with a local store on the "Alice Doll," gave him a full window display in a busy section of the city, and a department store gave him a display on its book counter which features the popular fairy tale.

Joe Wheeler got to Red Lion just in time to preside at the annual Christmas party in the Lion Theatre sponsored by the local Legion and lodge of Elks. . . . Cleon Miller has arranged a standing display in one of the central drug stores, on his current attractions. . . . A special midnight show was staged in the Strand on Christmas eve and special shows are planned for the Rialto, Strand and Capitol on New Year's eve.

"Sixteen Fathoms Deep" Is a Sea Story

Creighton Chaney and Sally O'Neil head the cast in the Monogram production of sea and love.
ANOTHER WEEK of headaches is behind and holiday business was away off. . . . But there is every reason to believe that better times are ahead. . . . Al Cox, Capitol, staged a Christmas Eve special. . . . Show itself began at 12:01, Mayor Loveland not relenting on his closing edict. . . . Practically all of the houses ran extra shows for the holiday itself, Penn opening at 12:30 with its vaude and picture combination.

ORPHEUM had a new outfit for the holidays and was John Comerford proud? . . . South Main Street showhouse was redecorated inside and out and a new Walker Aneto screen installed. . . . Reports are that the South Main Street showhouse was redecorated and holiday business was away off. . . . Fred Hermann is stick-fast to the Irving these days. . . . M. B. Comerford subbed for his uncle, M. E., at the Majestic Theatre, Boston. Photoplay, after running in Boston, ran a special sale during the week, keeping close to the Irving these days. . . . M. B. Comerford subbed for his uncle, M. E., at the Majestic Theatre, Boston. Photoplay, after running in Boston, ran a special sale during the week, keeping close to the Irving these days. . . .

BILL ROBERTS has provided a new screen for his customers at the Shawnee. . . . Joseph Emashovski is in charge of the Strand, Swoyerville, which is now ready for business. . . . Mitch Conery, made the most of "The Power and the Glory" at the Kingston last week when he featured Clifford Jones, a home town boy, who was in the cast. . . . Liberty, Exeter, is charging 15 cents after 5 P.M. on Sundays and holidays. . . . Fred Hermann is sticking close to the Irving these days. . . . M. B. Comerford subbed for his uncle, M. E., at the Majestic Theatre, Boston. Photoplay, after running in Boston, ran a special sale during the week, keeping close to the Irving these days. . . .

A BIG CHRISTMAS PARTY, featuring special singing, a radio broadcast and Santa Claus, was held at the Park before the holiday. . . . Free gifts were distributed. . . . Keystone added stage shows. . . . Capitol had an indoor circus for a show the weekend before New Year's. . . . Majestic, planning to re-open for stage shows, ran into a streak of bad luck. . . . George Bubb, who is managing the theatre again, is planning to bring road shows in.

“Road to Ruin” Clicks

“Road to Ruin,” First Division’s sensational film on modern youth, starring Helen Foster, has begun its third record-breaking week at the Majestic Theatre, Boston. Photoplay, after smashing box office records at the Transfer Theatre, Jersey City, is doing likewise in Boston.

CHARLIE RUGGLES, in "Goodbye Love," is starring at the Century, Wilkes-Barre. . . . Bill Roberts has provided a new screen for his customers at the Shawnee. . . . Joseph Emashovski is in charge of the Strand, Swoyerville, which is now ready for business. . . . Mitch Conery, made the most of "The Power and the Glory" at the Kingston last week when he featured Clifford Jones, a home town boy, who was in the cast. . . . Liberty, Exeter, is charging 15 cents after 5 P.M. on Sundays and holidays. . . . Fred Hermann is sticking close to the Irving these days. . . . M. B. Comerford subbed for his uncle, M. E., at the Majestic Theatre, Boston. Photoplay, after running in Boston, ran a special sale during the week, featuring them.

ORPHEUM is going to make a stronger bid for central city business which has been shared largely by the Capitol, Penn and Irving. . . . Out of nine men who took the tests for motion picture operators, only four passed. . . . Lucky quartet includes Donald R. Eggleston, Edmund J. Walsh, Edward Zima, Wilkes-Barre, and Edward W. Pearson, Trucksville. . . . Examining board includes John Kenworthy, Thomas Brislin and John Alles, city electrician. . . . Annual election of officers by Local 325, Motion Pictures Operators’ Union, was more spirited than usual. . . . Following will serve during 1934: President, Earl Cunningham; vice-president, Donald Haines; recording and corresponding secretary, Robert Piatt; financial secretary and treasurer, Joseph D. Malloy; business manager, John B. Mitchell; sergeant-at-arms, Lenp; members of the board of trustees, John Wallace, Wilbur Fletcher, and John Zarliske; members of the executive board, Raymond Conrad, Vincent Tite, George Clymer and Theodore Hayden. . . . New business manager is located at the Capitol.

The Majestic Theatre, Boston, has begun its third record-breaking week at Photoplay, after running in Boston, ran a special sale during the week, featuring them.

A Plainly This Is All Wrong. In Safety there is no half-way measure with the Public. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—Thus Does Not Mean That They Can Be Deceived.

Sentry Safety Control Corp.
10th St. and Allegheny Ave.
Philadelphia, Penna.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories

Sentry Serviced Safety Control

Many theatre owners weigh the matter of Safety as it suits them. Plainly This Is All Wrong. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—Thus Does Not Mean That They Can Be Deceived.

Sentry Safety Control Corp. 10th St. and Allegheny Ave. Philadelphia, Penna.
AT THE COLONIAL, Manager I. Perlin staged three pre-holiday broken toy matinees for children, netting a satisfactory number of toys, which were repaired by firemen from the Pennsylvania Avenue firehouse. . . . Toys, also candy for each child, were distributed at a 9 A.M. Christmas show for the city's poor children. . . . St Tammany, Palaise, co-op-erated with the Chelsea Union League and Auxiliary, with a stage show benefit given at each evening performance for a full week. . . . Sammy Harris m. c., with change of bill nightly, using local talent, three acts each night, giving. . . . Newspapers tied up as did WPG.

ALDINE has temporarily cut out week-end vaudeville. . . . Three hundred attended Heim Jacobs' Theatrical Profession Frolic and voted the affair a great success. . . . Impromtu floor show had talent contributed by Ed Phillips' Dancing School, and Milt Russell brought the Aldine stage show playing the current week-end. . . . William Thompson, manager, Ventnor Theatre, and his Virginia orchestra, played for the dancing. . . . Strand doing good business with "Dinner at Eight." . . . Stanley started off Katherine Hepburn in "Little Women" with a 1,200-line promptu floor show had talent contributed by Heim Jacobs' Theatrical Profession Frolic and voted the affair a great success. . . . Im-

ERPI Monopoly Charge Stricken

Charges of invalidity of Electrical Research Products' standard theatre license agreement because executed in pursuance of a conspiracy between American Telephone and Telegraph, Western Electric Company, and Electrical Research Products to create a monopoly in the sound reproducing business have been held to be immaterial and unresponsive to a suit brought by ERPI to recover sums due under such contract.

Queen Wants Games

For the first time in the history of the Queen Theatre, Wilmington, theatre will be repre-sented in basketball this season. Team is comprised of such players as Ed. Boeck, manager; Bill Highfield, captain; Charlie Millman, Jimmie Kearney, Bernie Seaman, manager of theatre; Benny Tebbens, Frankie Young, and Mort Levine.

Any second or third class teams desiring games with the team which is known as the "Queen's Guards," are requested to communicate with Ed. Boeck, 1114 West Street.

"A Chance at Heaven" Has Rogers, McCrea

Joel McCrea, Ginger Rogers, Marian Nixon are in the Radio show.
## THE CHECKUP

For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in "Looking Ahead at the Product," the regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. If you have misplaced any copies of your hometown journal, stop "THE CHECKUP" a line and missing copies will be sent to you. Save these pages and refer to them as needed. Key: For example, 2-Sept. means the second issue of this publication in that month. 1-Oct. would mean the first issue, and so on.

### Columbia
- Lady for a Day: 1-Aug.
- A Man's Castle: 1-Nov.
- Police Car 17: 2-Nov.
- King of Wild Horses: 2-Nov.
- Above the Clouds: 2-Nov.

### First National—Warner
- Wild Boys of the Road: 1-Oct.
- The World Changes: 2-Oct.
- Gold Diggers: 1-June
- Footlight Parade: 2-Oct.
- Ever in My Heart: 2-Oct.
- Kennel Murder Case: 1-Nov.
- College Coach: 1-Nov.
- House on 56th Street: 2-Nov.
- Female: 1-Nov.
- Havana Widows: 1-Nov.
- From Headquarters: 2-Nov.
- Convention City: 2-Dec.

### Metro
- Penthouse: 2-Sept.
- Stage Mother: 1-Oct.
- Bombshell: 2-Oct.
- The Chief: 2-Oct.
- Day of Reckoning: 1-Nov.
- Meet the Baron: 2-Oct.
- Dinner at Eight: 2-June
- The Late Christopher Bean (Her Sweetheart): 2-Nov.
- The Prizefighter and the Lady: 2-Nov.
- Eskimo: 2-Nov.
- Should Ladies Behave (The Vinegar Tree): 2-Nov.
- Dancing Lady: 1-Dec.
- Women in His Life: 1-Jan.
- Queen Christina: 1-Jan.

### Monogram
DISTRIBUTED BY FIRST DIVISION
- The Avenger: 2-Nov.
- Sweetheart of Sigma Chi: 1-Nov.
- Broken Dreams: 1-Nov.
- He Couldn't Take It: 2-Dec.

### Paramount
- Song of Songs: 1-July
- This Day and Age: 2-Aug.
- One Sunday Afternoon: 1-Sept.
- Torch Singer: 2-Sept.
- To the Last Man: 1-Oct.
- Too Much Harmony: 2-Sept.
- I'm No Angel: 2-Oct.
- Tittle and Gus: 2-Oct.
- Take a Chance: 1-Nov.
- Hell and High Water: 2-Nov.
- White Woman: 1-Nov.
- Design for Lover: 2-Nov.
- Cradle Song: 2-Nov.
- Duck Soup: 2-Nov.
- Lone Cowboy: 2-Nov.
- Thundering Herd: 2-Nov.
- Sitting Pretty: 1-Sept.
- Girl Without a Room: 1-Dec.
- Alice in Wonderland: 2-Dec.
- Miss Fane's Baby Is Stolen: 1-Jan.

### Radio
- Rafter Romance: 1-Aug.
- One Man's Journey: 2-Sept.
- Midshipman Jack: 2-Sept.
- My Wrongs and Right: 2-Sept.
- After Tonight: 1-Sept.
- The Nine O'Clock Picture: 1-Sept.
- At the Mardi Gras: 2-Oct.
- The Mystery of the Millionaire: 2-Oct.

### United Artists
- United Artists: 2-Oct.
- The Bowery: 2-Oct.
- Emperor Jones: 2-Oct.
- Advice to the Lovelorn: 2-Dec.
- Gallant Lady: 2-Dec.

### Universal
- Universal: 2-Oct.
- Saturday's Millions: 2-Oct.
- S.O. S., Iceberg: 2-Oct.
- Only Yesterday: 2-Oct.
- Special Investigator: 2-Oct.
- Invisible Man: 2-Oct.
- King for a Night: 2-Oct.
- Beautiful: 2-Dec.

### First Division
(CHESTERFIELD)
- By Appointment Only: 2-Nov.
- Dance, Girl, Dance: 1-Dec.
- I Have Lived: 1-Dec.
- A Man of Sentiment: 2-Nov.
- Notorious But Nice: 2-Nov.
- Picture Bride: 2-Nov.
- One Year Later: 2-Nov.
- Tarrant the Fearless: 1-Dec.
- Eat Em alive: 2-Dec.
- The Road to Ruin: 2-Dec.

### Gold Medal
- Gold Medal: 2-Aug.
- Sing, Sinner, Sing: 2-Oct.
- The Big Bluff: 2-Oct.
- Important Witness: 2-Oct.
- Laughing at Life: 2-June
- Curtain at Eight: 1-Dec.

### Masterpiece
- Neighbor's Wife: 2-Nov.
- Her Forgotten Past: 2-Aug.
- Riot Squad: 2-Aug.
"Miss Pfan's Baby IsStolen"—Para
Deanna Durbin, Baby LeRoy, Alice Brady, Jack LaFay, Darby Moore, William Haines, George Bancroft, Allyn Hale.
Good show, with the kidnapping of a baby the theme, but handled so as to insure box office satisfaction. Piece will appeal strongly to the women, has a sock that winds up in a real box office punch and should do a nice business. Title, though long, is intriguing and there is plenty to sell. Piece looks like a surprise standout.
Estimate: Get the dough.

"Women in His Life"—MG
Familiar yarn of the smart attorney who makes a comeback to save the life of the man who married his wife. Piece has elements that have been seen before and must be classified as just a picture. The cast tries but evidence is against them.
Estimate: So-So.

"The Charming Deceiver"—Major
Constance Cummings, Frank Lawton, Blanche Barnes, Gia McNaughton.
With an American name, this importation slips into the light comedy groove and will probably pass off as a programmer. Picture has refined comedy throughout, mixes a case of the heroine impersonating a famous actress with a love background, and winds up okay in the end.
Estimate: Light.

"His Double Life"—Para.
Lillian Gish, Roland Young, Monta Bay, Lawrence Grant, Lucy Beaumont, Charles Richman.
Light comedy headed for the more intelligent class of audiences, with a couple of names to sell in addition. Young and Gish are the stand-outs, with some amusing moments throughout. Picture, however, is generally a mild entrant.
Estimate: Mild.

"Go ing Hollywood"—Metro
Marion Davies, Bing Crosby, Pat O'Brien, Stuart Erwin, Ned Sparks, Pat Suits Kelly.
Fine production with some good songs, well produced numbers and names to sell. Piece should do satisfactory business everywhere and if earlier in the musical cycle might have been a smash. As it is, it will be an ace in all spots, and deserves it. Crosby ranks high, Marion Davies is competent and the whole thing has been produced in a workmanlike manner.
Estimate: Good.

"Flying Down to Rio"—Radio
Gene Raymond, Fred Astaire, Dolores Del Rio, Rand Brooks, Ginger Rogers, Blanch Frederic, Ray D'Arcy, Raymond Barlow.
High rating musical with plenty of speed and novelty and with a cast that lends itself to marquee space. Show has to be sold as a spectacle, because it contains plenty of angles that will make for word of mouth. Story is of a band leader who follows the gal down to Rio and then makes good. It has dancing on airplane wings for novelty, some good song numbers, plenty of flash, Astaire's dancing and lots of girls.
Estimate: Showman's opportunity.

"Mr. Sketch"—Fox
Will Rogers, Zaza Pitts, Rochelle Hudson, Florence Henderson, Henry Green, Charles Starrett.
Tale of a family traveling across the country via the auto route and a Rogers story for Rogers fans. Piece is fair family entertainment and should turn in better grosses in the hinterland. Several of the episodes are particularly bright. Title may mean little but the Rogers tag classifies this as okay for most houses.
Estimate: Will Rogers.

"Queen Christina"—MG
Greta Garbo, John Gilbert, Ian Keith, Lew Stone, C. Aubrey Smith, Elizabeth Young, Reynolds Owen, Laurence Trim受到影响.
Triumph in directing and acting, with its success depending on how the public goes for the Garbo-Gilbert combination. Picture has been well mounted, has situations that make for box office and is an excellent piece of merchandise. Metro deserves credit for the production, but in the final analysis, this tale of the queen who was tossed between the decision of being a queen or being a woman will depend on the Garbo-Gilbert combination.
Estimate: Something to sell.

"8 Girls in a Boat"—Para.
Dorothy Wilburn, Douglas Montgomery, Roy Johnson, Tเลขno Barrowman, Walter Cosmody.
Picture looks like a surprise without any star strength. Tale of the members of a racing crew in a girls' school with boys barred, the story gets underway when the heroine finds motherhood approaching. Father stands in way of marriage because of proposed husband's lack of funds but it winds up okay. Show has been expertly handled, is a woman's show, a great opportunity for exploiters. Picture ought to be looked at before booking.
Estimate: Possibilities.

"Moulin Rouge"—UA
Constance Bennett, Frances Tulle, Tullia Carney, Helen Westley, Bea Hagen, Andrew Tombes, Ivan Lerbosch, Robert Cavanagh.
Good number from 20th Century and a help to Constance Bennett. Show has a sort of "The Guardsman" background and is built for the feminine trade. In addition, there is a top notch cast, some good numbers, some excellent songs, and a neat production. Picture should please in all spots, for it has the goods for exhibits to sell.
Estimate: Tune show; and dough.

"Beloved"—U
John Boles, Ruth Hall, Gloria Stuart, Marc Bannerman, Raymond Hatton, Oscar Apfel, Dorothy Peterson, Marion Byron.
Mass audience picture that carries through three generations Nosseck by plenty of emotional scenes that will help build word of mouth. Boles is the musician who works on a symphony only to find his grandson unconsciously stealing it and scoring with his own modern composition generations later. Gloria Stuart turns in a nice piece of work with Boles. Piece deserves a hand for nice production values.
Estimate: Okay show.

"Sin of Nora Moran"—Majestic
Zita Johann, Alma Dieckart, Paul Caulkagh, John Miyas, Claire De Reau.
Handling of the picture is in flashback style, with the theme rather heavy. However, there are plenty of selling angles to offset any disadvantage this may be. Entire production deserves praise for its handling and ranks high in independent records. Cast is strong, with story intensely dramatic, showing suffering of woman who loved a man for whose guilt she took the blame.
Estimate: Heavy drama.

"Secret Sinners"—Mayfair
Nina Carol, Harry Barris, Nick Stuart, Jack Mulhall, Cecilia Parker, Natalie Moorhead.
Tale of a chorus lassie, befriended by the nice man who found out he was married all the time. However, a reconciliation takes place before any damage is done. Cast has familiar names that may mean something, but in general there are few highlights.
Estimate: Average inde.

"Sensation Hunters"—Mon.
Arthur Judson, Kenneth Mackenna, Marion Burns, Preston Foster, Creighton Hale.
Programmer about a troupe of girls who go down to Panama for a cabaret spell with the heroine out of her element. Winds up with a happy ending, with two songs to help out. Archie Judge turns in a nice job.
Estimate: Two songs.

"I Am Suzanne"—Fox
Lillian Harvey, Gene Raymond, Leslie Banks, Georgia Cates, Murray Sronw, Fredi marianette, Hollis Hobbs.
High class number from Jesse Lasky and a question at the box office. Artistically the show is in, with a novel plot involving a troupe of puppets. However, show won't help Lillian Harvey any even if it will draw critics' raves.
Estimate: Class.

"By Candlelight"—U
Elton Landi, Nita Ahern, Paul Lukas, Esther Ralston, Darby Moore, Lawrence Grant.
Adult sex yarn handled nicely and a bet for the better trade. Direction is slightly, content is spicy, and with the sex angle taken care of by Landi, Asther and Lukas it looks like a satisfying attraction for the women.
Estimate: Well produced.
In the back of your head

A knowledge that you need expert advice . . . but afraid temporarily to make the expenditure.

What will it cost?
Must I close down?
Who's an expert on it?

I would like information on . . .

| ARCHITECTS | PROJECTION |
| AIR CONDITIONING | POSTERS |
| CARPETS | SAFES |
| CHAIRS | SAFETY DEVICES |
| CHAIR COVERS | SCREENS |
| CONSTRUCTION | SIGNS |
| COSTUMERS | SLIDES |
| DECORATING | SOUND EQUIPMENT |
| DRAPERIES | STAGE SCENERY |
| ELECTRICAL WORK | TICKETS |
| HORNS and SPEAKERS | TICKET REGISTERS |
| LIGHTING EQUIPMENT | TRAILERS |
| LIGHTING FIXTURES | UNIFORMS |
| LOBBY FRAMES | VAUDEVILLE |
| MARQUEES | VENDING MACHINES |
| PRINTING | VENTILATION |
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Theatre
Owner or Manager
Address
Here is a great picture—probably one of the most timely and impressive stories ever brought to the screen. Packed with emotion-stirring value. Poignantly realistic, it should be tremendously popular with all classes of patrons.

—Motion Picture Herald

"Previewed 'Miss Fane's Baby' privately with about thirty people in attendance. Everybody enthusiastic and positive it will be excellent box office attraction."—Charles D. Skouras, Fox West Coast Theatre

"'Miss Fane's Baby' fine entertainment."

—Martin J. Mullin, M. & P. Theatre

"Everyone connected with this picture should take bows for a grand entertainment. The picture is one of those often talked of but rarely produced. A combination of suspense and feminine appeal—with the stress on the former."

—Hollywood Variety
LET THE CRITICS RAVE!

"Not since the classic film of the death fight between the mongoose and the cobra has such entertainment been offered."—Phila. Daily News.

"The intimate and gruesome details of death among the snakes. No accompaniment seems to be needed to heighten such stark drama... comedy bits."—Evening Bulletin.

"An unusual naturalistic film made on the American Desert."—Evening Ledger.

"No movie actors are as gripping as these wild snakes. All is well filmed and the naturalist shots well done."—Public Ledger.

"Photography is excellent and the desert setting is picturesque and highly interesting."—Motion Picture Daily.

"Full of thrills."—New York World Telegram.


"Certainly is fascinating."—New York Evening Post.

"I don't know of any scene in this season's movielike or theatrical drama that can compare in dramatic implication. It is full of drama."—New York Sun.

Of its kind, great!"—Variety.

"A really exciting hour... impressive."—New York American.

3 BIG WEEKS at the CAMEO, N.Y.
Now Playing Europa PHILADELPHIA to Top Grosses
CONVENTION CITY' IS THE FASTEST COMEDY OF THE YEAR... "THE ROWDIEST FUN IN TOWN"... "A MERRY RIOT... "A CERTAIN MONEY ATTRACTION"... AND, NATURALLY, A WARNER BROS. PICTURE

*Says "Variety"  * Says "N. Y. Mirror"
Who Was the Black Ace? Mysterious Raider of the Sky!

The MYSTERY SQUADRON

A MASCOT SERIAL IN 12 MYSTERIOUS CHAPTERS

With BOB STEELE

"BIG BOY" WILLIAMS
LUCILE BROWNE  JACK MULHALL
PURNELL PRATT  ROBERT FRAZER
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Thrills on land and in the air—spectacular action geared to lightning speed—a melodramatic streak of mystery and adventure that grips from the opening shot of the first chapter to the climax of the final episode.

A 12-Weeks Guarantee of Bigger Box-Office Profits

GOLD MEDAL FILM CO.

A. LUCHESE, President

1236 Vine Street, Philadelphia
The Exhibitor


Looking Forward in 1934

A HASTY review of the situation reveals plenty that should lead exhibitors to expect the most from 1934.

There seems to be a general improvement in the current movement; shorter hours provide more leisure time; ranks of the unemployed are diminishing; recognition of Russia should spur production; NRA operations are speeding up wheels of progress; more corporations are beginning to declare dividends; the worst of the readjustment period is believed to be over.

The key to the entire situation rests in the hand of President Franklin D. Roosevelt. Singlehandedly he has been leading the fight against depression.

It is up to the motion picture business to lend its every effort toward helping the President. If the industry must assume added burdens; if it must adjust itself to help bear its part of the load, it should do so with the realization that eventually it will cash in on all this co-operation.

Common sense, as always, is a necessity.

Good pictures will always do business. It is up to the showmen and producers to sell the others. It has been done. It still can be done.

In short, there should be a New Deal for all. The motion picture industry is a part of a vast house which, divided against itself, cannot stand. This is no time for pessimism. Those who scoff should stand aside and let the optimists hold the reins.

A united industry is a necessity. It is up to this business to do its part.

A Place for Angels

IF THE ZONING and grievance boards do nothing else, they should prove an immediate and necessary check upon the chisellers in this business, the smallest of the small fry whose unethical violations prove more harmful to both exhibitors and distributors than any other division.

Fair play in this industry is spoiled by these chisellers, who gnaw at the very vitals of the business. This type of exhibitors contributes nothing but violations. Exchanges, apparently, either are too busy or too thoughtless to check the spread.

If the chisellers are not checked, their success at their work will be copied by others who will also try to get away with it. There is no point in being a square-shooting exhibitor if the reward is only to be in heaven.

It is up to the zoning and grievance boards to be angels in disguise.
CODE

Some Say No,
Most Say Yes

Votes on the industry code, as organizations, are coming through. The Oklahoma unit endorses the code at a convention. New Jersey takes no action as a body. Pittsburgh finds fault, upholds the NRA, sees flaws in the code. Michigan (Allied) recommends signing with reservations. But generally the trade is for the code, does not forget that to get its benefits signatures must be applied before January 31.

400 Nominations
For Code Places

More than 400 names have been mentioned for code places. More are expected. Release of names suggested for places on the zoning and grievance boards reveals the fact that if those suggested are included in the final appointments, the same people who did all the work before will do it now. Few who failed to take any interest in general exhibitor matters were included in the suggestions. The names announced are not appointees, are published only for general scrutiny.

EXHIBITION

First the Name,
Then the Person

Samuel L. Rothafel ("Roxy" to you and the rest of the world) resigned a fortnight before Radio City's New Roxy became The Centre. His departure, not a total surprise, finds him temporarily unattached. A vacation precedes a new announcement.

Code Causes Stir
In Organization Work

The industry code causes a revival in organizations. In Virginia a hitherto inactive unit reorganizes. In New York City, the M. P. T. O. A. meets to discuss financing. In Boston, a testimonial dinner is given to Nathan Yaminis, Allied member of the Code Authority. Elsewhere there are other signs of awakenings.

The M. P. T. O. of Ohio has joined the M. P. T. O. A., after six years of absence.

Theatremen in the Rocky Mountain area organized for purposes of protection, a holding company playing an important part.

Legislatures
Peep at Movies

With legislatures coming back into harness, once again movies will have the spotlight. Tax attempts in many states are being lined up. More trouble for exhibitors. More reason for organization.

Miss. Exhib
Gets An Adjustment

At Yoeman, Temple Theatre, Meridian, Mississippi, is a strong code booster. Reason: Saenger circuit, after NRA invention, relinquished enough features to keep the Yoeman house open. Score: Code, 1; Opponents, 0.

First Short House
Has Rent Troubles

Embassy, New York City, which blossomed forth as the first newsreel and short house in the country, went dark when lease trouble arose. House was generally in the black and owners are seeking another Broadway spot. Trans-Lux theatres, on similar basis, are continuing to expand.

Employees Organize
In Other Districts

From New York and Chicago come reports of organization of employees. A 40-hour week, living wage, NRA standard are some of the things requested. Ushers, doormen, janitors, etc., are represented. In New York the move is strong, with the idea certain to spread elsewhere.

Oppose Premiums,
Favor Doubles

Exhibitor organization including Nebraska and Western Iowa has gone on record as opposing premiums, but holds on to doubles until big city exhibitors drop them. This premium vote is as an organization, not under the code provision for voting.

Cracking Down
On All Strikes

Strikes will get no support if occurring before arbitration, the NRA indicates. Code provides that all disputes must be arbitrated before any walkouts occur. Several hot spots throughout the country will thus be checked for a while. Meanwhile, throughout the country, locals finding cuts imminent, protest. Compensation is reduced to put more members working.

Exception Because
Of Too Much Work

An exception to the clause limiting operators to 40 hours is reported from Boston. Because the union has all its members working, Local 182 is believed to have been granted the right to work longer than 40 hours.

Are These
The Best Ten?

Film Daily announces the Best Ten as selected by movie scribes and other folk: Cavalcade, 42nd Street, Private Life of Henry 8th. Lady for a Day, State Fair, Farewell to Arms, She Done Him Wrong, I Am a Fugitive from a Chain Gang, Maederchen in Uniform, Rasputin and Empress.

Film men will point out that the box office contributions included Nos. 2, 3, 4, 5, 6, 7, 8, 9.

Score also shows: Paramount (2); Warners (2); Fox (2); Columbia, United Artists, Metro, Filmchoice each (1).

Mr. and Mrs. Leroy
On Honeymoon Trip

Honeymoon bound are Mr. and Mrs. Mervyn Leroy, director and son-in-law of Harry M. Warner. Daughter Doris was wedded to the ace not long ago, with 150 present at a gala affair. Director Mervyn returns after a few months to his work, not to a desk.

Not For Sale
Sign at Universal

Universal is not for sale. Denials of all reports come from high executives. The company is producing rapidly, plans to get its 1933-1934 quota finished early.

Motion Picture
Federation Plans

With Harry H. Thomas as the new president, the Motion Picture Federation, composed of independent producers and distributors, looks for a healthy future. An independent ad council, self-regulation, financing, loom as problems. Secretary will be Alex Moss.

UA Gives Back
Cuts—Who Else?

United Artists made a happy New Year of it. It gave back the cuts of the hectic period. Other companies probably frown. None indicated that the UA action starts a parade. Meanwhile, employees wait.

DISTRIBUTION

Choice of Exchange
Folk on Boards Up

Film men are wondering who will pick the exchange people to be represented on local boards. First groups of names issued did not include many. Second batch had a few. Who does the picking? Which exchanges shall be favored? These are the questions.

Selling Season
Early Next Season

Observers who try to figure all the angles are of the opinion that the selling season may be early. They intimate that there is little chance of getting local boards working early enough to affect this year's contracts. Their argument is that if selling is early, contracts still may not be retroactive, may not affect some 1934-1935 sales. But others think differently. Wait and see.
Little Change in 1934 Theatre Lineup

Seating Capacity of Territory's Houses About Same

There has been little change in the set-up of the territory's theatres, a survey recently completed indicates.

Here are the figures:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of theatres</th>
<th>Seating capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1934</td>
<td>768</td>
<td>663,169</td>
</tr>
<tr>
<td>1933</td>
<td>782</td>
<td>662,894</td>
</tr>
<tr>
<td>Philadelphia theatres</td>
<td>193</td>
<td>188</td>
</tr>
<tr>
<td>Seats</td>
<td>211,969</td>
<td></td>
</tr>
<tr>
<td>Affiliated Circuit Theatres</td>
<td>181</td>
<td>179</td>
</tr>
<tr>
<td>Unaffiliated Circuit Theatres</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td>Independent houses (not circuit)</td>
<td>497</td>
<td></td>
</tr>
<tr>
<td>Closed theatres</td>
<td>52</td>
<td></td>
</tr>
</tbody>
</table>

Circuit includes any chain of four houses or over.

Happy Days

Upstate house played a 35% hit picture at 20 cent admission, gave a premium costing 10 cents apiece with each admission.

Figures would indicate that exchange got 7 cents, premium company 10 cents out of each 20 cent admission, leaving 3 cents for exhibitor.

Two-day bill included New Year's and day following, one time in the year when people don't have to be coaxed to go.

And they call this a business.

(The rest of the story can now be added on. Operator who ran the above program withdrew from the house, with another exhibitor taking it over.—Ed.)

General Theatre Compromise

U. S. Senator Daniel O. Hastings, receiver for General Theatre Equipment, Inc., has filed in Court of Chancery, Wilmington, a proposed compromise agreement between the corporation and the Chase National Bank of Washington upon which hearing will be held February 23.

Sherman Adds Another

Eddie Sherman, live wire booker, has added another house to his books.

Roxy, Northampton, is going to put on vaudeville Saturdays.

Amity Takes One

John M. Crettin has added another short to Amity's list, titled "Men of Ships." Produced by Irving Browning, with Norman Brokenshire describing the action, "Men of Ships" is an interesting and entertaining narrative of New York's busy water front.

Code Authority Sets January 31 as Deadline for Signing of Pact

Extension Also Allowed on Recommendations to Clear-ance, Zoning, Grievance Posts—Financing Not Set Yet—No Okaying in Part

The code must be signed by January 31. All recommendations for local boards must be in the hands of the Code Authority by January 20.

The two deadlines are final. Exhibitors, therefore, would do well to send in their signed blanks to the Code Authority by that time. Unless they sign they cannot send in any recommendations for grievance and zoning posts or get the benefits of the code.

The Code Authority has already held three meetings, with financing not yet set.

A manual covering operation of local zoning and grievance boards is being formulated. Code Authority headquarters are on the 23rd floor of the RKO Building, New York.

Next meeting is scheduled for January 23.

Suggest Names

First batch of names suggested to Sol A. Rosenblatt, Division Administrator, NRA, and Code Authority, for members and secretaries of Local Clearance and Zoning Boards, as released by John C. Flinn, secretary, Code Authority include:


In the second group released the names of Bob Mochrie, Mike Landow, Morris Wac, Leon Schlesinger, Robert Lynch, and others are mentioned.

This announcement is the first to come from the secretary. Other names will be announced later, it is expected.

Meanwhile, anyone can send in names of nominees for the posts. Definite selections will be forthcoming later.

Kuykendahl Speaks

A statement from Ed Kuykendahl, M. P. T. O., president, this week, said, in part:

"It is my firm opinion that any association or individual who advises exhibitors or anyone else in this industry that they should send in an assent to the code with any reservations whatsoever, is misleading those to whom they make the statement and in all probability helping them to get into serious difficulties and I think that any serious minded person who is in any way anxious to be helpful to the exhibitors of this country would not give any such notice.

No Reservations

"I know it to be a positive fact that the only acceptable assent that can be received by the Code Authority must be without any reservations whatsoever and I want to sincerely advise the exhibitors of this country not to jeopardize their interests by trying to evade in any manner whatsoever the spirit of the code for the motion picture industry."
Adela Rogers St. John, authoress of "Woman's Man" (The Great God Fourflush), has interviewed every big star in Hollywood including Hepburn, Pickford, Garbo, Harlow and dozens of others. Her fiction stories about the movie capital are featured by Liberty, Cosmopolitan and other national publications. "Woman's Man" is one of the best yarns ever written about the World's own land of make-believe.
Motion Picture Relief Fund Again Makes New Drive for Contributions

Stanley Theatre Benefit Scheduled February 4 — $4183 Given to Needy During 1933—Committees in Exchanges Appointed

With a record of having given $4183 to destitute former exchange employees during 1933, the Motion Picture Relief Fund is making a new drive for contributions.

To this end, through the courtesy of Leonard Schlesinger, the Stanley-Warner company has contributed use of the Stanley Theatre, February 4, for a benefit.

Again, too, exchange organization finds a distinct committee ready to take care of contributions. The committee:

Lester Wurtle, Columbia; E. V. Segall, First Division; Ethel Freedman, Fox; Michael Katz, Gold Medal; Dorothy Dennis, Horlacher’s; Horlacher’s Bureau, Metro; Francis Holtstein, National Penn; Clara Kraftsow, Paramount; Margaret Clark, Radio; Anna Parrish, UA; Mary Mawdowerot, Universal; Charlie Beilin, Warners.

It is expected that the entire local industry will join to keep the fund alive and in healthy shape.

It is up to the trade to take care of its own.

Emanuel to Coast

Jay Emanuel, publisher, Jay Emanuel Publications, Inc., is coast bound, at this writing, with Mrs. Emanuel, on a business-pleasure trip.

They plan to visit friends on the coast as well as the various studios.

The publisher’s observations will appear in succeeding issues of this publication.

Church Competition

St. Edmund’s School, 23rd and Mill’s, is running shows one day each week.

Children are urged to attend, and regular admission is charged.

It comes under the head of non-theatrical competition.

See Prosperity

Charlie Goodwin, who with Dave Barrist, directs Quality Premium Distributors, sees a gala 1934 for exhibitors, especially those who play his premiums.

Goodwin, who is also an exhibitor, thinks there are definite signs of an upturn. Furthermore, the signs are more definite for Quality Premium users, he avers.
The King of Daredevils
In a Whirlwind of Action!

Iron-nerved Richard Talmadge out-stunting even his former efforts in a serial packed with hair-breadth thrills and stirring adventure. Drama that speeds ashore and afloat in a frenzy of flaming excitement . . A serial to ATTRACT capacity for its first episode and SWELL ATTENDANCE with each succeeding chapter. Book it now, from UNIVERSAL.

Richard Talmadge in PIRATE TREASURE


TWELVE EXCITING CHAPTERS
Code Primer for Exhibitors

Q.—Do I have to sign the industry code?
A.—No one has to. But unless you sign it you will not be able to receive any of the benefits in it or be considered for places on any of the boards.

Q.—What is the deadline on signing?
A.—Your certificate of compliance has been mailed to you. It must be back in the hands of the Code Authority in New York City by January 31, at the latest.

Q.—Can I suggest names of people I think would be suitable for places on the local zoning and grievance boards?
A.—Anyone can. But you must have those names in the hands of the Code Authority by January 20 at the latest.

Q.—I see some of the names mentioned for posts have been published. How can I register my objections?
A.—Write to the Code Authority secretary, John Flinn, in New York City, and state your reasons. All such letters will be kept confidential.

Q.—Is the code effective now?
A.—It certainly is.

Q.—But there are no boards functioning to take care of complaints. My opposition is violating the prior advertising clause. How can I register a complaint?
A.—Write or wire Deputy Administrator Sol A. Rosenblatt in Washington, D. C. He will give some attention to the matter.

Q.—I received a letter this morning from the local NRA board, asking me to come up for hearing regarding some complaint that has been made. What shall I do?
A.—By all means go to see them. Explain your situation to them. If you are right, it will not affect your present hookup. If you are wrong, then change your setup to conform with NRA provisions.

Q.—I am somewhat confused on the labor situation. Does the local union have to supply me with additional operators that I will need because I have cut down the hours of my present men to 40? Will they have to give me the new men at no total increase? Do my present operators take a cut to conform to 40 hours as a basis?
A.—Indications are that "yes" is the answer to all your questions. However, labor matters are the most troublesome at this time. Be on the safe side. Write directly to the Code Authority in New York City or Sol A. Rosenblatt.

Q.—Will the code prevent me from using double features?
A.—No, the code cannot do so. The worst that may happen is that houses playing a double feature policy may be set back a few days when zoning is set up, but nothing has been decided.

Q.—Can I keep on giving premiums?
A.—If you are doing so now, continue. No decision will be made on premiums until the territory votes one way or the other. If premiums are kept, they, too, may be zoned with the same restrictions as double features. But there has been no decision.

Q.—When will the local boards be announced?
A.—As soon as possible after January 20 when the last names can be suggested for posts.

Q.—Will there be any salary for such positions?
A.—It is not thought likely. There will probably be a salary for an outside neutral party, but financial matters have not been set at this writing.

Q.—Where can I get a copy of the code?
A.—Write to the Code Authority secretary, John Flinn, in New York City.

Q.—Where shall I mail my signed form of execution of the Code of Fair Competition for the Motion Picture Industry?
A.—To the Code Authority Motion Picture Industry, Room 1204, Paramount Building, 1501 Broadway, New York City.

More Discrimination

In urging the public to be discriminating in the selection of movies for their youngsters, Rev. Alton M. Motter, pastor, Redeemer Lutheran Church, Harrisburg, declared that 36 per cent. of the total movie audiences was made up of children.

Commenting on the statement of the Lutheran minister, in an editorial "The Patriot," morning daily newspaper, Harrisburg, said, "It is this vital fact that has prompted eminent educators and others through the Motion Picture Research Council to fight against the suggestive screen picture."

"Cross Streets" Ready

"Cross Streets," Invincible picture and a First Division release, will be ready shortly. Film is an original story by Gordon Morris, author of "Six Hours to Live" and "Night Coach." Cast consists of Claire Windsor, John Mack Brown, Anita Louise, Matty Kemp and others. First Division distributes.

EXTRA!

4 SINGLE REEL GEMS OF THE SCREEN . . .

THE SPY Special and Unusual Subjects for Selected Programs
KOREA Guaranteed to Please
Double Crossing the Rattler
HAWAII

Distributed by
HERBERT W. GIVEN, Inc.
1239 Vine Street
Philadelphia

Also WESTERNS, FEATURETTES, FELIX Cartoons, TRAVELOGUES
Columbia Drive

Columbia’s March Forward Drive is now taking place and lasts until March 31.

Harry Weiner

The local exchange is making a fine attempt to come in first in the national contest and all exhibitors should give their co-operation to Manager Harry Weiner to insure the success of the move.

Manager Weiner promises some ace shows during the banner period.

FILM BOARD has just completed its 1934 directory. . . It is the only authentic record of theatres in the territory. . . If one is necessary, get in touch with the Film Board. . . Apex Garage is ready to serve you.

GETTING AGED, Mike Landow, Universal’s prince, has now taken to physical culture, wrestles in his office after hours. . . It’s with Wrestler Harry Weisbrow, however, to put all other ideas at rest. . . Boxing, also, enters the curriculum.

METRO seeks reaction on its cartoons. . . Asks exhibitors to see whether or not color versions result in better audience comment.

JOHN GOLDER, at Hollywood, has “This Mad Age,” which drew critics' rave. . . Picture shows the progress of America during the past decade or so, is well edited and can stand plenty of ballyhoo. . . Its New York premiere saw plenty of raves showered on it. . . Herb Taylor, at Preferred, is getting plenty of new releases from Amity these days. . . Over at Peerless, the Bud ’15 Ben series as well as the other Astor releases are keeping Messrs. Neufeld and Heenon busy. . . The Flash series is also making out well. . . The shorts fit any bill.

GOLD MEDAL announces that there is a 24 sheet campaign in back of Majestic’s “The Sin of Nora Moran.” . . In addition, Continerford, as well as the other leading circuits, bought the Comicolor “Jack in the Beanstalk” single reel. . . Meanwhile, the trio of Majestic releases, “The Gay Deceiver,” “The Morning After,” and “You Made Me Love You” are available for booking. . . The latter premiered at Fay’s, and is playing throughout the territory. . . Critics thought much of it. . . New pictures at the exchange include “Beggar’s Holiday,” from Tower. . . In addition, “The Mystery Squadron,” Nat Levine serial, is now beginning to break, with the decks being cleared for the new Nat Levine 1934-1935 serial lineup. . . Tony Mucchese has plenty of pictures available, with releases right on schedule.

RAY O’CONNELL, manager, Grand Theatre, started something when he offered five dollars to any woman who would sit alone in his theatre beginning at the stroke of midnight and witness a showing of the “Invisible Man.” . . Two hundred young women applied for a chance to take the test. . . Grand did big business with “Little Women,” hanging up one of the best box office records in the history of the house.

THERE IS MORE TALK of using the Field House in Maple Grove Park to produce grand opera. . . Patrons are still going for vaudeville once a week in the Capitol Theatre in a big way.

Majestic releases, “The Gay Deceiver,” “The Morning After,” and “You Made Me Love You” are available for booking. . . The latter premiered at Fay’s, and is playing throughout the territory. . . Critics thought much of it. . . New pictures at the exchange include “Beggar’s Holiday,” from Tower. . . In addition, “The Mystery Squadron,” Nat Levine serial, is now beginning to break, with the decks being cleared for the new Nat Levine 1934-1935 serial lineup. . . Tony Mucchese has plenty of pictures available, with releases right on schedule.

Hotel President

48th Street, West of Broadway
NEW YORK
Just Around the Corner from the Center of the Motion Picture Industry
400 ROOMS
All with Bath, Shower, Radio
From $2.50 Daily
Special Weekly Rates
Five minutes’ walk to Fifty Theatres
J. S. SUITS, Manager

A GOLD MEDAL RELEASE!
TO THE BREATHELESS
CLIMAX OF ALL MUSIC
SHOWS... the most stupendous
spectacle ever born to rhythm

It's driving America
melody-mad! . . . The
CARIoca . . .
new Brazilian dance
craze from Rio de
Janeiro where it
never gets cold!

200 beautiful
Girls chosen
from 10,000!
NAME YOUR OWN
FIGURE!

SEEN FOR THE FIRST TIME
NORTH OF THE EQUATOR!

Meet FRED ASTAIRE
Broadway star . . . in
his first laugh con¬
quest of the screen.
He makes the hit of
YOUR life!

Heart catching music by
VINCENT YOUUMANS
composer of "Hit the Deck,"
"No, No, Nanette,"
"Hallelujah"

Thrilling STARS!
Teasing TUNES!
mid scenes of
gasping beauty!

Come, take a joy ride
through the clouds!
. . . Sell your
troubles for a
SONG!

TWO WEEKS AT RADIO CITY to Top Money and
hold-out crowds during New York’s biggest snow storm and
coldest weather in ten years! . . . NOW PLAYING IN A HUNDRED
KEY-SPOTS THRUOUT THE COUNTRY . . . BACKED BY ANOTHER GREAT
NATIONAL NEWSPAPER ADVERTISING CAMPAIGN!

RKO RADIO
Picture

DOLORES DEL RIO
GENE RAYMOND RAOUL ROULIEN
GINGER ROGERS FRED ASTAIRE
Music by
VINCENT YOUUMANS

Jan15'34 pg. 13
NRA has undoubtedly proved a life saver to industry, increasing employment and boosting wages from all of which the movie-theatre own share of the increased spending, a statement from Quality Premium says.

A revolution in industry can take place, however, without some dislocation of business. Premium-using exhibitors had a taste of some of these dislocations the past two weeks when the pottery code went into effect eliminating without notice all work over the 40 hour weekly limit. Potteries which had been working two and three shifts to supply the needs of the Quality Premium’s large list of customers were suddenly confronted with the necessity of filling increasing orders within the 40 hour limit prescribed by their code. Quality Premium’s facilities were taxed to the limit. Their reputation at stake. They rose to the occasion, however, and with the aid of a batch of additional skilled labor, hurried trips to and from the factory and a couple of hundred dollars worth of long distance telephoning every theatre was taken care of but one—their own. The Army and Navy and the U. S. Marines couldn’t have done more.

### Income Tax Service

As a special service for its readers, THE EXHIBITOR is in a position to give valuable advice in regard to income tax statements for theatres.

Through a special hookup, theatres which are in doubt regarding the proper treatment of earnings can save themselves time and money if they get in touch with this office.

Write or call INCOME TAX SERVICE, THE EXHIBITOR.

### Heard In...

#### TRENTON

ROBERT WHEELER and Bert Woolsey, with Dorothy Lee, invaded the House of Assembly of the New Jersey Legislature at the opening of the 1934 session and won a tremendous lot of publicity by mounting the rostrum and posing for pictures... Offering a personal appearance vaudeville act at RKO Capitol screen comedians attracted big business. Premium-using exhibitors had a taste of some of these dislocations the past two weeks when the pottery code went into effect eliminating without notice all work over the 40 hour weekly limit. Potteries which had been working two and three shifts to supply the needs of the Quality Premium’s large list of customers were suddenly confronted with the necessity of filling increasing orders within the 40 hour limit prescribed by their code. Quality Premium’s facilities were taxed to the limit. Their reputation at stake. They rose to the occasion, however, and with the aid of a batch of additional skilled labor, hurried trips to and from the factory and a couple of hundred dollars worth of long distance telephoning every theatre was taken care of but one—their own. The Army and Navy and the U. S. Marines couldn’t have done more.

### Heard In...

#### YORK

CLEON MILLER made a big play on "Little Women" when it played the Strand. Crowning achievement of the advance campaign came when the West York school closed early one day to allow 200 students to attend the matinee in a body... The group was organized in response to a letter sent out over Miller’s signature... In addition to the letter Miller distributed cut-out dolls and menu holders in restaurants... Street car benders were used, and flying around the marquee during the week of its showing... Inmates of the children’s home were the guests of the manager.

### Why Premium Distributors Turn Gray

The Code Authority secretary released this quartet:

- "Little Women" at the Colonial Theatre, Harrisburg.
- "Mrs. Catherine Shelly, who was Miss Fry when she was relief cashier at Loew’s.
- Sid Nauman presided at the meeting of the Allied Theatre Owners of New Jersey, Inc., in the Stacy Theatre... John Bodley, manager, Hunt’s Gaiety Theatre, promoted a "Wilbur Happy Holiday Club" for relief of the poor of the neighborhood. Special matinees with canned groceries as admission charge netted some 600 food cans, distributed to the poor.
- William C. Hunt, president, Hunt Theatres, Inc., was inducted into office for a second term as member of the House of the New Jersey Legislature at January 9, serving from Cape May County... He was named as member of the important appropriations, conference, and steering committees.
- Capitol (RKD) is programming motion picture celebs... General Manager James Brennan landing lots of publicity through newspapers.
- JERSEY ALLIED meets at Stacy here, January 16... Regular meeting of the organization with Sid Nauman in charge.

### Serial Epidemic

A HARRISBURG BOOK DEALER ran newspaper ads as large as those run by the Colonial Theatre, Harrisburg, to advertise "Little Women," the capital of Little Women. The Code Authority secretary released this quartet: "Loew’s Regent, Harrisburg, some years ago, came to the rescue of Manager Charlie McLeary, Loew’s, whose regular relief cashier, Miss Thoma, was suddenly ill. It seems like old times at Loew’s since Eddie Simms, Negro porter, is back on the job... Charles Rice is the colored looking new usher you have seen assistant manager Bob Eichberger breaking in at Loew’s.

### Heard In...

#### STATE Serial Epidemic

A SERIES of free musical concerts are presented by the organizations to entertain the poor. Special matinees with canned groceries as admission charge netted some 600 food cans, distributed to the poor.

### More Names Suggested

A few more names were added last weekend to those already suggested as likely candidates of the local zoning and grievance boards from this territory. The Code Authority secretary released this quartet: Al Boyd, A. J. DeFiori, Al Blafson, George Gravenstein.
A NEW TREND IN ADVANCE GLIMPSES

Warner's trailer on "Convention City" is a distinct bid for audience reaction and gets it. The trailer, which provides a prelude to the usual sales copy, includes three sequences in which the participants unanimously agree that "Convention City" is something to be seen. The group, including two burglars and a policeman; a cheating wife, her amanuensis and the husband; and two acrobats give the scene shots in the trailer a real buildup. Somebody deserves a hand.

INDE AD COUNCIL HAS OPPORTUNITIES

The independent producers' and distributors' ad council, separate from the Hays group revolving about the same idea, has a real job to perform. This department suggested a divorce from the Hays organization group. It has so resulted. Now, if the inde functions can include exhibitor opinion in their regulation, it may mean something. Pete Harrison should be a logical man for the inde board. He is an apostle of clean movies, is close to the public trend and knows showmanship.

MUSIC FILMS REACHING PEAK

What was suggested before is coming to pass. Some good music-shows are slipping in as "just another picture" merely because the public's appetite for music-pictures is slipping. True, some decidedly good songs have helped some of the weaker tune fare become strong box office attractions, but, in general, because there can be too much of a good thing, tune-talkies seem to be on the wane.

BEST TEN SELECTIONS MORE BOX OFFICE

This is the time of the year when the best ten selections flood the country. Surprisingly, a majority of the pictures selected for highest group can be termed box office shows. "Cavalcade," of course, was no box office achievement, but was headed for the best ten when the camera first turned. "The Private Life of Henry the 8th" is a welcome member, and should prove encouraging to the English. If most authentic best ten groups are surveyed, it will be found that at least six are in the money category. This is an improvement over the years when perhaps one or two might be called dough shows.

FOX TURN SEEMS TO BE ON WAY

Exhibitors and the trade in general are hoping that the Fox turn is at hand. After a succession of meaningless pictures, it looks as if "Carolina," "Fox Follies," "Bottoms Up" and "Scandals" will provide the Fox exchanges with something over which to enthuse. No one wants an improvement in Fox product more than the exhibitors. If the specials above concentrate more on "guts" and less on art, the turn may be reached.

RAY JOHNSTON MAKES IT 20

W. Ray Johnston is having a 20th anniversary this month. Exactly two decades ago, the Monogram president started in the field. His anniversary finds him way up at the top of the independent production peak. Announcement that Monogram goes to 36 features next season is another indication of what is in store. No question that Monogram's production has increased in production value as well as for the exhibitor. The 20th anniversary is a real result of constant plugging and honest dealing.

"SON" LOOKS LIKE A CHIP OFF THE OLD BLOCK

"Son of Kong" looks like a stronger entrant than most trade opinion would have had exhibitors believe. Where the show has played, it has done a better than average business, even though not up to "Kong." However, even this must come as a surprise to those who thought that the sequel would just be slipped in as another picture. There is no reason in the world why the same appeals in "Kong" can't be put to advantage when playing "Son of Kong."

For only 30 cents a day you can tell them who's playing in what at your theatre. A longer listing costs but 15 cents a line more.

The RECORD Amusement Directory offers you the most economical and practical form of advertising ever presented to Philadelphia theatre owners. Today it carries the listings of more than 170 theatres in the Philadelphia district. Does it carry yours? To insert your ad just call

WALNUT 2300
Wants Warner Special

At least one exhibitor asked this office to find out at what terms the footage taken of the Mervyn LeRoy-Doris Warner wedding could be had for an added marquee attraction.

The sound film would be a good special, the exhib thought.

Harry Thomas Elected President of Federation

Succeeds Pete Harrison As Independents' Head

Harry Thomas, First Division, was unanimously elected president of the Federation of the Motion Picture Industry of America, Inc., national organization of independent producers and distributors, at an executive session of the Directors, succeeding P. S. Harrison.

W. Ray Johnston, Monogram, was chosen first vice-president. Various committees were appointed by Thomas. Changes made in the line-up of the new Board of Directors make that body a most representative one.

New officers of the Federation for the coming year are as follows:

Harry H. Thomas, president; W. Ray Johnston, of Monogram, vice-president for distributors; I. E. Chadwick, vice-president for producers; Jack Bellman, vice-president for exchanges; Irving Mandel, vice-president for exchanges, Charles Glett, treasurer.

Board of Directors: Harry H. Thomas, W. Ray Johnston, Charles Glett, Bob Savini, I. E.

Sign This

Form Sent to All Exhibitors for Code Signature

CODE OF FAIR COMPETITION FOR THE MOTION PICTURE INDUSTRY

The undersigned hereby approves, adopts and assents to the Code of Fair Competition for the Motion Picture Industry as approved by the President on November 27, 1933.

Signed this...... day of ............ 193 , at ......... (Town or City) .......... (State)

(Name of Individual or Corporation) (Seal)

Check One: Producer ( )
Distributor ( )
Exhibitor ( )

Answer the First and Appropriate Remaining Question

(1) State business address: (Street)

(City) .......... (State)

(2) If exhibitor state name and location of theatre and seating capacity...

(3) If distributor state name and address of exchange...

(4) If producer state name of brand of pictures...

This Assent Is Void If Qualified

After signature return to "CODE AUTHORITY MOTION PICTURE INDUSTRY" in the enclosed envelope.

“He” Is a Real Piece of Merchandise

“He, King of Virtue,” distributed by First Division, is a French importation with English dialogue and some selling angles that no showman can overlook.

Chadwick, Nat Levine, Irving Mandel, Jack Bellman, Pat Powers, David J. Mountain, Trem Carr, Armand Cohen, Claude Ezell, Harry Asher, Herman Gluckman, Larry Darmour, Bob Withers, and three more to be selected.

Executive Committee: Harry Thomas, W. Ray Johnston, Jack Bellman, Herman Gluckman, Charles Glett, Bob Savini, Pat Powers.


Revolt against the edict that motion picture producers and distributors must submit to censorship of their advertising and publicity copy took more definite form with the election of Alec Moss as executive secretary and the planning of a permanent headquarters by the Federation.

The Federation, which is composed of leading independent producers and distributors, threw down the gauntlet to the Hays organization recently by announcing its intention of setting up its own board to censor the advertising and publicity of its members.

Moss will be chairman of a Standards Committee, which will make up the censorship board. Other members of the committee selected include: Charles Glett, Eddie Golden and Herman Gluckman.

The censorship board will be financed through a tax on each reel of film which will be paid by the producers and the film exchanges.

Universal Is Quite Patriotic

The patriotic lassies, Gloria Stuart and Roger Pryor are in “I Like It That Way,” while Shirley Grey offers an intriguing pose, all for Universal.
Satisfactory entertainment by every standard of comparison . . . 100% says Variety . . . slick, humorous and A1 entertainment angles says M. P. Herald—Book 'Em

haunting hit songs ... hilarious comedy gags ... beautiful gowns ... gay sets ... uproarious situations. Life says: "It's packed with laughs."

Thelma Todd
You Made Me Love You

Constance Cummings
The Charming Deceiver

Sally Eilers
Ben Lyon
in "The Morning After"

A witty, sparkling confection of good humor, gay comedy and delightful romance.

Majestic Pictures, Inc.
A. Lucchese, President
1236 Vine Street, Philadelphia
The House of Independent Hits!
OUT-STANDING

BROKE ALL RECORDS AT THE RIVOLI, N. Y.

SET A NEW RECORD AT THE ALDINE, IN PHILADELPHIA

TERRIFIC IN CHICAGO! THOUSANDS HELD OUT FOR HOURS!

WOWED THEM IN SAN FRANCISCO

HELD OVER IN PORTLAND, ORE.

JAMMED THEM IN AT FIRST POPULAR PRICE RUN IN LOS ANGELES!
Thousands of men, women and children stood in line at the RIVOLI, braving the worst storm New York had known for years, clamoring to see

EDDIE CANTOR
IN THE SAMUEL GOLDWYN PRODUCTION OF
ROMAN SCANDALS

with
RUTH ETTING
GLORIA STUART
DAVID MANNERS
and the
Goldwyn Girls

Released thru UNITED ARTISTS
Rumor Booking Combine for Local Exhibitors

Three Year Movement May Reach Peak Soon

A booking combine is hinted in the local territory.

Rumors indicate that such an idea may actually be consummated within the next fortnight.

That the subject has been brewing strongly during the past few weeks is evident.

The move toward a booking combine is said to have been largely influenced by the policy of overlapping zones which has sprung up during the past few years. Through this method of buying, theatres not in the same zone as others have been getting clearance on them.

Exhibitors maintain this is unfair, as the practice interferes with their availabilities and gives houses selling admissions at a lower scale clearance over them.

The practice has spread because of some of the larger exchanges which have been giving this right in order to close their deals quicker and clear up disputed situations.

For three years, the booking combine has been smouldering, but this time it looks as though it may spring forth into a real flame.

Exchanges admit privately that the overlapping of zones is really getting to be a racket, with the clearance boards probably the ones to straighten things out.

This should make the work of the clearance boards most important as the entire setup of future selling and the exhibition business itself depends upon it.

Phillipson Here

Rebirth of General Register Corporation and increased service for exhibitors is seen in the arrival in this country of Percy Phillipson, managing director of Automaticket England as well as the U. S. unit.

In an interview, Phillipson, who is a confirmed believer in using advertising to strengthen the bond between manufacturer and client, pointed out that when he took over direction of the English company it was spending $1000 and lost $20,000 annually. He boosted the advertising budget to $8000 and the company immediately turned in a profit of $10,000 during the first year.

Phillipson intends to stay in this country for more than four months, during which time he intends to survey the situation and make changes that will allow exhibitors to benefit. He also hopes to introduce a ticket taker that is absolutely silent and a machine that prints the tickets as the tickets are issued.

Belief within the trade is that General Register will go far under Phillipson direction.

Universal Has Some New Faces

June Knight, in “Cross Country Cruise”; Sunny Waterman in the same show, and Richard Talmadge, U’s serial star, are noticed.

Heard In

LEHIGH VALLEY

Holiday Spirit Everywhere

By Jack

1800 CHILDREN didn’t miss the big Christmas party in the Globe, Bethlehem. . . . Manager Harry Gammet and employees donated their services co-operating with the Bethlehem Lodge of Elks as hosts for the occasion. . . . A Post Christmas party was held in the Colonial theatre where manager Dick Shamus and employees, including John and William Hickey and Ralph Osterstock, projectionist, enabled 500 children to see “Little Women” and receive an orange, an apple and cookies. . . . Charles Moyer, Nile manager, got away to a big start in the New Year with “Tarzan.”

COLLEGE, Oscar Foreman, held a Gala New Year’s Eve Frolic. . . . Globe, Colonial and Palace also had Sunday midnight shows. . . . Wilmer and Vincent’s Rialto, Walter Hurley, and Colonial, Lee Levy, secured special Lehigh Valley bus service for their patrons. . . . Other Allentown theatres having special shows for the occasion were State, D. A. Knorr’s Embassy and Paul Allendar’s Strand, Astor, Transit, 19th Street, P. R. Hoffman, and the Lyric under the wing of Arthur Korns.

PARK, Coplay, and Roxy, Northampton, Andy Anderson, each had a N. Y. E. S. midnight show. . . . Penlo, Emaus, Earl Tobias, has installed High Fidelity sound; Liberty, Pen Argyl, is benefiting by the $130,000 being expended in the vicinity for CWA . . . House is being operated by the owners, Harold Jackson, Vernon Hill and Russel Hurd. . . . George C. Meeser, Nazareth, received plenty of compliments and lots of patronage as a result of his two day plugging for “I’m No Angel.” An “attractive” young miss, appropriately dressed and placarded, walked the streets and flapped duck wings attached to her shoulders. . . . Says keeping bachelor hall is “not what it’s cracked up to be.” . . . Case of Jamaica rum is enroute from Mrs. Meeser at Kingston.

“Mystery Squadron”

If the three episodes of “The Mystery Squadron,” Nat Levine serial, are an indication of what the whole serial will be like, exhibitors can well be assured that they will get the daddy of them all in that release.

Everything ever in a serial is seen in the show, and it is safe to say that the fourth 1933-1934 release from Levine is the best yet.

With a cast including Bob Steele, Guinn Williams, Lucille Browne, Purnell Pratt, J. Carrol Naish and Jack Mulhall, the show is well set.

“Mystery Squadron” looms as a smash from Levine and Gold Medal.

“Massacre” Offers a New Barthelmess

Richard Barthelmess, Ann Dvorak and a stellar cast are in the Warner attraction.
Big Time Stuff

There used to be a time, in the good old quickie days, when some pictures, totally unknown to the trade, were current. Produced on the cuff, they were excused because they were never supposed to reach anything but the smallest subsequents.

In this era, however, the practice of at least one company releasing pictures that seem to fit this classification is not a pleasant one. Exhibitors playing the product of this company are getting availabilities on productions that not only have not been given any first run showings or any trade advertising anywhere, but which don't seem to have received any publicity at all.

The same company prides itself on its place as one of the majors in the business, but thanks to this kind of effort stamps it an outfit which retains the worst features of former quickie productions.

Plenty of Corporations Pass Out in Delaware

Many Movie Firms Included As Taxes Are Unpaid

Scores of charters for motion picture enterprises of all kinds and amusement concerns have been repealed by Governor Buck of Delaware upon report from Pierre S. duPont, State Tax Commissioner, for failure to pay taxes assessed against them by the state for the last two years.

Clearing of the charter books of concerns in Delaware that fail to comply with the state charter law is an annual occurrence, and results in the elimination of many corporations that were organized on a "shoe string." Some of the movie and amusement charters revoked were as follows:


Hail Flinn Selection

Selection of John C. Flinn to become executive secretary of the Code Authority has been hailed by the industry in general.

He is a film veteran and will retain his post as president of the AMPA advertising group.

The Code job pays $200 weekly.

"Easy to Love" Has Lots of Dash

Adolphe Menjou, Genevieve Tobin, Mary Astor and a good cast are in the Warner picture.

RCA Scores

RCA Photophone has come forth with as fine a demonstration of an intelligent and showmanlike presentation of facts as seen in this business in many a season. It is all represented by a handsomely executed sales book for the salesmen.

The book reviews RCA High Fidelity Photophone equipment and indicates that angles have been made possible for exhibitors using the sound apparatus of that company. Particularly important is the press book division, with samples of the aids given to exhibitors to sell their patrons the value of RCA Photophone sound.

Banners, publicity stories, trailers, one sheets, heralds, mats, etc., are all available to RCA Photophone High Fidelity users.

Showmanship is predominant in the book. In several colors, it is pictorially impressive as well as from the standpoint. Book is distributed with compliments of E. O. Heyl, manager of Photophone division.

Porter Moving

William Z. Porter moves to 1208 Vine Street January 29.

At that stand, he will handle stationery in addition to his stenographic and other divisions.

Office supplies will also be carried as well as the usual services.

Colonel Stoopnagle and Budd Enter

And the scene is the Educational-Coronet comedy, "The Inventors," released by Fox.

Delaware Charters

Fox Iowa Theatre Corporation. Operate theatres and other places of amusement.

Fox Billings Theatre Corporation. Operate theatres and other places of amusement.

Fox Cape Theatre Corporation. Operate theatres and other places of amusement.
FURIOUS ACTION.............See Page 4

A GOLD MEDAL RELEASE!
NEW YEAR'S eve midnight shows in Wilmington are believed to have broken all records. ... By 11:30 when the box offices were opened they were standing in long lines at Loew's Parkway, at the Alhambra House and Queen of the Warner string. ... Many were several hundred away at the Queen. ... turned away at the Opera House, Levine says. ... "Morty" Levine had a heroic size for his automobile by managers men who are going to split weeks on pict¬ures, three days, and vaudeville and Dictures, three days. ... Manager William O. Heck¬man will remain in charge.

A GOLD MEDAL RELEASE!

Erpi Wins Point

Judgment amounting to $678.94 with interest and costs has been awarded to Electrical Research Products, Inc., in its court action brought against the Landbar Amusement Company and Arthur Landsman, as an individual, and operator, Gem Theatre, New York City, to recover unpaid installments and liqui¬dated damages claimed to be due under lease of sound equipment.

In awarding the judgment, Justice Kahn of New York City Court, rendered a decision in part as follows: "... Defendants do not deny the failure to make payments, but aver that the contract is a service contract and not of rental and not of service and the fee is not dependent on whether or not plaintiff's right to the rental or license is a penalty. The sum specified was agreed upon as liquidated damages and..."
Heard In

WILKES-BARRE

Town "Little Women" Conscious

By Mac

NEW YEAR was ushered in with capacity business. . . . Midnight shows could not have been more satisfactory. . . . John Galvin, Penn, tried something new in New Year's cards this year. . . . Sent out specially printed postals. . . . Al Cox, Capitol, was responsible for having the town "Little Women" conscious during the week. . . . All of the dailies carried big displays and there was a special feature in each. . . . Record featured a coloring contest. . . . The prize winners receiving tickets for the regular performances. . . . Evening News ran a picturization of the famous story in six daily installments.

LUZERNE offered a magician as a special attraction. . . . Electrocution of Frank Stabiniski and Anthony Tetrosky at Rockview last week held more than ordinary interest in local theatrical circles. . . . Both admitted robbing the Capitol during their brief crime career which was climaxed with two murders.

"If I Were Free" Has Class

Irene Dunne, Clive Brook and Nils Asther head the cast in Radio's drama.

THROUGH STORMS AND SNOW Your Film MUST GO!

. . . and the Record of Never
Having a Missout is Still Held by ALL Our Jersey Clients

NEW JERSEY MESSENGER SERVICE
MEYER ADLEMAN
250 N. Juniper Street, Philadelphia

SPR. 9355 LOC. 8787 RACE 9444

Mr. Exhibitor

If you were offered a guaranteed income for life absolutely free
Would you pass it by?

BERLO offers you just that

Call a Berlo representative and start the parade of monthly commission checks

DO IT NOW!

Get in touch with:
GEO. P. AARONS
301 N. 13th Street
LOCUST 4245

OR CALL POPLAR 6109

BERLO VENDING COMPANY
1518 N. Broad St., Phila.

Specializing in Candy Vending Equipment for the Theatre Trade!

NEW YORK BALTIMORE
SCRANTON WASHINGTON
ALLENTOWN CLEVELAND
PITTSBURGH CINCINNATI

3000 Cans

Nearly 3000 cans of fruit and vegetables were collected New Year's Day at the Colonial, Victoria and Loew's Regent Theatres, Harrisburg, for the Children's Home of Harrisburg, and needy families of the city.
A GOLD MEDAL RELEASE!

“Moulin Rouge” Has a Musical Background

Witness scenes from the Darryl Zanuck-20th Century-UA production, with Constance Bennett and Franchot Tone heading the cast.

Against Block Booking

Sentiment against block booking was evident in the first ballots received in the survey of exhibitor attitude toward that problem.

As other ballots are received, the results will be indicated.

Heard In

ATLANTIC CITY
Seashore Employees to Frolic

STEEL PIER was playing to such crowds New Year’s Eve with their combination of “Roman Scandals,” vaudeville and an elaborate party in the ballroom that the Music Hall was opened for the overflow. . . . Herbert Copelan, Seashore Theatres, reports more benefits arranged lately than at any time in the last six months as a result of the special trailers shown in each of the Seashore group. . . . General Manager Copelan misses no opportunity for favorable tie-ups for his theatres. . . . Has arranged to advertise all houses in the programs for wrestling matches at Atlantic City Auditorium, playing to over two thousand weekly, at no cost to theatres. . . . Seashore group only theatres advertising shows in Pacific Avenue jitneys, with double-faced card in every jitney. . . . On “Little Women” had window cards in Blatt’s, and in Boardwalk store windows. . . . For “House on Fifth Street” sold Kay Francis with a specially built modernistic Broadway front to Stanley, creating a lot of attention. . . . “Son of a Sailor” at Virginia, had Western Union put out a special telegram for wrestling matches at Atlantic City, creating a lot of interest.

Heard In

WILLIAMSPORT
Business Picks Up Here

EVERY MANAGER is now carrying a smile. . . . Largest bank in the city reopened shortly after New Year’s and CWA projects have absorbed practically all the unemployed in the district. Capitol set an all-time record at its New Year’s midnight show. . . . An 83-year-old man from Hughesville saw his first moving picture when he attended the Capitol Christmas Day.

ARCADIA, Wellsboro, was rather extensively damaged by fire recently. . . . Midnight shows at Jersey Shore and Lock Haven on New Year’s were successful. . . . Lock Haven newspaper birthday club attended a theatre in a group during the holidays. . . . Local radio station, in addition to using the theatre organs, now presents special movie transcriptions.

DARINGLY DANGEROUS . . . . See Page 4

A GOLD MEDAL RELEASE!
In the back of your head!

A knowledge that you need expert advice . . . but afraid temporarily to make the expenditure.

What will it cost?
Must I close down?
Who's an expert on it?

I would like information on . . . ✓

| ARCHITECTS | PROJECTION |
| CARPETING | POSTERS |
| CHAIRS | SAFES |
| CHAIR COVERS | SAFETY DEVICES |
| CONSTRUCTION | SCREENS |
| COSTUMERS | SIGNS |
| DECORATING | SLIDES |
| DRAPERIES | SOUND EQUIPMENT |
| ELECTRICAL WORK | STAGE SCENERY |
| HORNS and SPEAKERS | TICKETS |
| LIGHTING EQUIPM'NT | TICKET REGISTERS |
| LIGHTING FIXTURES | TRAILERS |
| LOBBY FRAMES | UNIFORMS |
| MARQUEES | VAUDEVILLE |
| PRINTING | VENDING MACHINES |
| MISCELLANEOUS | VENTILATION |

Tear Out and Mail!

If you do not wish to be solicited, say so, and information will be mailed.

Jay Emanuel Publications Incorporated
219 North Broad Street
Radio Has a Couple of Naturals

Dolores Del Rio, Gene Raymond, Fred Astaire, Ginger Rogers in "Flying Down to Rio," and a scene from "Son of Kong" are presented.

Local 516 Active in Chester Dispute

Injunction Issued Against "Unfair" and "Scab"

Local 516 I. A. T. S. E., the Spielmont Theatre, Marcus Hook, and the Lyric, Chester, have been involved, recently, in a row revolving around the employment of non-516 operators in those towns.

In an order issued December 28 by Judge Albert Dutton MacDadc, an injunction is given against union officers applying the words "unfair" and "scab" against motion-picture machine operators of two Delaware County theatres. The Court ruled that it is lawful to use pickets, but banned the use of cards or advertisements "involving coercion."

Decision was made in the case brought by Daniel Katlin, owner of the Lyric Theatre, Chester, and Morris H. Spielman, Spielmont Theatre, Marcus Hook, against officers of Chester Local, International Alliance of Motion Picture Machine Operators.

Soviet Arrest Rapped

The Film and Photo League of New York protested to Superintendent of Public Safety Black, Wilmington, against the arrest of exhibitors of the Soviet film, two of whom were fined $100 and costs each.

Superintendent Black said the pair were warned that they could not exhibit pictures without a permit or license, which had been refused them and that when they persisted in showing the films he had nothing else to do but arrest them.

C. S. Losh Dies

Many theatre exhibitors will be sorry to learn that Charles Seibert Losh, 50, prominent pipe organ builder, died recently at his home in Hershey.

The union men demanded that the present operators be replaced by union operators, but would not admit the present operators to membership.

Phil L. Trainer, president and business manager, Local 516, Chester, headed the campaign against the two houses. He was represented in court by Frank Murdock, member of local 307 and an attorney.

Selling the RCA High Fidelity

Here’s how Hunt’s Century, Audubon, N. J., made use of the RCA selling accessories in telling their patrons that the house was using RCA Photophone High Fidelity.
“Moulin Rouge” Train Next Big Ballyhoo

One of the most outstanding publicity campaigns ever engineered has been definitely arranged for the showing of the Joseph M. Schenck-Darryl F. Zanuck 20th Century production, “Moulin Rouge.”

In co-operation with the Socony Vacuum Oil Company of New York, United Artists and 20th Century Pictures will inaugurate a “Moulin Rouge Caravan” which will start from New York City on February 1st and visit the various key cities for the opening engagement of the picture.

“Moulin Rouge Caravan” will be gaily decorated, its entire covering will be silver and blue tinsel and an effective array of lights informing all of its mission to the various theatres.

In addition to picture and broadcasting facilities, there will be fifteen prominent Hollywood stars accompanying the caravan, besides twelve of the best looking show girls in “Moulin Rouge.”

Included in the list of Hollywood stars who have agreed to make the trip are: Leo Carrillo, Jimmie Gleason, Mrs. Gleason, Russell Gleason, Raymond Hatton, Creighton Hale, Anna Q. Nilsson, Mary Carlisle, Johnnie Mack Brown, Mary Brian, Ben Turpin, Sally O’Neil, Sally Neilson, Mary Carlisle, Johnnie Mack Brown, Q. Raymon Hatton, Creighton Hale, Anna Q. Nilsson.

Upon its start from New York City, the “Moulin Rouge Caravan” will first visit Philadelphia where a series of luncheons, broadcasts and personal interviews with the press will take place. In this manner the above stars will have the opportunity to be interviewed by various key city newspapers which in itself will result in unlimited columns of publicity.

Selling “Christina” in Astor Premiere

After a world premiere at the Astor Theatre, December 26, “Queen Christina” seems established in New York.

Sign above the theatre—the largest illuminated theatrical sign on Broadway—carried the single word Garbo in flashing electric bulbs over a massive likeness of the Swedish star. Lobby design is done in modernistic style combining the historical appeal of the story with the modern treatment accorded it and was highly praised by persons in the industry.

Winchell on “He”

“Never before in the history of movies, has a Guy De Maupassant story ever been made for the screen. ‘He, King of Virtue,’ is the first De Maupassant story ever to be filmed—and not in Hollywood! ‘He’ arrives today at the 55th St. Playhouse—and it is one of the funniest movies.

“The story revolves around an old custom that every year the most virtuous girl of the village is chosen Queen of Virtue. The day of this year’s celebration was nearing. The harassed members of the committee could not find one virtuous girl in the town! “So, instead of a queen, a virtuous young man is selected King of Virtue. How this young chap loses his title, however, is one of the most hilarious themes ever put on a screen. Haw!”

—WALTER WINCHELL.

Radio for “Fugitive Lovers”

George Jones, Loew’s Theatre, ballyhooing “Fugitive Lovers” heightened up an old gag with a radio angle.

It is not the first time that the hunt for a mystery woman or man has been staged in Wilmington, so this part wasn’t so original, but with the use of WDEL and the name “Fugitive Lovers” new glamour was added to it. During the day on Friday, Saturday and Monday, the WDEL announcer would say mysteriously “Wanted, the Fugitive Lover,” tune in at six P. M.” Then the instructions that were broadcast at that hour were that between the hours of 7 and 8 and 9 and 10 the “fugitive lovers” would be in, around or not far from the lobby of Loew’s Theatre, and that a $10 reward would be offered for the first person who would identify the proper pair as the dupes that had been planted.

Jones Praised

George Jones’ celebration of his second anniversary as manager of Loew’s Parkway Theatre, Wilmington, and his subsequent carrying part of the Christmas children’s entertainment for the city brought out of the “Pertinent Comment” column of the Labor-Herald, one of the strongest commendations a Wilmington theatre has ever received.

Jones was named chairman of the Mayor’s Christmas Celebration Committee and very successful in getting co-operation entertaining the children. Result was that he was host to 2,500 children during the pre-Christmas period.
Clean Booth

Here's a view of the projection booth in the Traco Theatre, Toms River, N. J., operated by Is Hirschblond. It's considered one of the nicest in the Jersey hinterland.

For "Alice"
For "Alice in Wonderland," which was at the Victoria Theatre, Harrisburg, a contest was run by Manager Harry Lambert in co-operation with the proprietor of a Harrisburg book store to stimulate interest among children.

Building Good Will
Charlie Steifel, Venice Theatre, builds good will by having children and others from institutions as guests. He brings them in in groups and everyone praises the idea.

George Jones, manager, Loew's Parkway, Wilmington, got plenty of favorable publicity on the celebration of Loew's Thirtieth Anniversary and the second anniversary of the Parkway under Loew management.

Change In Name
Paramount Famous Lasky Corporation to Lares Theatre Corporation, N. Y. (The Corporation Trust Company.)

Credit Paramount
Three salvos and broadsides for the pressbook on "Miss Fane's Baby is Stolen."
The press sheet is gotten up like a tabloid, is most interesting, contains a lot of selling angles and is a real change from the regular form.
There are plenty of meaty angles, a smash layout and plenty of real hints for showmen.
Take a look at it. Bob Gillham and aides have turned in a neat job.

BOOK 'EM NOW! ONE EVERY MONTH

BUD 'N BEN
12—3 Reel Westerns
ARIZONA NIGHTS—Jan. 15
Distributed by PEERLESS DISTRIBUTING CO.
1321 Vine Street, Philadelphia, Pa.
"Wine, Women and Song" Is from Masterpiece

Lew Cody and Lilyan Tashman head the cast in "Wine, Women and Song." Masterpiece distributes.

Second ComiColor Finished

"The Little Red Hen," second subject in the P. A. Powers "ComiColor Cartoons" series, has been completed in Cinecolor, by Ub Iwerks, at the Animated Pictures Corporation studio in Los Angeles. Gold Medal distributes.

Wieland Looks at AC Parade; Senses Upturn

Shore Executive Thinks Holiday Turnout Good Sign

George F. Wieland, associated in the operation of several Atlantic City houses, including the Strand, Ventnor, and several others, thinks that the upturn has been reached.

He bases his predictions on the fact that over 2200 chairs were on the boardwalk at one time during the holiday period, the biggest in three years. In addition, crowd was finely attired with many fur coats in evidence as well as top hats. Money was spent freely.

Wieland, who is associated with Mort Lewis in his operations, expects the company's Apollo to reopen February 22, with 1646 seats. Many new ideas are being incorporated, including a new refrigeration system as well as a 45-ft. stage opening.

A GOLD MEDAL RELEASE!
139 Best Ten

139 pictures received votes in the Best Ten contest conducted by the "Evening Ledger" (Ollie Wood).

Winners included Cavalcade, 42nd Street, Berkeley Square, Morning Glory, Private Life of Henry 8th, She Done Him Wrong, When Ladies Meet, The Masquerader, State Fair, Footlight Parade.

Frank Lloyd, Lowell Sherman and Lloyd Bacon-Bus Berkeley won directors laurels.

Katherine Hepburn, Diana Wynyard, Marie Dressler won feminine acting honors.

Leslie Howard, Charles Laughton, Lionel Barrymore topped in men's division.

There was a lot of interest, with general survey indicating people thought pictures were getting better.

EVERY MOMENT A THRILL... See Page 4

A GOLD MEDAL RELEASE!

Thelma Todd and Stanley Lupino are in "You Made Me Love You," a Majestic release.

CREATORS OF A New Standard IN SERVICE TO Theatres

NATIONAL-PENN PRINTING CO.
1233 VINE STREET

PRINTING POSTERS, PROGRAMS WINDOW CARDS THROWOUTS, ETC.

AT YOUR SERVICE DAY AND NIGHT

PHILADELPHIA NEW YORK WASHINGTON BALTIMORE

NATIONAL-KLINE POSTER CO.
1305-07 VINE STREET

RENTAL SERVICE POSTERS, INSERTS PHOTOGRAPHS, ETC.
OF ALL FILM COMPANIES

SIMON LIBROS GEO. H. KLINE OSCAR LIBROS
"He"—FD  
M. Fernadel, Francine Reyn, Marguerite Pierry, Marcel Simon, Marcel Carpenter.  
French made picture but constituted so it can be easily understood by all. Story revolves itself about the selection of a rustic youth as King of Virtue and continues when the King falls into the hands of a designing woman who takes his right to hold the crown away from him. Picture can be sold easily, and looms as a real novelty.  
Estimate: Exploitation natural.

"The Last Round Up"—Para.  
Monte Blue, Randolph Scott, Barbara Britchek, Richard Carle, Charles Middleton, Fred Kohler, Patsy Knight.  
Very good western with more than the usual handful of names to sell, in addition to the popularity of the song hit. Monte Blue makes a nice return, is aided by a good cast, and Zane Grey’s “The Border Legion” is a good story. Show is okay for western houses and may appeal to those ordinarily out of that class.  
Estimate: Whoopee.

"Man of Two Worlds"—Radio  
First feature for Francis Lederer and he shows enough to indicate that he may become a box office bet. Picture, itself, is no great shakes, but Lederer is the man to sell. As an Eskimo who goes back with an expedition to the land of society, he turns in an adequate performance in a familiar setting. He looks like a strong personality.  
Estimate: Sell Lederer.

"Bombay Mail"—U  
Edmund Lowe, Gracie Stevens, Shirley Grey, Ralph Forbes, J. Farrell MacDonald, Moore, John Wing, Brandon Hurst, Ferdinand Gottschalk.  
Action takes place on a train, mystery angles are plentiful and “Bombay Mail” slips nicely into the adequate program department. Love turns in a neat performance as the inspector and audiences should like it.  
Estimate: No hand springs.

"Meanest Gal in Town"—RKO  
Patt Kelton, Zena Pitts, El Brendel, Jimmy Gleason, Skeets Gallagher.  
Programmer with some comedy angles, but whole thing just sums up as more film. Cast makes an attempt to keep it going, but for most part show will be just an also-run.  
Estimate: Weak.

"Madame Spy"—U  
Nita Auer, Fay Wray, Edward Arnold, David Torrence, John Miljan, Vince Barnett.  
Just a spy story and a weak one at that. Heart and spy marries wifly spy without knowing it. She thinks he killed her brother, finds out he didn’t almost too late. Love saves the day but not the picture.  
Estimate: Missout.

"Massacre"—Warners  
Pieee tends to show how Indians may be mistreated and even if the angles are present day, the appeal is limited. Barthelmess won’t add to his prowess through his role of an Indian who finds himself when he learns how his people are being mistreated. Show can be sold in spots, but generally, story was not a happy selection.  
Estimate: Plug star.

"The Poor Rich"—U  
Edna Mae Oliver, Edward Everett Horton, Andy Devine, Leila Hyams, Grant Mitchell, Thelma Todd.  
Comedy with plenty of farce angles and enough satisfaction to take care of audiences who don’t want star names. Piece has no single draw, but a capable cast takes care of matters nicely. Horton and Oliver do best work. It is more or less family entertainment.  
Estimate: Laughs.

"Throne of the Gods"—FD  
Travel film and record of the expedition climbing up the highest Himalaya peak. Well edited, photographed film that not only has travel highlights but which has beauty as well to sell. Picture has running talk by Lowell Thomas, and is interesting all the way through. It can stand on its own where audiences like the faraway stuff, but in any spot can be played to satisfaction.  
Estimate: Okay travel.

"Son of Kong"—Radio  
Sequel to “Kong” but not of the same calibre as far as the box office concerned. Show still has exploitation opportunities, however, so where they like this kind of thing, it will pass off. Piece is more for juveniles.  
Estimate: Not "Kong."

"White Face"—Hel.  
Gordon Harker, Renee Gadd, Nora Swinburne, Richard Bird, Jeanne Stuart.  
English film with American voices dubbed in, which proves a handicap. Picture holds interest most of the way, with Edgar Wallace story, but dubbing doesn’t help. Question is whether English voices might have been better.  
Estimate: Just a picture.

"Fog"—Columbia  
Reginald Owen, Mary Brian, Donald Cook, Helen Freeman, Robert McWade, Edwin Maxwell, Maude Eburne.  
Action takes place on shipboard, with not one murderer but several inviting attention. Cast has no star names, but for those who like their mystery murder tales this should satisfy. Picture has exploitation angles.  
Estimate: Mystery murder stuff.

"Cross Country Cruise"—U  
Action takes place in a bus and keeps going nicely. Tour has a murder and a final mad bus ride for a finish, but shapes up as adequate program entertainment. Blits guarantee satisfaction, even if picture is no standout.  
Estimate: Begins a cycle.

"Fury of the Jungle" Col.  
Don Cook, Peggy Shannon, Harold Huber, Alan Dinehart, Dudley Digges, Toshiro Mori.  
Poor Peggy struggles among the badmen on the jungle island. Eventually a couple of people (not the hero or heroine) are thrown to the crocodiles and the saga of jungle passion ends. It is just about what you imagine it is.  
Estimate: Just about.

"Orient Express"—Fox  
Heather Angel, Norman Foster, Ralph Morgan, Herbert Mundin, Madeleine, Irene Ware, Dorothy Burgess.  
Things happen on a train, nothing novel in itself. Neither is the picture. Show has no star names. Picture starts fast but slows toward the end, classifying whole thing as a programmer.  
Estimate: No names.

"The Sagebrush Trail"—Mon.  
John Wayne, Yakima Canutt, Nusha Shabert, Lane Chandler, Wally Walters, Robert Burns, Artie Mix.  
Entering the picture under a cloud of suspicion, our John joins the gang, stops a couple of their scheduled houdups, conquers all for the girl after cleaning up the villains. Piece has several western names to sell, looms as a better than average western picture.  
Estimate: Okay western.

"I Like It That Way"—U  
Musical that has an entertaining cast if no star names, some pleasant music, nice sets but little in the way of a story. Where audiences like their programs on a basis of entertainment this will slip in. It has no standout angles.  
Estimate: Could have been big.

"Von der Volga"—Kin.  
Silent, with foreign cast and synchronization.  
Novelty that may play some types of houses. Picture is better fitted for artie theatres. Acting is okay, but story and background is foreign.  
Estimate: Art.

"When a Man Rides Alone"—Fr.  
Tom Tyler, R. Bridges, Bob Burns, Adele Lacey.  
Typical western, but a better entrant than most. Tom does a Robin Hood, fights aplenty and wins the girl.  
Estimate: Tom Tyler.
"Fugitive Lovers"—MGM


Bus story with a convict background to boot, and a couple of feature names to sell. Story is more or less familiar, even if placed in a new background, but must fall into the program groove. Individual parts are well taken, action is ever present, but show is just another of the vast majority.

Estimate: Bus yarn.

"Big Time or Bust"—Tower


Typical triangle story with the husband refusing to believe in the wife's success, and a moderate entrant in the program division. Picture is familiar, although the cast contributes interesting performances. Picture has a carnival and night club background.

Estimate: Program inde.

"Before Midnight"—Col.

June Collyer, Bette Blythe, Ralph Bellamy, Claude Gillingwater, Bradley Page, Arthur Pierson.

Once again we have a murder mystery, with the young doctor-hero under suspicion. However, thanks to our inspector, the whole thing is cleared up and love wins all. Show doesn't boast much in the way of novelty, and is familiar, but where they don't care, well—.

Estimate: Ditto.

"Criminal at Large"—Helber

Emlyn Williams, Gordon Harker, Cathleen Nesbitt, Norman McKewell, Cyril Raymond.

Muder tale with an English background and plenty of action all the way. Show may be a bit foreign in production but story will hold audience attention. No names to sell except Edgar Wallace, the author.

Estimate: Thrills.

"Under Secret Orders"—Monarch

Phyllis Barrington, J. Farrell MacDonald, Don Dilaway, Niva Quintero, Matthew Betz.

Young hero is on a secret mission, loses the papers, but gets them back as well as the girl before they are made public. Picture won't mean much in most spots, although there are some feature names that may be familiar.

Estimate: Just film.

"Marriage on Approval"—Freuler

Barbara Kent, William Farnum, Leila McIntyre, Donald Dilaway, Edward Woods, Dorothy Granger, Jaston Harlan, Phyllis Barry.

Nicely produced tale of modern youth and the usual consequences, with a good title to boot. Daughter marries against father's opposition, leaves home, goes away with husband. Misunderstanding between wife and husband is overcome, and love conquers all.

Estimate: Sell title.

"Enlighten Thy Daughter"—Exp.


Showmen can get behind this and sell it as a moral lesson against sin and parental neglect. Story is one of a girl betrayed and parents who don't understand, with the heroine passing on to make a sad finish. However, the moral lesson is strong, and theatres can cash in with plenty of good tie-ups.

Estimate: Showmen's special.

"Fashions of 1934"—Warners

William Powell, Bette Davis, Frank McHugh, Hugh Herbert, Vere Vandreau, Reginald Owens, Dorothy Burgess, Henry O'Neill.

Looks like a natural for men and women, with some gorgeous style shows to attract the last named. William Powell as a style pirate, carries the bulk of the piece, but he has glorious assistance from some swell settings, gowns and fashions that will make the ladies applaud and some good comedy. Once again it looks as if Warners have delivered a real piece of merchandize.

Estimate: Style natural.

"Through the Centuries"—Beacon

Religious picture, composed of shots from newsreels and other films for definite audience, generally.

Handled so that it will appeal especially to Catholics, this picture is a natural for co-operation with church groups. Although it will have its greatest success in certain sectors, it has angles that should help put it over with the church elements generally. Show has been nicely edited, has many shots from other pictures, but in its own sphere is a nicely done job.

Estimate: Religious.

"The Ghoul"—BG

Baris Karloff, Anthony Bushell, Cedric Hardwicke, Harold Huth, Dorothy Hyson.

Thriller story, with Karloff coming back to life after pronounced dead and going on a rampage. Tale revolves around a precious jewel, with Karloff finally passing out for good and the hero and heroine saved from a living death. Picture was made in England, but has two names familiar to American audiences.

Estimate: Karloff.

"Nana"—UA

Anna Sten, Mae Clarke, Phillipa Holmes, Helen Freeman, Mariel Kirkland, Lowell Atwell, Lawrence Grant, Reginald Owens, Richard Bennett.

Picture is more a triumph for Anna Sten than for its production values. Play is the Zola classic, adapted to movie demands, with Sten playing many men and going up and down in the social scale. Ending sees her shooting herself when brothers fight over her. Picture should be sold as first from a new star, rather than in its content. Sten makes good copy, should become a definite personality.

Estimate: Sten standout.

"Search for Beauty"—Para.


Here is Paramount's big tie-up picture, with the contestants almost all lost in the shuffle. Show, however, emerges as a saleable article, with feature names if not many stars to sell. Plot revolves about a health farm with plenty of comedy angles predominating. Show will do especially well where the contest meant anything, but even at that is okay program.

Estimate: Adapted for exploitation.

"The Lucky Texan"—Mono.

John Wayne, R. N. Bradbury, George Hayes, Barbara Sheldon, Lloyd Whitlock, Yakima Canutt.

George Hayes turns in a nice characterization in the picture, which has more of the acting and less of the wild riding usually seen in westerns. However, Monogram has given the show the same attention and it should satisfy.

Estimate: Usual Wayne.

"Two Alone"—Radio


Interesting but unhappy sort of picture which concerns itself with struggle of an orphan and a lad who escaped from a reformatory and their attempts to rise above their surroundings. Lack of humor becomes a handicap, and piece, in general, may get credit for trying, but little more.

Estimate: Unhappy.

"All of Me"—Para.

Miriam Hopkins, Fredric March, Helen Mack, George Raft, William Collier, Sr.

Nicely handled picture with name strength as well as an interesting story to sell. Two pairs, Hopkins and March, Mack and Raft, turn in good performances, the latter duo as a gangster-moll combo., with Hopkins being mixed up in their adventures. Theme is one of the girl being afraid marriage will destroy romance, with the direction particularly good.

Estimate: Nicely done.

"Shadows of Sing Sing"—Col.

Bruce Cabot, Mary Brinn, Grant Mitchell, Dewey Robinson, James Cuneo.

Here's one about the young assistant district attorney who loves the sister of the gang leader. A rival gangster frames the hero, and thanks to a last minute punch the show, despite familiar material, holds interests all the way. Gangster stuff may be outworn but this is nicely handled.

Estimate: Surprise twist helps.

"A Woman's Man"—Monogram


Tale of a Hollywood star whose director can't tell her she is slipping because her director once loved her, and all in all a credit to Monogram. Piece has some feature strength to sell, has a Hollywood background, and a prize fight to boot. With all of these, the show comes through with colors flying. Picture is a programmer that can stand up anywhere.

Estimate: Credit Monogram.

"Wine, Women & Song"—Chad.

Lillian Tasman, Leo Cady, Matty Kemp, Paul Gregory, Gertrude Austin, Bobbe Arnst, Esther Mair, Bobbi Watson.

With two names to sell, this one can stand plenty of exploitation. Piece is produced on an indie budget but contains some selling opportunities that shouldn't be muffed. Title is a good help, and with the things comes off nicely on independent show.

Estimate: Get behind it.

"Four Frightened People"—Para.

Claudette Colbert, Herbert Marshall, William Gar-gan, Mary Boland, Leo Carlin.

Novel yarn directed by DeMille and headed for box office honors. Piece revolves about four people lost in the jungle, the leader going yellow, love between the heroine who takes charge and the hero who is married, savages whose interest in return to civilization and an eventual working out of all problems. Show has plenty and should hold its own.

Estimate: Decidedly different.
THE CHECKUP

For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in "Looking Ahead at the Product," the regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. If you have misplaced any copies of your home town journal, drop "THE CHECKUP" a line and missing copies will be sent to you. Save these pages and refer to them as needed. Key: For example, 2-Sept. means the second issue of this publication in that month.

Lady for a Day  1-Aug.
A Man's Castle  1-Nov.
Police Car 17  2-Nov.
Karey Wields Horses  2-Nov.
Above the Clouds  2-Nov.
Master of Men  1-Dec.
Fugly  2-Jan.
Fury of the Jungle  2-Jan.
Before Midnight  2-Jan.
Shadows of Sin Sing  2-Jan.

Monogram

DISTRIBUTED BY FIRST DIVISION

The Avenger  2-Nov.
Swelter of Sigma Chi  1-Nov.
Broken Dreams  2-Dec.
He Couldn't Take It  2-Dec.
Sensation Hunters  1-Jan.
The Sagesbrush Trail  2-Jan.
Lucy Texas  2-Jan.
Woman's Man  2-Jan.

Paramount

Song of Songs  3-Jul
This Day and Age  2-Aug.
One Sunday Afternoon  1-Sep.
Torch Singer  2-Sep.
To the Last Man  1-Oct.
Golden Harvest  2-Oct.
Too Much Harmony  2-Oct.
I'm No Angel  2-Oct.
Tillie and Gus  2-Oct.
Way to Love  2-Oct.
Take a Chance  1-Nov.
Hall and High Water  2-Nov.
White Woman  1-Nov.
Design for Living  2-Nov.
Crude Song  2-Nov.
Duck Soup  2-Nov.
Lonely Cowboy  2-Nov.
Thundering Herd  2-Nov.
Sitting Pretty  1-Dec.
Girl Without a Room  2-Dec.
Beloved  1-Jan.
Dinner at Eight  1-Jan.
Miss Kane's Baby is Taken  1-Jan.
His Double Life  1-Jan.
8 Girls in a Boat  1-Jan.
The Last Roundup  2-Jan.
Search for Beauty  2-Jan.
Four Frightened People  2-Jan.
All of Me  2-Jan.

Radio

Morning Glory  1-Aug.
Rafter Romance  3-Aug.
One Man's Journey  2-Sep.
Midshipman Jack  1-Oct.
Ann Vickery  2-Oct.
Ace of Aces  2-Oct.

Apple Apelleby  2-Oct.
Little Women  2-Nov.
After Tonight (Woman Spy)  2-Oct.
Right to Romance  1-Dec.
If I Were Free  1-Dec.
Flying Down to Rio  1-Jan.
Man of Two Worlds  2-Jan.
Meanest Gal in Town  2-Jan.
Son of Kong  1-Jan.
Two Alone  1-Jan.

United Artists

Bitter Sweet  2-Sept.
The Bowery  2-Oct.
Broadway Thru Keyhole  1-Oct.
Emperor Jones  2-Oct.
Henry the Eighth  1-Dec.
Blood Money  1-Dec.
Rome Scandals  1-Dec.
Advice to the Lovers  2-Oct.
Gallant Lady  2-Dec.
MaulinPuggage  1-Jan.
Nana  2-Jan.

United Artists

Lova Honor and O Baby  2-Oct.
Settlers of the Mills  2-Sept.
5 & 0 Isobelberg  1-Oct.
Only Yesterday  2-Nov.
Myrd and Merge  1-Dec.
Special Investigator  2-Nov.
Invisible Man  2-Nov.
King of the Night  2-Oct.
Counselor at Law  1-Dec.
Horse Play  2-Dec.
Terror in the Streets  1-Jan.
By Candlelight  2-Jan.
Blind Man's Trail  2-Jan.
Madame Spy  2-Jan.
The Poor Rich  2-Jan.
Cross Country Cruise  2-Jan.
I Like It That Way  2-Jan.

First Division

By Appointment Only  2-Sept.
Dance Lil  1-Nov.
I Have Lived  1-Aug.
A Man of Sentiment  1-Dec.
Rainbow Over Broadway  2-Nov.
Notorious But Nice  2-Nov.
Picture Bride  1-Oct.
One Year Later  2-Aug.
Terror the Fearless  1-Oct.
Enter 'Em Alive  2-Dec.
The Road to Ruin  2-Dec.
He  2-Jan.

Gold Medal

Sing, Sinner, Sing  2-Aug.
The Big Bluff  2-Oct.
Important Witness  2-Aug.
Laughing at Life  2-Aug.
Curtain at Eight  3-Dec.
You Made Me Love You  1-Dec.
The Charme Decelle  1-Jan.
Sins of Nora Moran  2-Jan.
Big Time or Bust  2-Jan.
Enlighten Thy Daughter  2-Jan.

Masterpiece

Her Forgotten Past  2-Nov.
Riot Squad  2-Oct.
Secret Sinners  1-Jan.
Wine, Women and Song  2-Oct.
Marriage on Approval  2-Jan.
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$4183.00

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ETHEL FREEDMAN . . . . . FOX
MICHAEL KATZ . . . . GOLD MEDAL
DOROTHY DENNIS . . . . HORLACHER
DOROTHY BERESIN . . . . METRO
FRANCIS HOLTZSTEIN . . . NAT'L-PENN
CLARA KRAFTSOW . . . . PARAMOUNT
MARGARET CLARK . . . . RKO
ANNA PARRISH . . . . UNITED ARTISTS
MARY MEADOWCROFT . . UNIVERSAL
CHARLES BEILAN . . . . WARNERS

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1329 VINE STREET • PHILADELPHIA
Chicago Goes Nuts Over "In The Money"

Mae Tinee says:—
"nuttier than the Marx Brothers ever dreamed of being"

... in her Chicago Tribune rave over...

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AN INVINCIBLE PICTURE

With SKEETS GALLAGHER
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and the nuttiest cast of relatives ever assembled

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"DINNER AT EIGHT"  
"DANCING LADY"  and  
"QUEEN CHRISTINA"  
are just killing them at the box office!

Early reports on the engagements of . . .

"ESKIMO"
so far in this territory are excellent!

I have just screened May Robson's new picture entitled . . .

"YOU CAN'T BUY EVERYTHING"
and I have reproduced opposite a criticism taken from the "Showman's Round Table".

GO AFTER IT!

BOB LYNCH

M-G-M

YOU CAN'T BUY EVERYTHING

M-G-M  Drama  84 mins.

ANOTHER MAY ROBSON TRIUMPH;
EXCELLENT ENTERTAINMENT
FOR FAMILY TRADE


Plot: May Robson takes her money and securities out of the bank on learning of Lewis Stone's appointment as Vice-President. She has hated Lewis Stone for 30 years because he jilted her. She married a wealthy man to spite Stone, and after her husband's death, had only one thought—
to make his fortune grow until her son would be America's wealthiest man. However, her son marries Stone's daughter and mother and son become estranged when the mother breaks Stone in a business deal. Stone reveals the reason he jilted her and everyone is reconciled.

Summary: Here's a picture that will prove its worth as an attendance builder. One that all classes will enjoy, especially appealing to women. Jean Parker gives another one of her sweet performances. Bakewell and Mary Forbes also do good work. In exploiting the lovable May Robson's fine performance don't overlook the juvenile love interest supplied by Jean Parker and William Bakewell.
FRANCIS LEDERER
ELISSA LANDI

in
“MAN OF TWO WORLDS”

with Henry Stephenson . J. Farrell MacDonald
Directed by J. Walter Ruben . . . . A Pandro S. Berman Production
... and Now
—a New Star in a Different Story

JUDITH ALLEN

(COURTESY PARAMOUNT PICTURES)

Star of "Too Much Harmony"
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"WINE, WOMEN and SONG"

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LEW CODY
BOBBE ARNST

Directed by Herbert Brenon

Distributed by Philadelphia's First Independent

MASTERPIECE FILM ATTRACTIONS, Inc.

1329 VINE STREET

L. KORSO, President
The Exhibitor

As The industry code moves slowly along in its second month, several factors are apparent.

First, delay in forming the local clearance and grievance boards is not helping the situation any. Exhibitors want to see how the code will work out. Their best chance of finding its value rests in the operation of the local units.

Second, ruling of Deputy Administrator Sol A. Rosenblatt, that the cancellation clause in the contract is retroactive beginning with pictures released after December 7 raised a storm of disapproval from the distributors. If this clause is retroactive, how about the rest of the code? That is the question to be answered.

Third, suit brought by Allied to find out whether or not qualified approvals of the code must be accepted by the Code Authority represents a move on the part of certain exhibitor factions to make a test of the code.

The final strength of the code will be in its operation. The sooner the industry gets around to it, the better everyone in the business will feel.

Currently, the state of mind of exhibitors in general may well be represented by the editorial representation which rests directly south of these observations. Some may say that the code benefits directly protect the producer, but in the long run, unless they apply to everyone in the business, a storm shall arise that will be so terrific as to destroy whatever protection there may be in the covering so neatly illustrated.
Promotions Accorded S-W Managers as Part of New Opportunity Plan

With a company policy dedicated to immediate recognition of proven ability on the part of every employee and promotion for those who are worthy of it, the local Stanley-Warner division, under the guidance of zone chief Leonard Schlesinger, underwent a slight reorganization last week that gave immediate proof of the company's sincerity.

Whereas in the past this zone has had seven divisions, three new ones have been created as well as a new assistant zone manager's post under Zone Chief Schlesinger.

Jack Flynn, a real veteran with the company, and a man who rose from the ranks, is now assistant to Schlesinger in charge of theatre operation, with Lou Davidoff assistant in charge of film.

The new divisions and the one vacancy resulting from Flynn's promotion see Al Plough, Robert Kessler, Rufus Speece and Jack Lexy moved up into divisional posts. They had been managing the Uptown, Colney, Astor, Reading; and Broadway, respectively, with the promotions a reward for their success in their individual operations.

To Dues Paying Members

Dues paying members of the M. P. T. O. are urged to get in touch with the office of President Lewen Pizor. Those who have paid their dues to date will receive a membership card.

Meanwhile, a special committee is discussing the new form of membership contract recently approved.

It is interesting to point out that Schlesinger, himself, started as an usher in the business, which is ample proof that hard work makes for steady promotion.

Warner Brothers, at the present time, stand in a significant position, with the company's last report showing the outfit in the black. In addition, the bonus plan of the organization, which had 30 local managers getting into the money when the last drive ended January 1, gives chance for extra money for those who have the goods. The present drive, part of the bonus plan, on a percentage basis, ends March 31, when a new period will begin. The bonus plan is a national idea, with the local district actively engaged in doing its part.

Full Speed Ahead

Leonard Schlesinger
Zone manager for Warner theatres in this district.

Schlesinger found business picking up during his trip. CWA money as well as CCC activities have helped conditions in the outlying areas, but in general he thought there was more money circulating. This, with a vast improvement in product, helps the circuit's business.

The moral position of the local circuit is extremely high with the spirit of the men reaching a new peak, thanks to the confidence of the men in Schlesinger and his able lot of assistants.

Flynn's promotion was especially gratifying to the trade in general. As chief of the Reading, Chester, Wilmington and Delaware county (Continued on page 24)
Hear Appointment of Local Clearance and Grievance Boards Due February 9

Names Being Ratified by Code Authority—Allied Units File Test Suit Against Body Involved

The boards which will govern local clearance and grievance matters in the local territory are now being selected. They will be ratified by the Code Authority, February 9, it is believed.

The committee, Messrs. Kent, O'Reilly, Schaefer, Yamins, Johnston, Kuykendahl, is completing its work. Ratification is necessary by the Authority. No secretaries have been selected. Local boards will choose their own.

The first court test was an Allied matter.

It has been sponsored by Allied States Association and was filed recently in U. S. District Court in New York by the Congress Theatre, Newark, N. J.

It was filed against Sol A. Rosenblatt, Deputy Administrator, members of the Code Authority and secretary of that body. It seeks to enjoin them from refusing to accept any qualified assent to the code tendered by that theatre mentioned. House reserved its rights under the Sherman anti-trust law and other statutes. In the alternative, bill seeks to adjudge the motion picture code contrary to the NRA and in violation of the fifth amendment to the Constitution and to enjoin its enforcement against the complainant.

The Philadelphia boards were given extreme consideration by the Code Authority committee. This was because the zone was deemed one of the most important.

Signatures from this territory have been coming in fast. The local M. P. T. O. has already advised its members to get into line. This was believed largely responsible for the good results from this zone.

Meanwhile, the ruling of Rosenblatt wherein the cancellation clause in the contract is held retroactive beginning with releases of December 8 is certain to meet with protests from the distributors.

It is hoped to keep the costs of administering the industry code down to about $250,000 annually.

The Code Authority held another meeting January 23, in New York City.

It was announced that 452 unqualified signatures to the code had been received from exhibitors and 60 distributors. Twenty-nine producers also signed, including major companies.

Nominations for local clearance and grievance boards totalled 930 at that time. There are 416 places to be filled, five members on each grievance board, seven to every clearance board.

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R. H. Cochrane was the chairman at the last meeting, under the rotating plan. A report on the manual for local functions is expected at the next meeting, set for February 9.

Other matters were also postponed until that time.

A committee to take up the matter of fire regulations was also appointed, including W. Ray Johnston, George J. Schaefer, Felix Feist.

A committee was also appointed to investigate protests regarding vaudeville conditions.

(Continued on page 24)
CODE

Allied Meets
On Code Matters

Highlighting the week was a scheduled meeting of Allied leaders. The code, "twas said, was to be a topic. The trade wondered what steps against it might be in order following the test suit.

Protests Against
Code Names Received

Apparently all the code names mentioned haven't been received with jubilation by the trade. Protests come into the Code Authority headquarters. Deadline for nomination was January 20, but protests can come in any time, reports say.

Will to Hollywood
So Is Sol

To Hollywood went Deputy Administrator Sol A. Rosenblatt, intent on studying coast effects of the code. All work, no play was to be his program, with plenty of problems now awaiting his attention in that territory.

To Hollywood went Will H. Hays on a survey. It was his 12th trip. As usual, it was preceded by the usual statements about the future, etc.

Rotating Chairman
in February, Report

Rotating chairman will be used on local boards, along the same lines as the national body. It is expected that local boards will start functioning sometime in February. Meanwhile, an anxious industry waits.

10% Ruling
Faces Conflict

The 10% elimination clause is effective for pictures released after December 7, if exhibitor has complied with his part of the code. This applies also to all contracts signed after that time. But a legal squawk impends.

Financing and
No Benefits

Exhibitors not signing the code do not have to help finance it, reports tend to show. However, those who do not sign do not reap any benefits.

February 28
Deadline Observed

With February 28 as the deadline for code signatures, most exhibitors refused to be deterred by the Allied test suit on qualified signatures, sent in their signatures in order to get aboard the bandwagon. Observers were quick to point out it is better to sign and find fault afterwards, not before.

PRODUCTION

Independents On
Time with Releases

Independent units are producing on time. Chesterfield and Invincible will contribute all promised. Majestic intends to complete its program. Monogram is already making plans for 1934-1935. Steadiness of these units brings renewed confidence to the trade.

Paramount in Black
Optimistic About Future

With Adolph Zukor inspecting the coast divisions, Paramount stands in a strong production position. Company, in the black, releases on schedule, has contributed more than its share of hits. Thanks to good direction and Mae West, trade is again Paramount-conscious.

Salary Questionnaire
Now Being Answered

Studios, home offices, chains, etc., are now answering questionnaires sent them by the government in accordance with the President's executive order. What will happen after these are received is undecided, but filled out they must be, or else . . .

Salaries from $150 up are included in the inquiry list.

Screen Actors' Guild
Becomes Big Factor

1935 will see nearly 5,000 members in the Screen Actors' Guild, president Fredric March asserts. Observers see strength of the Academy gone, future of the Screen Actors' Guild bright. Exhibitors, generally, don't care, as long as actors act, help make box office pictures.

EXHIBITION

13,736 Houses Open
in Country, Survey

Film Board of Trade, which has facilities to survey theatres in country, reports 13,736 houses open. 18,371 are listed as entered on the books, with 940 eliminated since last year. 4,635 houses are closed.

Legislatures Prepare
to Tax Movie Industry

From all parts of the country come threats of legislation against the industry. Virginia senses a 5% tax. Massachusetts proposes a board for supervision of exhibition. Missouri has trouble of its own. Kentucky prepares to fight a sales tax.

DISTRIBUTION

Out of the Red
Into the Black

$105,752 profit for Warners was shown in the 13 weeks ended November 25. Observers noted that this was the company's first entrance into the black since 1930, attributed the change to "The 20th Street," "Gold Diggers," "Footlight Parade," Warners' courage and initiative.

Happier Days
For Para, RKO

Both RKO and Paramount will be out of the receivership mess shortly. Things look bright for both companies, with financial stabilization allowing for a permanent reorganization.

United Artists Trade
Shows Setting Record

United Artists is apparently determined to show exhibitors before selling. On the heels of "Gallant Lady" and "Moulin Rouge," trade shows for "Nana" and "Palooka" follow. All made an impression, with UA probably encouraged to continue its practice.

Tri-Ergon Letters
Irritate Exhibitors

Exhibitors have received letters from Tri-Ergon, informing them of the decision in the case against Wilmer and Vincent, hinting at damages if patent rights are upheld. RCA and Western Electric are quick to comfort exhibitors, pointing out that litigation is long, there is no need to worry.

National Board
of Review Meets

Few exhibitors know what the National Board of Review is. Most of them know it only as a mention on every feature they show.

Annual proof that there is such a body comes when the group meets. This year it has its session in New York City, February 8-10. Sol A. Rosenblatt, code supervisor, speaks.

Post Office Dept.
Seeks Lottery Ban

From Denver comes a post office ruling that may affect theatres in Maine, California, etc. Competitive theatres give away autos. "A lottery," asserts the p. o. Newspaper carrying such ads would be banned. Meanwhile, houses using similar ideas elsewhere wonder.
This Giant Press Book Will Make Showmanship History

9 PROVEN ENGAGEMENTS IN FULL DETAIL!
REPEAT THEIR SUCCESS WITH READY CAMPAIGNS!

Contents:
TWELVE DOUBLE-SIZED PAGES
with photos and complete description of 9 successful, proven "Eskimo" campaigns, from Atlanta, Richmond, Norfolk, Miami and five other cities...

30 NATIONAL TIE-UPS
such as Lipton's Tea, Norge Refrigerator, Remington Typewriter, Lucky Strikes, Hills Bros. Coffee, Atwater Kent, Eskimo Pie and 22 more equally big! Special window cards, streamers, banners, etc.

NEWSPAPER SERIALIZATION
In 12 thrilling, illustrated chapters! Also newspaper cartoon strips.

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Eskimo Photoplay Novel
*with Special Window Cards

FULL PAGE EDUCATIONAL PLAN
AND 100 MORE VALUABLE EXPLOITATION SUGGESTIONS

15 SMASHING PAGES
OF ADVERTISING!!!!

PUBLICITY SECTION CONTAINING every conceivable press angle!

ACCESSORIES FULLY ILLUSTRATED
Giant Pictorial Cut-out Letters, combination marquee hangers and door-knob novelty, plus many more in addition to regular accessories.

This Campaign Book is 32 inches high, 24 inches wide—and every inch is crammed with practical Theatre Showmanship!
**SUNNY SKIES for SHOW MEN.**

**Shows that have angles**
- Pennants! Banners! Lobby Displays!

**Shows that can be sold**
- 3 Mystery Thrillers from the masterful pen of EDGAR WALLACE
  - NOW READY]

**"WHITE FACE"**

A Baffling Mystery Drama
- Action!
- Suspense!
- Thrills!

Backed by Special Roadshow Displays

**FREE!**

**FOREST THEATRE** had a setback when it was discovered that burglars had borrowed the sound equipment. . . . Lost a matinee show. . . . Frank Hauss, operator, discovered the loss. . . . Warners plugged "Fashions of 1934" by inviting Philly's best dressed women to see the show, had them plug it over the air.

**THE HEIGHT** of something or other: Europa plays return of "Emperor Jones" at 65 cents top, while down the street the Capitol has it at 15 cents. . . . Artie Cohn, whose Earle telegrams announce the coming of a new show, doesn't overlook the foreign papers in his publicity plugs. . . . Names coming to the Earle include Duke Ellington, Lillian Roth and others. . . . Earl Carroll was a visitor in town, dropped in on the Earle. . . . Meanwhile, Joe Feldman continues his rosy management.

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**DISTRIBUTED BY**

HERBERT W. GIVEN, Inc.
1239 Vine Street
Philadelphia

Also WESTERNS, FEATURETTES, FELIX Cartoons, TRAVELOGUES

**Two from Warners**

**Hollywood**—

"Heat Lightning," with Aline MacMahon, Ann Dvorak, Lyle Talbot, Glenda Farrell, Frank McHugh, Preston Foster, Ruth Donnelly, has an ace cast, action background, plenty of speed, with LeRoy direction. Show fits nicely into the program groove, can be sold anywhere.

"I've Got Your Number," with Joan Blondell, Pat O'Brien, Glenda Farrell, Allen Jenkins, Eugene Pallette, Gordon Westcott, has lots of exploitation possibilities, loads of laughs, smash movement all the way, and is an audience picture.

Production glimpses of "Hot Air," with Ginger Rogers, Dick Powell, and others, as well as "Merry Wives of Reno," Glenda Farrell, Guy Kibbee, Ruth Donnelly, Donald Woods, and a second week.

**EMANUEL**

**Heard In**

**CROSSTOWN**

Norman Lewis Likes Midgets

**COMING:**

"Criminal at Large"

Direct from its World Premiere at the MAYFAIR, N.Y.
- Held Over for a Second Week

"The Man They Couldn't Arrest"

A Sensational Title Backed by a Thrilling Production

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**HOWARD**. . . . S. Alexander Smith, brother of

Moe Verbin, Europa manager, undergoing nose and throat operation. . . . Legit show at the Erlanger sells unreserved seats. . . . New idea for the house. . . . Town has been flooded with special passes for the house, redeemable at a low cost.

Zone Chief Leonard Schlesinger spent much time in the territory a fortnight ago inspecting Warner theatres in Lancaster, Hanover, Red Lion and York, with division chief William Israel. . . . He made the trip as part of his tour around the circuit.

Mrs. Hoyme, the efficient outer-office reception committee at Stanley-Warner's 11th and Market offices, continues to give her beaming smile to all those desiring to get into the inner sanctum. . . . She knows practically everyone in the local field through her many years of service.

**NINETEEN YEARS AGO:** . . . Merchants' Theatre Ticket Company filed corporate amendment changing name to Merchants' Amusement Company. . . . Mrs. Francis Mooney, probation officer of Juvenile Court, was sent 60 guest tickets by management of Keith's Theatre for boys placed in her care by Judge Gorman, Municipal Court. . . . Frank Gudeman and John Morollo, managers, Forrest Theatre, entertained 300 newsboys with a show. . . . Nixon and Erlanger Film Exchange moved to bigger quarters at 1337 Vine Street. . . . Maurice Spiers bought the Plaza and Century Theatres. . . . G. H. Chapman gave contract to build a theatre at Rising Sun Lane and Loudon Street to Louis Ahlers, Jr. . . . Cedar Amusement Company took over from William Frieboer the theatre at Cedar and 60th. . . . John Fiocca planned a theatre at 841 North 40th Street.

**FAY'S, Philadelphia**

Under Direction of M. E. COMERFORD

Playing

8 BIG ACTS OF VAUDEVILLE

Booked by

EDWARD SHERMAN

VAUDEVILLE AGENCY

Real Estate Trust Bldg.

PHILADELPHIA

Pennybacker 7595

MAYFAIR THEATRE BLDG., NEW YORK
CURRENT DRIVES on the street include those of Universal, Columbia, Warners, Paramount; . . . So all good exhibitors should come to the aid of the exchanges and date in all shows and shorts available . . . So that the exchange employees can win a lot of prizes. . . . One good turn deserves another.

ELI GINSBERG is now selling for Gold Medal in the Harrisburg and Jersey block. . . . Eli says that with such a nice lineup of product, he will keep plenty busy turning in contracts. . . . Oscar Neufeld was reminiscing the other day regarding the good old days when he was president of the American basketball league.

A LOT OF EXHIBITORS looked at the Japanese scare-headlines, wondered if their matters . . . J. Becker, at Apex Garage, plans some improvements for the spring . . . His service staff was recently revised.

HARRY WEINER hopped over to New York to attend a Columbia regional meeting . . . New product was discussed.

BARNEY COHEN, popular Benson manager, is now back in harness after a few days of being hors de combat. . . . He was ill. . . . Herb Green is kept busy these days hopping back and forth to New York city, where he has another exchange . . . John Bachman went down to Washington to oversee Educational matters. . . . J. Becker, at Apex Garage, plans some improvements for the spring . . . His service staff was recently revised.

WILLIAM Z. PORTER is already entrenched in his 1208 Vine Street quarters. . . . Second floor. . . . New enlarged quarters and facilities are available.

NEW COMICOLOR Aid

Emil Offeman, general manager, Animated Pictures Corporation, producing the new "Pow¬ ers Comicolor" and "Willie Whopper" series of cartoons in color, has signed several important personalities to augment the present production staff.

Title Change

"The Quitter" is the release title on the Chesterfield picture featuring Emma Dunn, Charley Grapewin and William Bakewell. "The Quitter" was formerly known as "The Understanding Heart." First Division distributes.

Charters

Catasauqua Amusement Corporation, Philadelphia; owning, managing, operating and controlling theatres and plazas of amusement; William and Marion Humphries, both Philadelphia, and C. J. Klug, Upper Darby, incorporators.

Fidelity Amusement Company, Inc., Lock Haven; owning, leasing and operating motion picture theatres, musical comedies; W. W. and E. W. Frederick, both Lock Haven, incorporators.

Meet "Bill"!

Debonair, smiling — all the force of a Marine Corps "top killer," but courteous and fair.

WM. CLARK, pictured below, is purchasing agent for the HORLACHER LINES and super¬ vises maintenance and repairs. Under his careful watchfulness our trucks are equipped and manned to be kept rolling in any weather.
Pizor Re-elected Head of Local Exhibitor Group

Fearless Leader Directs M. P. T. O. in 1934

Lewen Pizor has been re-elected president of the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware.

The re-election took place at a meeting held January 23 at the Ellis Hotel. Other elections included:

Vice-presidents, Michael H. Egnal, P. Mort Lewis; treasurer, George Lessy; secretary, George P. Aarons.

Board of managers (four vacancies to be filled): Milt Rogasner, Ben Fertl, Ed Jeffries, Joe Conway.


The advisory board will function with the actual board of managers. In this manner, a more workable body can be formed.

Reviews Year

Opening the meeting, President Pizor reviewed the work of the year, concerning the code, daylight saving, carnivals, taxes, copyright bureau, etc. He pointed out what the organization had done for the members.

Business of the meeting concerned, primarily, high percentage being asked for Sam Goldwyn productions from UA. A resolution against the sales policy was passed, but the door was left open for a conference with UA officials regarding the policy.

A report on the operators’ situation indicated that the union would play ball with members. All matters were to be adjusted amicably, it was felt. This could be accomplished through the organization.

Members were told that both electricity would protect their interest in the Tri-Ergon patent suits.

The organization urged everyone to sign the code.

Support for the President’s Ball and the Romance of the People was urged.

Discussion of the cancellation clause in the contract arose. This was followed by the announcement that a new membership contract was being formulated. The matter was referred to the board of managers.

Record Meeting

About 100 members were present and the meeting was over in record time. It was deemed one of the best held during the past year.

The Board of Managers recently passed a resolution prohibiting the secretary and counsel of the group from giving any advice or information to any exhibitors who are not in good standing in respect to their dues to the organization. The organization maintains this is only just and fair to those exhibitors who pay their dues.

Announce New M. P. T. O. Committees for 1934

Groups to Deal with Various Questions

The following committees for 1934 have been announced by the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware to deal with local problems as they arise.

LABOR—Chairman, H. D. Cohen, Lewiston; Si Myers, Moorestown, N. J.; Martin Ellis, Camden, N. J.; P. Mortimer Lewis, Atlantic City; Louis P. N. Camden, N. J.; Al Fischer, Jr., Glenside; Jack Brown, Jenkintown; Herb Elfiner, Shamokin; Oscar Stiefel, Lack Haven; Maurice Freed, Narberth; Harry Fried, Bryn Mawr; Leo Posel, Philadelphia.

ENTERTAINMENT—Chairman, Milt Rogasner, Philadelphia; Morris Spiers, vice-chairman; Philadelphia; I. Borowsky, Philadelphia; Sam Hyman, Philadelphia; Charlie Goodwin, Philadelphia; Morris Wax, Philadelphia; George Kline, Philadelphia; Iz Herschbell, Toms River, N. J.

PUBLICITY AND PROPAGANDA—Chairman George P. Aarons; Sam Hyman, Philadelphia; Frank Salasen, Narberth; L. Felt, Norristown; P. R. Hoffman, Allentown.

MEMBERSHIP—Abe Sablosky, chairman, Joe Conway, Aiken, Conn., all of Philadelphia.

OPERATORS’ COMMITTEE (Philadelphia)—Lewen Pizor, chairman; Milt Rogasner, Morris Spiers, Abe Sablosky, Norman Lewis, Sam Hyman, Philadelphia.


POSTERS AND SUPPLIES—Ben Fertl, chairman; Fred Leopold, H. Rosinsky, Benjamin Creep, George Aarons, all of Philadelphia.


John Bagley is Sergeant-at-Arms.

The chairman of the board is a member of all committees, ex-officio.

Ross Shifts Men

Transfers in personnel of Ross Federal Service, Inc., men see Arthur S. Kane appointed western division manager; Walter I. Brown appointed mid-west division manager; Max Ungerman to Alhambra; J. C. Page to Denver; and B. E. Jolley to Indianapolis.

Code Highlights

Last code news discloses the fact that February 28 is now the deadline for code signing.

And also that appointment of the Philadelphia local boards will be completed February 8, at a meeting of the committee.

New First Division Specials Coming Thru

First Division is now getting set on its specials for the current season.

"He, King of Virtue," which played to sensational business at the New York Cameo; "Road to Ruin," which is now breaking records in its Boston engagements, are two of the specials lined up.

Extended runs for these pictures will be announced later.

The exchange also announces that "Young Eagles," a 12-episode serial, sponsored by the Boy Scouts of America, directed by Spencer Gordon Bennett, "Tarzan" director, with release set for April 15, is now available for dating.

Meanwhile, the exploitation department of FD has been busier. Songs from "Rainbow Over Broadway" were broadcast over WEEAF on a recent Saturday night, while Abe Lyman has also given the score a plug over the air on a recent Sunday. Rudy Vallée also gave it a big boost recently.

Harry H. Thomas, president, has gone to Florida with Mrs. Thomas, for a vacation.

PRESENCE of wall flower-bachelors at the Paramount party was mourned by all the young ladies. . . . They left before the festivities were over. . . . Sam Schwartz was quite charming at the same affair. . . . Anna Kraft- sow made a hit as m. c. . . . Manager of the Avon thrilled all the lassies. . . . Joe Leon, Universal, danced many times, proved a Don Juan. . . . A Gable chops up, received quite a hand. . . . Herman Rubin missed his vacation. . . . He belongs in Monte Carlo. . . . Esther Diamond lost some money for an exhibitor. . . . Berns, Engel and Diamond made music.

PARAMOUNTEER Yetta Weiss and First Divisionite Rose Foreman were seen dancing at A. C. . . . The romance at the major exchange is still blooming. . . . Anne Schaefer recently recuperating from an appendix operation. . . . Marion Mellon, Universalite, is still sick. . . . Dot Carson, Bert Messen- ger, Mary Meadowcroft, the Engels, Joe Leon and Miguel Landow had a good time at the Para party.

MISS ROSALIND FRIED, Wayne, daughter of the Main Line exhibitor, a student in the school of journalism, Syracuse University, received commendation recently for a feature article written by her. . . . And is papa proud.

MOTHER of Louis Berger, South Phila- delphia exhibitor, died recently. . . . Her passing came as a shock to her family. . . . The trade sends its condolences.

THE ENGAGEMENT of Harry N. Good- man, Metropolitan Printing executive, and Miss Lilian Blackman, Philadelphia, has been announced. . . . The marriage takes place March 4. . . . The trade wishes them well and knows that Metropolitan service will be even better when Harry becomes a mar- ried man.

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MEET THE CHAMP!

(Ed. Note: This publication in no way subscribes to the sentiments contained in the following article written by the author as an individual. The columns of this publication are always open to those who wish to convey their opinion on industry matters to the trade. Answers to the following article will receive the same attention accorded this. This publication is always glad to allow its columns to be used as a forum.)

BEHOLD the Philadelphia exhibitor—champion resoluter of the industry. Every time he gets socked, he passes a resolution.

Last meeting he passed some mean resolutions against high film rentals and the depression. Next meeting he’s going to pass some more against Hitler, kidnapping and bad weather on Saturdays.

A curious specimen is the Philadelphia independent. Genus homoyellowbellyus—which is Latin for “man without guts.”

While other exhibitor groups band themselves together into powerful units to combat rising costs and excessive labor demands he resolutely:

“Millions for tribute,” says he, “not one cent for defense.”

He’ll pay five dollars for a single reel but only 50 cents for protection.

He wants La Guardias and Borahs to lead him but won’t pay them what he pays a lowly usher.

And when the fire becomes hot and his leaders need him, he deserts on the field of battle.

Right now he is girding up his loins for combat with the newly-organized janitors, ushers and cashiers union. If they try to raise salaries on him he’ll slap them down with a hot resolution.

Every so often he goes to meetin’. And does he have fun! He has even been known to attend when there was no free lunch.

And when our hero goes into action no high school debating society or ladies’ sewing circle is more exciting.

Everybody makes plenty speeches with resolutions against 50% pictures with overages, with guarantees, with the right to interchange, with score charge.

Theatre owners with heavy dough invested playing at making speeches while their investments are being washed away by the rising waters of high film rentals and increased operating costs.

And the FEW WHO KNOW AND CAN SEE sit helplessly by wondering why the lunacy commission doesn’t arrive.

Behold the Philadelphia independent—the DOORMAT OF THE INDUSTRY! He will soon be as extinct as the dodo!

MPTOA on Radio

A statement from the MPTOA says:

MPTOA have been compiling data coming from every state in the United States where there is a radio broadcasting station,—getting actual facts and figures concerning broadcasting programs being open to the public with free admission. In many instances these advertisers reserve the right to issue free tickets to thousands of patrons ordinarily of the theatre. In many instances these advertisers reserve the right to issue free tickets to thousands of patrons ordinarily of the theatre. It is unfair as well as ruinous competition and there is a definite clause in the code dealing with this.

MPTOA intends to try to get together with the radio people first, and ask them to eliminate these practices. They even have gone so far as to lease theatres and halls. Thirty-five stations are expected to be contacted.

If the organization and the radio people cannot get together on the subject, it shall be taken to the Code Authority of the motion picture industry and they shall be asked to appeal to the radio authorities.

Allied Jersey Dinner

Allied Jersey held a beefsteak dinner this week in New York City. Newark Athletic Club was the spot.

UA Two-a-Day

United Artists announces the premiere of “Catherine the Great,” London Films production based on the life of the Russian Empress, February 14, at the Astor Theatre, New York City.

Allied Test Suit Postponed

Allied this week consented to a postponement of the hearing on the Congress Theatre suit against the Code Authority.

The theatre seeks to enjoin the body from refusing to accept qualified assents. Postponement was believed a result of the extension of the period of filing assents to February 28.

Hearing will now take place February 20.

New Censor Set-ups

At least two states are trying to make changes in the censor setup. In Virginia and New York, bills to abolish the boards have been introduced. Virginia wants to do away with the group altogether, while the New York idea seeks to place the comptroller as head of a new motion picture division to take over the functions carried by the education department.

Warners Score

Warners have another ready for release that should provide a merry tinkle for the box office. “Mandalay,” with Kay Francis, Ricardo Cortez, Lyle Talbot, Warner Oland is sumptuous and colorful. Has definite appeal for the women, while Kay Francis’ performance is ample insurance.

DAVE BARRIST.

JAY EMANUEL.
**Sings for Columbia**

Grace Hayes, under contract to Columbia, is seen here with a couple of friends. She is now working in a musical film, untitled.

**“Moulin” Caravan Due**

With a cargo of some of the most popular motion picture stars in the country, accompanied by a chorus of twelve girls who have been appearing recently in the spectacular production numbers of musical films, a fleet of cars known as the Moulin Rouge Caravan is scheduled to arrive in New York, February 6, as part of a coast-to-coast tour being made to celebrate the presentation of “Moulin Rouge” from 20th Century.

Instead of travelling by train, this group of screen personalities is making its foray across the nation by overland stage, so to speak. Beginning in Washington, the caravan is to arrive by way of Baltimore, Philadelphia and Newark, and then visit three New England cities before it turns westward for the long trek back to Hollywood. Nearly a score of specially equipped Fomusines, plus a giant Greyhound bus with especially installed drawing-room furniture, followed by a truck carrying baggage, will make up the caravan.

**S-W Managers on High in Exploitation**

Stanley-Warner managers are riding along on the crest of an exploitation wave.

Home office department, Harry Goldberg in charge, arranged a special preview of “Fashions of 1934” for local well-dressed society women. Women saw it, did a rave over WCAU. Local ad copy stressed sensational features rather than fashion element, in order to aid the male trade.

Lloyd Seiber, at the local State, used a large keyhole for “Broadway Thru a Keyhole,” had a boy on roller skates pass around the neighborhood. Had a girl in the lobby plugging “Advice to Lovelorn.” Passed out booklets. Also had floral and men’s shop tie-ups.

Douglas George planned a “Go to Theatre” week before Lent. Sought co-operation of mayor and Lancaster bodies.

Circle had a lobby exhibit on “World Changes,” with personal letters from Lester Stollman to various societies.

Marty Goldenberg, at the Colonial, had lobby display of life-size figures of Marx Brothers as well as rubber ducis in water for “Duck Soup.” Had a new trailer effect for “Invisible Man.”

For “Convention City,” a list of local sales managers received invites to a special preview.

Douglas George, Capitol, Lancaster, used letters to bridge fans to plug the Culbertson series.

Charlie Moyer, State, Hanover, used personal letters to plug “Cradle Song.”

**Disney Honored**

Walt Disney was honored by the Poor Richard Club here, January 17, when he was awarded that organization’s gold medal for the outstanding achievement of 1933 at a banquet in the Benjamin Franklin Hotel.

Eddie Cantor acted as Disney’s proxy in receiving the medal, as Disney was unable to leave Hollywood because of production activity at his studio there. Each year the Poor Richard Club, composed of the leading publishers and advertising men of Philadelphia, makes several awards for meritorious achievements, but gives only one medal for the outstanding achievement.

**Short Bill Clicks**

To test the popularity of Walt Disney’s comics, George Jones, manager, Loew’s Parkway, Wilmington, had to turn away what he considered crowds equalling a two-house capacity. He filled the house and had about 200 standing.

Special all-Disney program was a “try-out” to determine the amount of drawing power these comics have, and Jones admits he was flabbergasted by the crowd. It was put on in the place of the regular children’s program, which is given there under the auspices of a Trinity Church organization every Saturday morning. Instead of drawing an all juvenile crowd, Jones figures that there were as many adults admitted and turned away as there were kiddies.

**Back Again**

Arthur Kelly, UA foreign district manager, and Joseph M. Schenck, president UA and 20th Century, arrive from a European trip.

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**SENTRY SERVICED SAFETY CONTROL**

Many theatre owners weigh the matter of Safety as it suits them. **PLAINLY THIS IS ALL WRONG.** In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—**THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.**

**SENTRY SAFETY CONTROL CORP.**

10th ST. and ALLEGHENY AVE.

PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
CHOOSING THE MOST
STRIKING PRESS BOOK ADS

In the fulfillment of the pledge made last month, we are now attempting to choose the leading press-book ads on some pictures now current in your houses. Our decision after consultation with several active, independent theatre operators dependent on press-book aids in the merchandising of pictures to the public is based upon the following factors:

(A) Absence of exaggerated adjectives.
(B) Assembling of word combinations to create curiosity and interest.
(C) Befitting illustration lending itself to clean, effective reproduction and apropos of the text itself.
(D) Inclusion of timeliness relative to a cast player who has been the recipient of valuable newspaper publicity.
(E) Particular copy written especially about the story in the picture instead of stock phrasing.
(F) Faces of box office names instead of embellished art.
(G) Smaller ads which provide the nucleus of campaign during run of picture.
(H) Specific sales themes which begin in the advance and opening ads and continue through.
(I) Ads which lend themselves to situations where half-tone and reverse are desirable or where black on white is preferable.
(J) A 6 point line or two to top the 14-line ads.
(K) Close-up heads, two inches wide, without backgrounds, for publicity or inclusion in enlarged ads.
(L) Originality.
(M) Concentrated consideration to the completeness of one and two column rather than three or four column ads. (Where one 3- or 4-column ad is used, two 2-column or four 1-column ads are utilized.)
(N) Ads written AFTER the picture has been viewed rather than theoretical campaigns based on Hollywood flashes. If press-books must be rushed to take care of pre-release bookings, then supplementary sheets should be stuffed immediately afterwards.
(O) Text suggestive of supplementary exploitation instead of conflicting advertising copy and exploitation ideas in the same press book.

We shall be pleased to read or publish letters of criticism or otherwise from exhibitors or home-office publicists. The purpose is to provide the missing link between disgruntled exhibitors and distributors' home office personnel. We want to do our share in directly or indirectly arousing enough interest to bring about press-book ads which will fulfill the complete purpose of their existence; to get those few extra dollars at the box-office that intelligent, creative and economically-spaced ads can attract.

Theatre operators who exhibit pictures fifty-two weeks, annually, can not afford to over-sell attractions because their prospects, in a comparatively short time, will have no confidence in their claims.
AD HIGHLIGHTS of the PRESS BOOKS

Music that weaves a magic spell—romance that touches the depths of human emotion...

LETS FALL IN LOVE

A glorious musical romance of two hearts in song time

DESIGN FOR LIVING

FREDRIC MARCH GARY COOPER
MIRIAM HOPKINS
EDWARD EVERETT HORTON

A Paramount Picture

an Ernst Lubitsch PRODUCTION

THEATRE

SHE HAD A YEN FOR TWO MEN

She needed two men to fill her life... so the three of them kicked convention out the window.

SHE WANTED SOMEN THEIR SECRETS!

She was as ruthless as she was beautiful, as cunning as she was alluring, and as dangerous as she was clever... See the love story of an adventuress!

DESIGN FOR LIVING

FREDRIC MARCH CARY COOPER
MIRIAM HOPKINS
EDWARD EVERETT HORTON

A Paramount Picture

THEATRE

CIVILIZATION made her a Lady

The jungle made her a Woman!

He kidnapped her right under the eyes of her husband and she loved it!

Miss Fane's Baby Is Stolen

DOROTHEA WIECK
ALICE BRADY
BABY LARRY

A Paramount Picture

THEATRE

MISS FANE'S BABY IS STOLEN

CLAUDETTE COLBERT
ALICE BRADY
BABY LARRY

A Paramount Picture

THEATRE

NOTE:—The number refers to the individual ad so marked.

(1) Clarity

Reverse effect in this one insures clarity, denotes musical and illustration tells in drawing what the top five lines purport to sell.

(2) Adaptability

Six selling lines with combination line and halftone very effective for this picture. Possible to chop this one up for two columns.

(3) Good Use of Halftone

The half-face of Fay Wray is an attention arrester without any doubt. Supporting cast in light face italic with omission of some of the credit lines would further improve this good ad.

(4) Clever Combination

Smart combination to draw them in without scaring them too much. The baby's head gets sympathy as does wailing mother, while the cartoon lettering of snatcher's note promises plenty of action.

(5) Sex Cleverly Handled

Without stressing the sex angle too much the half-tone and wash drawing illustrate what the text states happens to the girl.

(6) Appeal to Women

An appeal to every woman who secretly hopes for the same destiny is neatly indicated here according to five type lines. Reproduction will come up nicely in any paper. Great showmanship just to sell Leslie Howard without bothering about rest of cast. If Howard don't draw them in—no business.

(7) Smart Small Ads

This is what we mean by a line or two of sales copy in 14-line ads which are used during run of picture. (7-A) supplies similar requirement. Some companies following this plan, but majority should do this.

(8) Intelligent Use of Space

An example of a small uncrowded ad yet containing every element of this picture and easy to read. On any newspaper page regardless of competitive advertising it will catch and hold the eye.

(9) Attractive White Space

The space on the right-hand side may be utilized for sales copy or by moving Cantor's head to center a sub-head or theatre slug will balance off the ad.

(10) No Waste

The Barrymore profile gets a good play here. No waste of space but ear mortised for sales copy. Too many credit lines at the bottom, but the exhibitor can exercise privilege of eliminating everything but supporting cast names at bottom half.
(11) 14-Line Asset

Another 14-line combination reverse and lettering which exhibitors want and consistently use. Maybe 6-point italic, light-face lines would have served to make contrast more effective, but the point is that you have a complete 14-line ad.

(12) Economy

More evidence that it does not require a quarter-page layout to sell a picture—35-lines across two columns but it's all there, especially the top sales line which is used throughout the campaign book ads.

(13) Good Reverse Plate

A reverse plate which will reproduce cleanly and clearly. For the daily run ads, excellent.

(14) Supplement

Supplements ad number six on opposite page for end of engagement. It begins with the kidnapping slant and continues right on through even to the 14-line slug.

(15) Easy to Modify

Most exhibitors playing this product will probably chop this one at the center dot, but they'll use this one. Half-tone backgrounds are not conducive to the best results, but in this case the heart-effect carries out the definition of the title.

(16) Everything Here

An ad which has everything. It will attract; it's balanced; the two side half-tones bring out what will enhance eye-interest. We think the text could be moved up and production credit lines moved down to the bottom. But the ad lends itself to rearranging these minor details.

(17) Selling Past Performances

The three half-tone illustrations are smartly inserted to make readers reminisce. It's a 10-to-1 shot everyone has seen Muni in at least one of the three and the strength of his past performance will decide hesitant ticket-buyers. In every detail this ad is complete, compact and evidence of showmanship applied intelligently.

(18) Catchy Copy and Layout

This ad will probably attract more attention than the average display ad because of the lack of display type and headings. Six lines that say a mouthful and on a page where illustrations are scarce the half-tone of the girl will compel eye-attention.

Combining Selling Lines with Selling Copy

(NOTE.—The absence of ads from other press-books printed during January is not to be regarded as a reflection upon them.

The selection of these ads with reasons for choosing them may impart to home-offices, in behalf of exhibitors, what is wanted. In this way, we believe, publicists will be able to guide themselves.

We are not infallible nor do we set ourselves up as an authority except of our close affiliation with actual theatre operation and daily contact with first and subsequent run exhibitors who buy and use newspaper lineage.

This problem is yours, exhibitors and distributors. Let us hear from you and through these columns the goal may be attained sooner.)
Dear Leo:

ON THIS PAGE we intended reviewing exploitation ideas contained in the press-books recently released, but your comprehensive exploitation campaign on “Eskimo” warrants a change in plan even before that goes into effect.

SINCE 1918, the writer has been in the field executing campaigns, in home offices of theatrical chains rushing ideas and suggestions to hundreds of showmen from coast-to-coast. We have read and carefully digested exploitation angles conceived, suggested, submitted and proffered by others. We refer, particularly, to those published in the hundreds of press-books originating in distributors’ offices. We have a good memory. Not since 1918 have we seen, heard of or read anything to compare with your “Eskimo” campaign.

ITS OUTSTANDING FEATURE is not only the easy adaptability of most of the ideas but the actual execution on your part and presented in such a manner that not one manager in the world can conscientiously say “I couldn’t exploit ‘Eskimo’.”

MONTHS AGO, in this department, we criticized several companies for suggesting tie-ups and other exploitation angles in press-books that should have been originally effected in the home-office. We recall especially a picture with an ocean liner for a locale. The exploitation page instructed exhibitors to communicate with a steamship company for the purpose of arranging a tie-up. We will wager that not a single exhibitor paid the slightest bit of attention to it. Another picture, based on a book, depended for its exploitation on a tie-up with book-stores. The home-office did not check-up to ascertain whether the stores stocked the book. A dozen exhibitors in one territory phoned in the世界 can conscientiously say “I couldn’t exploit ‘Eskimo’.”

IT APPEARS to the writer that few recognize the importance of exploitation. We mean intelligent exploitation minus the unfavorable aftermath resulting from fake originations, sensational, fast-running stuff, etc. Years ago exploitation played a very important part in this industry. But when pictures reached a new entertainment level and business grew worse, naturally the producers practically strangled exploitation. Even when exploitation was directly responsible for a definite proportion of increased box-office receipts and film rentals, producers and distributors chose to credit it to the picture alone.

WE ALL KNOW that exploitation will not put over a flop but it will get an opening and from that point everything depends upon the production. It is no secret yet producers treat exploitation as a step-child. So the publication of your great “Eskimo” exploitation campaign, we believe, creates a new era and perhaps marks the return of exploitation to its important spot in the industry’s rehabilitation.

THE “ESKIMO” BOOK is a masterpiece. It bristles with the results of earnest, sincere and intelligent efforts. It must have required a great deal of time to have successfully concluded arrangements for the innumerable direct tie-ups effected. It evidences the faith of your organization and of your department in your product. No human being could have visualized the many possibilities. Inspiration must have been born from something much more than the mere performance of one’s duty.

IN OUR OWN EXPERIENCES we recall the greeting extended on our first visit, in nearly every city. “This town is different from any other in the country and tougher.” But we found managers had reached this conclusion only because daily routine made them soft and unimaginative and unambitious. Our purpose in injecting this bit of personal reminiscence is to prove that even that type of manager can not resist exploiting “Eskimo” after reading your campaign book.

SUPPOSE THE NEWSPAPERS in the town, for economic reasons, will not co-operate and use the serial; then, the radio dramatization will bring extra business on the opening day. If the radio station or stations insist upon prohibitive payment or the time you want is not obtainable, then the imitation Eskimo dog team making a scheduled rush on the main street will get into the papers. If the police department refuses to grant the permit for the dash, then “Eskimo” can be easily planted on the windows of the best located stores in each city by virtue of the effected tie-ups.

It is hardly likely that all the “ifs” listed in the preceding paragraph can happen, but granting the exception, there are dozen other ways and means in your book which makes the execution of the “Eskimo” campaign, in part or complete, a pleasure.

THERE ISN’T A SHOWMAN in the country who can help but revel in your accomplishment. Showmen have something in their blood which urges them to reach heights to which commercial experts would not even dare contemplate. Give a showman a spark and he’ll start a fire and before he finishes, the conflagration will eventuate into a roaring flame.

YOUR “ESKIMO” CAMPAIGN book supplies that spark. It brings with it an emotional influence which will awaken many showmen who are tired of the usual, hackneyed and obvious plans submitted in some press-books. We wish that some branch of the organization or the AMPA would make an award annually for the most intelligent, comprehensive, serviceable and adaptable money-making exploitation campaigns. If there were one, your “Eskimo” campaign book would entitle you to that honor.

WHILE WE TAKE this means of congratulating you, we urge every showman: producer, distributor, operator or manager, to borrow or obtain a copy of the “Eskimo” exploitation campaign book you prepared and study a phase of picture selling to the public that is a rarity. It is a complete education. Our copy is being filed away. When sometime in the future a young man comes to us to inquire as to what book will give him a better insight into theatre operation and selling to the public, we will invite him to look at the contents of your book.

The omission of theoretical suggestions; ordinary “ideas” which most managers in the field have forgotten; routine and obvious space-fillers make your book what it is because you have done all the work. You went to work on the job in behalf of exhibitors playing MGM product and the results justify your effort.

IF THOUSANDS OF SHOWMEN who may reap a profit harvest don’t express their appreciation, individually and collectively, for what you have done for them and their box-offices, then the most surprised person will be...
“Henry 8th” Gets Big Push in Reading

Manager Charlie McLeary and his assistant, Robert Etchberger, Loew’s Regent Theatre, Reading, put over a series of effective window display tie-ups and other stunts with local newspapers in connection with their exploitation campaign to usher in the opening of “The Private Life of Henry VIII.”

A few days before the opening of the picture all local dailies co-operated by using advance publicity stories and gave generous art space to Charles Laughton, the star.

In their window display campaign, arrangements were made with book stores, whereby each window carried an assortment of scene stills with groups of the book “The Private Life of Henry VIII.” Taxi company co-operated by using special signs on the back of their 12 cabs announcing the opening of the picture at Loew’s Regent Theatre. With some of the scene stills from the picture showing Laughton enjoying a real banquet, a tie-up was made with the Governor Hotel and State restaurants.

Through the co-operation of the Liberty Magazine, 3,000 inserts were gotten up and placed in their latest issue, which were distributed by their agents in a house to house campaign. Another important tie-up was put over with the local public library authorities whereby 7,500 special book-marks, with theatre imprint, were distributed in their various branches. Arrangements were also made with Radio Station WKBO for the broadcasting of a ten-minute playlet in which local talent was used.

“Berkeley” Local Angle

“Berkeley Square,” New Rialto Theatre, Wilmington, did well, because the author of the book, John Balderston, was raised in Wilmington and spent many years there before going to England.

Mickey Mouse Bills

Reports indicate that there is a hidden gold mine in all-Disney short bills for children and adults.

Here at the Penn A. C., the Saturday kid show reached a new peak when the all-Disney program was given. In New York, in Wilmington, similar results were reported.

It would seem logical for all houses to devote a Saturday morning to such a bill.

Bally for “Eskimo”

Street car ballyhoo put out by George Jones, manager, Loew’s Parkway, Wilmington, for “Eskimo” was one of the most artistic layouts of its kind that has been produced, exclusive of parade floats. Jones went to considerable expense and trouble to have the side display on the car done by an artist in colors, with an aurora borealis as the center design and the word Eskimo standing out in vivid cut-out letters. The car went the rounds of the streets for three days, and Jones had full houses for nearly all performances.

Gala 4-Hours

Sid Stanley, at Fay’s, is giving plenty show these Saturdays.

One of the matinee bills there a recent Saturday included: “I Was a Spy,” a western feature; Mickey Mouse; news; 8 acts vaudeville; Uncle WIP, lolly pop, all for ten cents for the kiddies.

And the vaudeville was very good.

Witness “Dancing Man” with Judith Allen

Reginald Denny and Judith Allen, courtesy Paramount, are in “Dancing Man,” released by Masterpiece.

“LET’S GO TO SEE...”
WHAT? WHERE?

Have you told them what’s showing at your theatre? You ought to. You can’t expect people to flood your theatre if they don’t know who’s playing in what. And now you can. The Record Amusement Directory offers you the opportunity to tell 176,952 people every day, 270,425 on Sunday, for only 30 cents a day. That’s all a listing in Philadelphia’s first and only complete Amusement Directory costs you. Longer listings, 15 cents for each additional line.

The Record Amusement Directory

is consulted every day by Philadelphia’s biggest group of people who go places and see things. More than 160 movie theatres in the Philadelphia area already are listed in it. If yours isn’t you’re letting your competitor lure your customers. To insert your ad just call

PHILADELPHIA RECORD
CLASSIFIED DEPARTMENT
WALNUT 2300
Suits Sells “Blood Money” in Reading

In ushering in the opening of “Blood Money,” R. H. Suits, manager, Loew’s Colonial Theatre, Reading, put over a powerful exploitation campaign which scored with telling effect at his box office.

A few days in advance of the opening, Suits lined up his local newspapers, with the result that the Eagle devoted space to a number of special stories, while the Times gave the special cartoon gotten out on Bancroft considerable prominence in its issue. In addition, the Times also used the cross-word puzzle, suggested in the press sheet, with free tickets awarded the winners.

Local radio stations also participated in this campaign, with Radio Station WEEU plugging the music from the picture and Station WRAW putting over a best-letter stunt, which kept the title of the picture before their air-listeners for days during the engagement. The stunt consisted of offering free tickets for the best 100-word letter on “The Best Way to Wipe Out Racketeers.” Each night the station devoted time to the reading of the best letter with the winner requested to call at the theatre for two free tickets.

There were very few merchants in town who didn’t tie-up with Suits’ window display campaign. Another stunt put over by the manager consisted of placing 2,000 letter-box inserts in all the leading hotels in the city. Both the distributing agents for Picture Play and Screenland Magazines placed 50 special 14 x 22 cards at all newsstands which plugged George Bancroft in “Blood Money.”

Special “Women”

Through the co-operation of Mrs. A. P. Tanberg, president, Wilmington City Federation of Women’s Clubs and Allied organizations, and Dr. M. Dalema Draper, chairman for motion pictures for the State Federation of Women's Clubs, Lew Black, manager of the Aldine, S-W house, Wilmington gave a special showing of “Little Women,” the Saturday after the picture went on.

Gold Medal distributes the Nat Levine serial, “The Mystery Squadron,” with Tom Tyler and a host of serial favorites.
Dogs for "Eskimo"

Captain Earl Hammond and his Alaska huskies were in Harrisburg to herald the picture, "Eskimo," at Loew's Regent Theatre. Sturdy dogs of the North pulled a sleigh mounted on wheels through the business section of the city, dodging through traffic skillfully at the command of their driver, Captain Hammond, who spent a great part of his life among the Eskimos.

A large motor van, bearing replicas of Eskimo homes and carrying twenty-three of the famous captain's dogs toured the city for several days in addition to the sleigh demonstration to direct attention to the "Eskimo" picture at Loew's.

Harvey Double Wanted

Manager John D. O'Rear, Victoria Theatre, Harrisburg, used a novel advertising stunt for "I Am Suzanne."

Running in all Harrisburg newspapers photographs of Lillian Harvey, Manager O'Rear announced he was seeking a Harrisburg girl who resembles Miss Harvey for temporary employment during the engagement of her new picture.

Disney Short Bill


Charters

The Playhouse Operating Company, Inc., Philadelphia; to purchase, own and lease theatres; M. H. Coleman and H. A. Gross, both New York City, and A. Weinstein, Brooklyn.
BEWARE of Counterfeits!

There are many counterfeit Gold Dinnerware Premium Sets being offered. There is Only One Genuine 22K. GOLD Dinner Set With a record of Success and is used by Every Theatre now distributing Gold China.

WHY

Buy counterfeit when you can obtain the genuine Thin Model Squares

Sold only by QUALITY Premium Distributors, Inc.
1305 Vine Street
PHILADELPHIA
Branch Offices in Key Cities

THEATRES accustomed to tie-ups with stores, are now getting undesirable competition from them. . . . One concern is showing, at a Penn Street location, comics for children and grownups alike, in its windows—this a furniture store. . . . Two firms of mail order dealers have rented the windows in the vacant storeroom of a central location building and are showing movies every night. . . . Improvements in a big way are being made at the front of the film theatre in Roscoonia. . . . Wilmer & Vincent, lessees of the Capitol, are making every effort to put it on Reading’s main stem map again. . . . If anybody can do it, Peg Glase, general W-V manager here, can.

A NEW YORK CORPORATION filed application at Harrisburg for registration in Pennsylvania and a certificate of authority to do business in Pennsylvania. . . . This is the firm which has leased Rajah Theatre from the Mystic Shriners for combo movie and vaudeville purposes, and now in operation.

RAJAH THEATRE, Reading, gave a penny matinee for the aid of the Roosevelt birthday anniversary fund. . . . Children were admitted for a cent, a nickel or a dime, on Tuesday, and if they had no coins at all they were admitted free. . . . But nearly every youngster had something to throw in the hat to help the President’s infantile paralysis children’s fund. . . . Michael Muddlin, operator of the theatre for Arthur Fisher and Irving Yates, New York men who recently leased the house, arranged the big party.

Operable Available

A motion picture operator, with 10 years’ experience, WE and RCA, non-union, is available. Can handle all kinds of booths. All replies confidential. Address Box XYZ, THE EXHIBITOR.

RITALO got a break when it was mentioned over a national radio hookup that it would play “Miss Fane’s Baby Is Stolen.” . . . Announcement was made during a program presenting a dramatization of the picture by a big milk concern. Local subsidiary of the company helped plug the picture locally by sending out 100 letters to its dealers urging them to see the picture and 200 postal cards to a selected mailing list offering a quart of ice cream to the holder who saw the show and wrote a 50-word letter telling what he or she thought of it.

CLEON MILLER, Strand, plugged “Henry VIII” from two angles, sending letters to the city’s school teachers playing on the historical angle and used the sex angle in the newspapers. . . . They are still talking of his stunt of having a woman witness “The Invisible Man” alone in the theatre. . . . Leonard Schlesinger, zone manager, and his assistant Jack Flynn, attended the weekly meeting of the York district, at which Bill Israel presented, January 23. . . . Harry Travis, Capitol, had a good plug for “Hi, Nellie.” . . . He asked all his employees to use the title of the picture whenever hailing any of their friends on the street, and planned a teaser campaign with cards in local restaurants and teaser lines in the newspapers.

ELECTRIC FANS are of some use in winter, as the Rialto is displaying to its patrons.

Strand, Carlisle—Double feature program was presented at Clifton, Huntingdon.
Mickey Mouse watches and banks were given to lucky children at Academy, Lebanon.

MAJESTIC THEATRE, Harrisburg, closed for several months, will be opened by C. Floyd Hopkins, managing director, Wilmer and Vincent interests in Harrisburg, February 1, for the presentation of a “Pop” concert for the benefit of needy musicians of Harrisburg. . . . Sponsored by the American Federation of Musicians, Local 269, the concert will be presented by the Harrisburg Symphony Orchestra, the entire personnel of which is composed of 103 musicians who are members of Local 269.

COLONIAL THEATRE, Harrisburg, was the scene several mornings, from 9:30 to 11 o’clock, of a bridge school held under the auspices of the Patriote and the Evening News, Harrisburg daily newspapers. . . . With the co-operation of Manager Harry Lambert, Colonial, the newspapers engaged Mrs. W. A. Ryan, one of the authorized instructors of Ely Culbertson, to conduct the school. . . . Eighteen business places in Harrisburg co-operated with the newspapers and theatre management in sponsoring the school.

Anna O’Rear writes Own Review

Heard In

READING
Stores Compete To the Movies

By T. R.

Heard In

UP STATE
O’Rear Writes Own Review

E. A. D. I. N
To the Movies

Stores Compete To the Movies

By T. R.
JAMES HUBERT MAURY is the new manager of Wilmer and Vincent's Rialto, Allentown, succeeding Walter J. Hurley. Maury, native of Illinois and a graduate of Colgate University was formerly with W. and V. houses at Reading and Richmond. Announcement of his appointment was made January 15, when Hurley resigned to conduct an extensive advertising campaign for the Killian Products Co., cosmetic manufacturers. This column extends best wishes to the retiring pilot and his successor. State had a special ten cent rate for the kiddies up to 5.33 during the week's showing of "Sigma Chi." "Forgotten Men" drew crowds who were served free coffee and doughnuts from a "dugout" by Salvation Army lassies.

LYRIC, under the wing of Arthur Kerns, now has the only stage show in town. Pastime, Coplay, has joined the ranks of advertisers in the Allentown "Call's" movie page. Towne, Park, Franklin, New Allen, Penlo, Emaus, 19th Street, Trine, all giving premiums. During showing of "Morning Glory," Lyric gave lady patrons tinted photo of Katharine Hepburn and manager Maury had Captain Earle Hammond with his team of Eskimo Huskies. Column wishes to extend congratulations and best wishes for many happy returns to J. G. Beilin, manager. State has big bags of candy for the kiddies attending the "Three Musketeers" shows each Saturday. COLLEGE has a big kiddie show each Saturday at 12.30. Lot of CWA work in the district. Exchange checkers have been doing their stuff around Palmetto and Lehigh-ton. A theatre at Palmerton, was the subject of a law suit brought into Northampton county court by David Kahler, Wilson borough, against Frank and Ada Segal, Nazareth. Kahler sought to collect commission for the sale of the property over a year ago and was awarded the verdict in his favor by president judge Stewart.

GEORGE C. MEESER had a big benefit showing of "Alice in Wonderland" for the Girl Scouts at the Broad Street. Letter sent by air mail from Mrs. Meeser at Kingstown, Jamaica, arrived in 35 hours, flat. Roxy, Northampton, Andy Anderson, is featuring big time vaudeville. Embassy, Easton, Walter Jones, especially recommended "Cradle Song" to patrons. Strand had an amateur night. Boyd had a special advance showing of "Suzanne."

OSCAR FORMAN is one of the busiest of district exhibitors. Was recently transferred by United Chain from the College, Bethlehem to Easton, where he manages the Transit Theatre. Dick Shamus took over the post vacated by Forman and was in turn replaced at the Colonial, Bethlehem, by Frank Hammerman, from the Roxy, Philly.

Regis Toomey and Noel Francis may be seen in the Mayfair action picture, released by Masterpiece.
Herb Given Has Full Lineup for Exhibitors

Popular Exchangeman Offers Real Novelties

Herb Given has a real line of features and shorts for all houses.

The exchange, Herbert W. Given, Inc., has been adding product and now has plenty of pictures for district exhibitors.

Features include "Man's Paradise," a story of Ball; "White Face," "Criminal at Large;" "The Mouth They Couldn't Arrest," mystery thrillers; "None So Blind," with Percy Marmon and Madeleine Carroll; "Faithful Heart," with Herbert Marshall and Edna Best. In addition, he is distributing "The Face on the Bar-room Floor," "Maedchen in Uniform" and "The Divorce Racket."

His westerns include 10 westerns, several with Tom Tyler and others with Bob Custer and Buffalo Bill, Jr.

His shorts lineup includes 5 Explorers of the World, 2-reelers; 16 1-reelers, Felix the Cat; 4-reeler, "Cry of the World;" Richard Arlen in "Below the Deep," the 2-reeler; a three house division chief can give more attention to each unit, exploitation, etc., going along in the district he made good. The local division plan is a 4-reel novelty, "Cry of the World;" with Tom Tyler and others with Bob Custer supervising.

The entire territory, with Jack Flynn his assistant in charge of film. The following line-up is included:

- "Wine, Women and Songs" and "The Sunset Beach," both with Judith Allen, Paramount star, and Reginald Denny.
- "Assassination," a mystery thriller, has gotten out public amusement licenses in addition to the use of the license.
- "Face on the Bar-room Floor," "Maedchen in Uniform" and "The Divorce Racket."

Ambassador Likely Spot

HOLLYWOOD—Hotel Ambassador, Los Angeles, looms as a logical spot for the forthcoming M. P. T. O. A. convention.

Quite probable that hotel may be official meeting place for the convention, but at any rate it is the place for all good exhibitors to go when they come here. Hotel has all facilities, is recognized convention place for film folk, and has a reputation that has spread all over the country. John B. Browne, manager, is ready to take care of the trade, and hotel is geared so that all requests can easily be taken care of.

In selecting the ambassador, M. P. T. O. A. would have ample insurance of excellent facilities and a swell time.

JAY EMANUEL

ERPI Decree Soon

Supreme Court at Dover has announced that a decree in the suit of Electrical Research Products, Inc., against Vitaphone Corporation will be handed down February 5. The pending issues involve the contention of ERPI that the lower court erred in not holding that Vitaphone is barred from prosecuting the action under the antitrust provisions entered into between the two concerns that by these agreements Vitaphone is compelled to submit all disputes to arbitration under the New York Arbitration Law.

Issues in the suit involve claims of at least $500,000,000 on the grounds that Vitaphone's charge that ERPI violated their agreements by charging producers licensed by ERPI for the use of patented talking apparatuses $500 a reel royalty instead of eight per cent of the gross profits derived from the use of the license.

Enforcing License Act

The Pennsylvania Department of Revenue is enforcing a ruling which requires night clubs, road houses, and similar establishments providing floor shows, vaudeville performances, specialty numbers, songs and similar entertainment, in addition to music for dancing, to take out public amusement licenses in addition to liquor and restaurant licenses.

Rate of the amusement license fee ranges from a flat rate of $30 in boroughs and towns to a flat rate of $500 in Philadelphia. Rate is $400 for establishments in Pittsburgh and Scranton seating 1000 or more patrons; $75 for those seating more than 400 and less than 1000, and $50 for those seating 400 or less. A flat rate of $75 obtains for third-class cities.

"Wine, Women and Song" Clicks

"Wine, Women and Songs," Masterpiece's first big production of the season, has gotten some choice indie and circuit dates throughout the territory. Picture played Keith's and immediately was gobbled up, up and down the line.

The Lilian Tashman-Lew Cody vehicle is likely to be preceded by "Dancing Man," with Judith Allen, Paramount star, and Reginald Denny. Show was expected in this week by the exchange. It has been highly praised.

New Invincible Set


Cantor Hits BL's

Eddie Cantor, making several benefit appearances in town in connection with his Earle date, addressed some banquets, took time off to rap the Blue Laws.

In addition, he hopped to Camden, made a trailer for the President's Birthday Ball.
"Woman's Man" Has a Hollywood Background

Marguerite de la Motte, John Halliday and Wally Ford are in the Monogram picture.

"W"ILMINGTON

Warner Folks Have New Faces

THERE'S SOMETHING of a kick to be gotten out of making the rounds of the Warner houses in Wilmington on the heels of a new district manager, particularly when said manager happens not to be entirely new to the scene. . . Lyle Trenchard, new chief for the old "Moe" Goodman district, must not have seen many familiar faces, unless it was Lew Black, who I found him closeted with for a long period and Charley Albert, who, of course, every district manager who has ever served here for any time knows. Trenchard was the nabob for the Wilmington Warner interests in the days when Pop Peacock was running the Grand for the Harris interests and when the Savoy was run by an exhibitor who later sold out to the Warners.

WALKING PAST the box office in the Grand Opera House, as I usually do a voice called to me, and turning, found to my surprise, Morty Levine, sitting inside next to the cash, a mighty good place these days. . . Of course, he was reliving the cashier for a few minutes. . . Morty had a dummy horse on the street ballyhooing "Horse Play," . . . I said dummy, but as a matter of fact it took two whole men to make it up. . . He was also making plans for "Bill" considering placing the model of a stem of an ocean liner in front of the entrance, with a dummy dangling from it.

Lew Black sticks to flowers for the Aldine lobby through the Wilmington Florist Club. . . Lew ballyhooed "Sitting Pretty" from the naughty, naughty girl angle and "A Dream Walking" song hit slant . . . A nice layout for "Design for Living" at the entrance for the benefit of patrons leaving the house. . . Benny Seamon, manager, Queen, made a tie-up with the Auditorium wrestling and boxing outfit for a sign saying "See 'Blood Money' at the Queen" on the back of the card bearing the number of the round of the fight which is displayed on the ring between rounds. . . Had a special showing of "Cradle Song." . .

I APOLOGIZE for saying Jack Flynn, now assistant manager, Philadelphia zone, refereed the basketball game in which the Queen team figured. . . It happens that there is more than one Jack Flynn, and this one happened to be a Wilmingtonian. . . George Jones, manager, Loew's Parkway, has set up his time for 25-cent matinee from one until two P. M. . .

Queen Guards Stop

The Queen Guards, basketball team of the Queen Theatre, Wilmington, closed their season, at least temporarily, by giving the Elmhurst five a chance to come back at them with revenge for the first defeat the theatre men administered. Elmhurst team won, 29 to 22, which the Queen boys didn’t take so badly, considering the score of 50 to 28 they rolled up against their opponents in the first game. Queen team is composed of E. Boeck, Connell, Tebbins, Kearney, W. Boeck, Highfield, Berry and Conner. Benny Seamon, manager, Queen Theatre, played in some of the games.

Trenchard in Wilmington

Shifts among Warner-Stanley district managers in the Philadelphia zone gives the Wilmington-Chester-Darby district a new manager and steers the previous manager, Jack Flynn, up a sizeable notch. Flynn becomes assistant to Zone Manager Schlesinger, while Lyle Trenchard, who managed one of the Philadelphia houses, in Wilmington on the heels of a long period and Charley Albert, who, of course, every district manager who has ever served here for any time knows. Trenchard was the nabob for the Wilmington Warner interests in the days when Pop Peacock was running the Grand for the Harris interests and when the Savoy was run by an exhibitor who later sold out to the Warners.

Lew Black, Aldine manager, is considering a similar move. . . George was so tickled about the mob that tried to get in to see the Disney special program, he called me up about the same day, something that he nor any other manager seldom does. . . I don’t blame him a bit either.

THATCHER UNION, W. C. T. U., at their meeting at Harrison M. E. Church, Wilmington, adopted a resolution urging favorable action and an early hearing on the Putman Motion Picture Bill. . . R. R. M. Carpenter, dPont Company vice-president and big game hunter, was host to a group of 50 or more friends at Loew’s Theatre for a special preview of "Esikmo."

Bad Movies Rapped

A resolution condemning motion pictures "which might have a harmful effect on the morals of youth" and urging cleaner amusement in the theatres was adopted by Harrisburg Council, No. 869, Knights of Columbus, at a recent meeting.

Copies of the resolution were forwarded to all Harrisburg theatre managers.

Reliable Decorative Co., Inc.
INTERIOR DECORATORS
Drapery's, Carpets, Painting
1316 Vine Street, Philadelphia
WE'VE TURNED NUMEROUS NON-PAYING THEATRES INTO MONEY MAKING PROPOSITIONS ASK US HOW!

ARMANDO-FRATTEI THEATRE DECORATOR
201 N. BROAD ST. • RIT. 3575

PREMIUMS

22 KARAT GOLD DINNER SET
with a success record
IT'S THE DAINSY THIN SQUARE MODEL!
QUALITY PREMIUM DIST.
1305 VINE ST. 
PHILA.

SOUND SERVICE

WE SOLVE YOUR SOUND PROBLEMS
C.A. McCork
SOUND ENGINEER
262 N. 15TH ST., PHILADELPHIA
Day Phone: RIT 4529
Night Phone: SHE 0805

THEATRE EQUIPMENT

PENN THEATRE EQUIPMENT CO., 309 North 13th Street, PHILADELPHIA
Phone, Rittenhouse 3273
GENERAL THEATRE EQUIPMENT
Specialists in Repairs

CLEM’S MOTION PICTURE SUPPLY HOUSE
The Most Complete Independent Supply House in the Territory.
255 North 13th Street - Philadelphia
SPRING 1849

NATIONAL THEATRE SUPPLY COMPANY
OFFICES IN ALL MAJOR CITIES

UNIFORMS

American Uniform Co.
134 S. 11th Street, Philadelphia

Stylish Right
Serviced Right
Priced Right

NO ORDER TOO SMALL OR TOO LARGE
WHAT A PARTY. W. C. Hunt had when he was inaugurated into the assembly for a second term. . . . John Bodley is over it yet. . . . Bill Keegan headed the delegation of Trentonians in doing the work. . . . Something up their sleeves, no doubt. . . . We wonder. . . . Joe Murphy back on the job at the Oaklyn Ritz. . . . Billy Rovner promoted a new carpet for the Berlin Palace. . . . Wonder how. . . . Eppy Epstein hasn't been in Jersey since it got cold. . . . Wait until he thawes out.

THE SAME LOEB who operates the Westville Embassy now has Laurel Springs. . . . Federation of Jewish Charities dance was a great success. . . . Thanks to Messrs. S. Shane and Myer Adleman. . . . Lew Rovner bought a derby, has his moustache waxed. . . . Business must be good at the Parkside.

Sam Varbalow, Victoria Amusement Company, deserves a medal for one of the biggest things that can be done in these times. . . . Sold 185 shares of the Hyman Varbalow B. and L. Association, and Rox, manager, Victoria, has been appointed chief collector for Vine Street. . . . Exhib Orloff, Egg Harbor, isn't kicking about business. . . . Opening an extra day. . . . Harry Waxman up to New York recently. . . . Wonder what's up? . . . Looks like the Apollo, AC, will have a crack sound equipment. . . . Walter High has plenty of traveling to insure it. . . . Mort Lewis, Jr., thrilled because of those Hollywood letters. . . . Mr. and Mrs. Tannenbaum, AC, made many Scranton trips. . . . May be taking over another theatre. . . . Bill Ford, Lyric, AC, must have done good with "Footlight Parade." . . . Intends to get a new car.

THE ALTMAN honeymoon comes in February. . . . Marriage of Sol and the Mrs. took place a few months ago. . . . Alhine still closed. . . . Mill Russell looking for connections. . . . Colonialite Pallen had a bridge party for the women. . . . Pulled fast one on the men with his pre-war so-and-so.

VINELAND now has its Sunday movies without a big tax. . . . Appeal to a higher court resulted in a finding for the theatre corporation. . . . So the tax on Sunday can't be any higher than on weekdays.

CHARLIE DUTKIN, manager, Parkside, Camden, N. J., who was Santa during the holidays, took some of his radio kiddies to New York for an audition recently. . . . Lots of luck.

CLEMENTON is now operating on a full-week policy. . . . It used to be open just a few days each week.

LOCAL EXHIBITORS are intensely interested in the proposed sales tax which faces the legislature. . . . It calls for a 2% retail tax on gross sales. . . . It would affect theatres.

Ricci Decorating Apollo
Armand Ricci, prominent local interior decorator, is doing the interior decorating work on the new Apollo, Atlantic City. Contract was one of the choice ones in the territory, with the house scheduled to open in March.

Jersey Setup Intrigues
Setup of inde theatres in the Southern New Jersey sector, in the Camden and adjacent area, is especially intriguing.

With Victoria Amusement Company adding a couple of houses, Broadway, Palmyra, and the Broadway, Pitman, recently, rumors are current that others may also enter the fold.

The outfit's suit against distributors has not yet been settled, but street reports indicate that a settlement is a possibility. Not known when or how this might happen.

Heard In  
M I D - J E R S E Y
Hot Things  
Loom Here

SIDNEY E. SAMUELSON, president, Allied, is leading the fight of theatre owners against the enactment of the 2 per cent general sales tax measure introduced in the New Jersey Legislature by Assemblyman W. Stanley Naughright, of East Orange. Allied members want exemption on admissions up to fifty cents. . . . Bill exempts only gasoline, water, gas and electricity. . . . Payment of the tax by theatre owners is prohibited by the measure. . . . At a meeting of the Allied in Hotel Windsor, President Samuelson outlined the plan for fighting the proposed sales tax legislation. . . . Code also received the attention of the large gathering, mainly from South Jersey. . . . Mrs. Helen Hildinger was hostess to the members at luncheon preceding the meeting.

FOUR VAUDEVILLE ACTS with second run pictures, Saturday and Sundays, is the new set-up at RKO Broad Theatre. . . . Frank McGeoy, Western Electric service man for Trenton and vicinity is receiving congratulations. . . . McGeoy and Marie Acquoviva, Trenton, obtained marriage license at Elkhon, N. J. . . . Supreme Court at Trenton set aside enactment of ordinance by Vineyard, N. J., governing authorities, which ordinance imposed a special tax on Sunday amusements. . . . Ordinance placed a tax ranging from 5 to 20 cents on admissions and fixed hours for showing pictures. . . . General Theatrical Corporation filed the court action, attacking both the limitation of hours and the special tax. . . . Sunday amusements was approved by the voters of Vineyard, N. J., at referendum election. . . . Court ruling was that the time restriction was not unreasonable but declared there was no legal basis for the tax.

Support Benefit
Better support for the benefit scheduled under the auspices of the Film Board of Trade is needed.

Show will be held February 4 at the Stanley Theatre through courtesy of Leonard Schlesinger, Stanley-Warner zone chief here.

Feature probably "Hips, Hips, Hooray."

Heard In  
A T L A N T I C C I T Y
Warner Folk  
Have Party

PARTY arranged by General Manager Herb Copelan for the members and friends of the Warner Club of employees of Seaborage Theatres, Inc., at the Linwood Country Club, January 27, brought out an attendance of about 200 who enjoyed supper, dancing and entertainment from midnight to after 4 A. M. . . . Lou Sheinholz, publicity staff, wangled free transportation from some 15 of the jimmies that carry Stanley cards on their windows.

STRAND, playing " Eskimo," brought down Earl Hammond and 23 dogs, with sled and complete Polar equipment, for ballyhoo on the street, day before picture opened. . . . Hammond also lectured before entire student body in High School Auditorium on the Arctic. . . . It looks now as if Apollo won't be ready to open until March. . . . Steel Pier has arranged for free parking for patrons of the new four-story open air parking lot. . . . Patron purchases pier ticket from attendant and can park, Saturday, Sunday and holidays excepted, until midnight. . . . Steel Pier celebrated beginning of second year of Sunday vaudevilles combined with feature film with special bill January 28th.

BUSINESS on the walk generally off with the Avenue getting the benefit, with the walk having little protection. Shows being pulled off the walk and doing business on the repeat and second run.

New General Register Office
General Register Corporation has opened a new branch for sales and service of ticket registers at 307 North 13th Street, under the management of R. F. Duport. From this branch exhibitors in the Baltimore, Philadelphia and Washington territories will be given factory service at a minimum cost, with the guarantee of authentic factory parts and machinery.

Opening of this branch and of new sales offices at 1540 Broadway, New York, are just a part of the expansion program planned by Percy Phillipson, president of the corporation, who arrived recently in this country to take full charge of its operations. Duport has been associated with the company for a great number of years and with the opening of this new showroom should become a familiar figure in the local territory.

Harris Injured
Ben Harris, popular Masterpiece booker, was injured this week when an auto tested its fenders on him.

The fenders didn't bend, but Ben bounced. He is now hopping around.

Four For Metro
It looks like old home week for Metro in the downtown houses.

Who has " Sons of the Desert," a Laurel and Hardy feature, at the Karlton; "Fugitive Lovers" at the Stanton; " Dinner at Eight" at the Boyd; and " Queen Christina" at the Stanley.

Heard In  
L I V I N G S T O N E
Last Home  
for Sammy

L. A. Brother is living in Livingston, who is billed back to the region for the last time with the Vitagraph. . . . "A Day in the Life of a Bum," is the title of the picture. . . . It is an offering of the S. N. S. department of the Vitagraph. . . . Sammy is going home this time, is the idea of the company.
ERPI on Tri-Ergon Suit

A release from Electrical Research Products to exhibitors regarding the Tri-Ergon suit reads:

“We understand that American Tri-Ergon Corporation has addressed a letter to exhibitors generally claiming that the sound reproducing equipment used by them infringes a patent owned by it and referring to certain litigation in Pennsylvania.

“We advised you in our letter of November 29, 1933, that Western Electric apparatus was not involved in that litigation. Since then we have learned that appeal has been taken to the U. S. Circuit Court of Appeals and that pending decision of the appeal all proceedings in the lower court have been stayed.

“In the event of a patent infringement suit based on our reproducing equipment being brought against you and provided, of course, that you are not in default under your agreement with us, we will protect you in strict compliance with the provisions of that agreement.”

General Talking Reassures

General Talking Pictures Corporation has sent the following reply to letters from exhibitors asking what their rights are in the Tri-Ergon suit:

“Please be advised that equipment installed and maintained under valid license from us, were in no way involved nor was this company a party defendant in the above entitled suit, yet several exhibitors have uninformed of the effect, if any, the decision handed down by Judge Albert W. Johnson in the said action has on them. For that reason, we caution our licensees not to be unduly influenced by any misrepresentations relating to our reproducing apparatus.

“Licensees under contract with us, who have duly performed and are performing the terms, covenants and conditions thereof, have patent protection and indemnity provisions in their license agreements with us and we stand ready to carry out any responsibilities assumed under our contract.”

Some Sprightly Universal Favorites

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Some Sprightly Universal Favorites

Ernest H. Whipple & Co.
Poultry

Henry Whipple & Co.
Poultry

Shot from "Love Birds," a Pitts-Summerville; Gloria Stuart in "I Like It that Way"; "Cross Country Cruise," with Alice White, all from Universal, are seen.
"Hi Nellie"—Warners
Paul Muni, Glenda Farrell, Barton Ch rarell, Ned Sparks, Donald Meek, Robert Barrat, George Meeker, Douglas Dumbrille.
Muni as a newspaper editor who is demoted to the heart-throb editorship to work out a contract, and a racy, interesting yarn all the way. Stars make the whole thing believable and the topnotch Warner cast guarantees pace throughout. Show can be sold, gives Muni plenty of meat, ought to please and ences everywhere.
Family, comedy drama, 74m.

"Easy to Love"—Warners
Adolph Menjou, Genevieve Tobin, Edward Everett Horton, Mary Astor, Patricia Ellis, Hugh Herbert, Gay Akhbar.
Adult comedy of wives and husbands that should fit into the program grade. Show manages to keep going even though lots of it is familiar, and other portions are unconventional. Warners have given the show plenty of name strength, with the husband and wife angles lending the picture easily to exploitation.
Adult, comedy drama, 61m.

"You Can't Buy Everything"—MGM
May Robson, Joan Patrick, Lewis Stone, Mary Forbes, Reginald Mason, William Bakewell, Reginald Barlow, Claude Gillingwater.
Weak sister that depends upon an unemotional role for the leading performer. May Robson is a woman embittered because she was left at the church by a young banker. Years later she gets her revenge and ruins him. In getting this, however, she loses her son who runs off. Piece telegraphs its punches all the way. Cast has some names but doesn't shape up as anything sensational.
Adult, drama, 85m.

"Strange Holiday"—Para.
Fredric March, Kaye de Vany, Walter For ley, George Raft, Karl Swenson, Edward Arnold, Leon Errol, John E. McCarthy, Donald Macdonald.
Class picture, taken from "Death Takes a Holiday" and a high rater when direction, acting, atmosphere are considered. Show, however, must be sold from the eerie angle for the general public. March turns in a swell performance, Exploiteers may have to do a Jekyll-Hyde on this one, but as an achievement it is there.
Adult, drama, 76m.

"Good Dame"—Para.
Sylvia Sidney, Jack LaRue, Fredric March, Noel Francis, Russell Hayden, Kathleen Burke, William Farnum, Denny Robinson.
Good programmer that should turn in a better than average gross at the box office. Story concerns a showgirl who meets a carnival fellow. Two get into one scrape after another, pal together and tale winds up in a marriage after plenty of complications. Background is breezy, roles well taken, atmosphere interesting all the way.
Adult, comedy drama, 72m.

"This Side of Heaven"—Metro
Lionel Barrymore, Guy Bueler, Mae Clarke, Tom Brown, Una Merkell, Mary Carlisle, Orestes Stevens, Eddie Noonan, C. Henry Gordon, Dickie Moore.
Family tale and a director's achievement. Show relates happenings of a day in a family with many episodic bits showing all the angles. Eventually, when a crisis arises, family sticks together and solves all problems. Piece doesn't sound like much but can be made into an intriguing program attraction.
Family, comedy drama, 79m.

"Straightaway"—Col.
Tim McCoy, William Bakewell, Sue Carol, Lyle Talbot, Ward Bond, Arthur Kennedy, Francis McDonald.
Auto racing story for McCoy fans with plenty of thrills for everyone. Love element isn't very strong, but folks won't object. Picture will enter nicely into the action program division.
Family, action drama, 60m.

"Sleepers East"—Fox
Another of those yarns with action on a train, with a girl on parole for a crime of which she was innocent, mixed up with several men, lacks name strength, which will probably handicap it as much as the atmosphere and background. Similar stories have been prevalent a long time.
Adult, melodrama, 69m.

"Six of a Kind"—Para.
Charlie Ruggles, Mary Boland, W. C. Fields, Alison Skipworth, George Barns, Gracie Allen.
Comedy that should appeal wherever the laughs mean dollars. Story won't trouble anyone, but it offers plenty of opportunities for good fun and gags. Picture has an ace comedy line-up, and with the names to sell can mean a neat return at the box office.
Family, comedy, 62m.

"Public Stenographer"—Screencraft
Lola Lane, William Collier, Jr., Jason Robards, Esther Muir, Richard Tucker, Bryant Washburn, Donald Renoval.
Program entrant with some feature names to sell. Tale revolves about the lassie who falls in love with an exec's son, thinks he is two-timing her, but discovers he wasn't. Acting is up to par, and there are other angles in a weak story.
Family, comedy drama, 64m.

"Once to Every Woman"—Col.
Fay Wray, Ralph Bellamy, Walter Connolly, Mary Carlisle, Walter Byron, Mary Foy, George Caines, J. Farrell MacDonald, Lella Bennett, Ben Alexander.
Hospital picture, well directed, well cast, and a strong programmer. Show may lack star name strength but will make up for it in entertainment. Picture has some real punches, should please all types of audiences.
Family, drama, 70m.

"Woman Unafraid"—Goldsmith
Tale of a woman cop and likely to please where they like gangster stories that attempt to include new angles. Cast is of feature name strength and mass audiences should find some satisfaction in the indie programmer.
Family, comedy drama, 60m.

"Coming Out Party"—Fox
Frances Dee, Gene Raymond, Nigel Bruce, Harry Green, Alison Skipworth, Marjore Gatesen.
Weak sister that deals with a rich young girl who loves a poor music peddler and finds out she was going to have a baby. However, young love solves all before she has a chance to elope with another fellow. Tale is thin, cast does the best it can.
Adult, drama, 65m.

"16 Fathoms Deep"—Mon.
Sally O'Neill, Creighton Chaney, Maurice Black, Lloyd Ingar, George Naud, George Repas.
Action tale with underwater scenes and an okay number for the pop houses. Show packs a punch, has its love elements subordinated to plenty of movement, and will please action lovers.
Family, melodrama, 62m.
Languorous
James Don Juan Casanora Durante
The Einstein of the Sofa
See him at the
NATION WIDE TRADE SHOWS
of
"PALOOKA"
TUESDAY
FEB. 6TH
Get Your Tickets At Your Nearest
UNITED ARTISTS EXCHANGE
with JIMMY DURANTE
LUPE VELEZ
STUART ERWIN
A - Reliance Picture
Produced by Edward Small
SECRECY HASN'T HELPED CODE AUTHORITY

Allowing trade papers to guess at what took place at the first few Code Authority meetings hasn't helped the standing of that body any with the exhibitors in general. "Variety" gave the first hint of a conflict between inde and major company representatives on the Code body, and later in the week its reports coincided with the announcement that the code would be retroactive to pictures released after December 7. This business is naturally a suspicious one, because of the nature of buying and selling, and secrecy around the movements of the industry's high code body doesn't allay exhibitors' fears any. Better have full publicity on everything the Code Authority does if the best interests of the Authority itself and the industry in general are to be considered.

WALKER REPUTATION HIGHEST

The furore in Washington which saw several leading Democrats resigning their places on the National Committee brought out the fact that Frank C. Walker, Comerford chain executive, and formerly national treasurer of the Democratic party, had resigned his post several months ago when he took his place in the National Emergency Council. At no time has there been any indication that he mixed politics with recovery work or anything else, for that matter. Walker has one of the highest reputations in the business, has always been a square-shooter, carries the confidence of producers and exhibitors who know him. It is a signal honor that he, as a member of this industry, has the high place in the NRA lineup.

LEVINE STILL ACE SERIAL MAN

In this era of production supervisors, new production unit ideas, new production trends, No. 1 man in the serial field is still Nat Levine. The producer of Mascot serials turns out four a year, on schedule, and strives in each to better all preceding. His themes are new, novel, different. His place as No. 1 serial producer looks safe for many seasons to come.

PETE HARRISON HELPS ON CODE

Pete Harrison, whose Harrison's Reports has been the bible for independent exhibitors these many years, gave the code signal assistance when he published the fact that he thought its adoption would bring vast benefits for everyone. He took, in detail, plenty of time to show that proper workings of the code meant real blessings for exhibitors. In doing so, he shocked some of the insurgent exhibitors who thought that he would aid them in their onslaught on everything and everyone connected with the code. Pete may not get any vote of thanks from the Code Authority, but he deserves it.

METRO MUST HAVE FAITH IN "ESKIMO"

According to word going around in the trade, Metro has enough faith in "Eskimo" to assure accounts playing it that if house overhead isn't reached, well . . . . Whether or not this means that the exchange will guarantee anything on this 40% feature is unknown, but it indicates that the company has confidence in the picture. The show, itself, is a banner piece of entertainment that is a difficult proposition to sell. Similar films have failed, even with the best of critical endorsement.

DUBBING "MAEDCHEN" MAY OR MAY NOT HELP

Dubbing of "Maedchen" with English dialogue does not remove the principal trouble encountered in certain sections of the country. The element which protested against showing of the film after racial agitation arose will still find the same fault with it. No one ever spoke against the merits of "Maedchen", but rather the squawk was against its origin. Having characters speak English doesn't remove the sore spot.

NRA TAKES CARE OF COMPLAINTS

Exhibitors who thought that they would be immune from detection on code violations until local boards are formed now know differently. Local NRA boards have been calling exhibitors on the carpet on alleged labor violations, while Sol Rosenblatt's office has been sending out plenty of letters to exhibitors who have been reported violating certain clauses. The code became effective December 7. From that time on, a violation became a violation, boards or no boards.
I NEED NEW CHAIRS!
THE SCREEN IS DULL!
MAYBE I'LL REDECORATE!
NEW CARPET?
I'LL PAINT THE MARQUEE!
BAD SOUND!
AND THOSE FIXTURES!
I'LL BUILD A BALLYHOO FRONT!
THE OPERATOR WANTS A GENERATOR!
THE ORGAN MIGHT PLAY!
MAYBE PREMIUMS!
UNIFORMED USHERS!
SEAT COVERS!
AIR CONDITIONING!
CHANGE MACHINE!
TICKET REGISTER!

In the back of your head!

A KNOWLEDGE THAT YOU NEED
EXPERT ADVICE . . . BUT AFRAID
TEMPORARILY TO MAKE THE EXPENDITURE.

What will it cost?
Must I close down?
Who's an expert on it?

I would like information on . . .

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MISCELLANEOUS

THEATRE
OWNER OR MANAGER
ADDRESS

Tear Out and Mail!

IF YOU DO NOT WISH TO BE SOLICITED, SAY SO, AND INFORMATION WILL BE MAILED.

Jay Emanuel Publications
Incorporated
219 North Broad Street
BUFFALO—ALBANY—NEW YORK—WASHINGTON
THE BIGGEST NAMES

THE BIGGEST LAUGHS

STOOPNAGLE
and BUDD
in "THE INVENTORS"

"Excellent comedy... shows Stoopnagle and Budd at their best as the nutty inventors... If you are looking for belly laughs, this has them."

Film Daily

"Excellent comedy... shows Stoopnagle and Budd at their best as the nutty inventors... If you are looking for belly laughs, this has them."

Film Daily

CORONET

COMEDY

PRODUCED BY
AL CHRISTIE

BUSTER KEATON

... and always

MORE BIG NAMES

STAR COMEDY SPECIAL

in short subjects

FROLICS OF YOUTH

"PARDON MY PUPS"

JUNIOR COGHLAN

and SHIRLEY TEMPLE

"Altogether delightful."
Rob. Wagner, Scrip.

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Rob. Wagner, Scrip.
if it's a PARAMOUNT PICTURE it's the best show in town!
Young America Glorified by The BOY SCOUTS

A Thrilling Adventure Serial Entirely Acted by Boy Scouts

Young Eagles

12 Mashing Episodes

Big Nationwide Radio Hook-up Nationwide Newspaper Tie-up

Story by Harry O. Hoyt
Director of ‘Lost World’
Directed by Spencer Gordon Bennet
Produced by George Stout

‘The World’s Leading Independent’

First Division Exchanges, In

Harry H. Thomas, President

Executive Offices, Radio City, New York City

Nationwide Newspaper Exchanges
PICKFORD—HEPBURN—HARLOW
TOLD HER ABOUT HOLLYWOOD

ADELA ROGERS ST. JOHN
whose feature stories about
all the big stars are "lead"
articles in Liberty, Cosmopolitan
and the best fan magazines,
 wrote this "inside" story of
the movie capital.

WOMAN'S MAN

with

JOHN HALLIDAY
WALLACE FORD
KITTY KELLY
MARGUERITE de la MOTTE

Presented by MONOGRAM PICTURES
Directed by EDWARD LUDWIG
Supervised by BEN VERSCHLEISER

From the Cosmopolitan Magazine Story by ADELA ROGERS ST. JOHN

THE REAL "INSIDE" STORY of HOLLYWOOD by ONE WHO KNOWS

Distributed by FIRST DIVISION EXCHANGES, Inc., 1240 Vine Street, Philadelphia
Feb15'34 pg. 3
Warners’ ‘Wonder Bar’ Cast Sets Multiple Star Record

With the largest cast of stars, featured players, and chorus beauties ever gathered in the Warner Bros.-First National studios, “Wonder Bar” stacks up as the most overwhelming screen spectacle yet attempted by the company that stood the industry on its collective ear with “Footlight Parade,” “Gold Diggers,” and “42nd Street.”

Precedent Broken

With “make it different” the studio byword, Warner Bros. started building box-office values immediately upon purchase of the story. The studio aimed to break precedent and set records in all departments, as a result of which the talent division comprised a “Who’s Who” of Hollywood’s greatest.

Kay Francis appears as the glamorous, capricious, amorous Parisian wife; 
A1 Jolson as the night club entertainer; 
Dolores Del Rio as Inez, the exotic alluring night club dancer; 
Ricardo Cortez as Inez’s partner, “matinee” idol and gigolo; 
Dick Powell as the young singing star; 
Kay Francis as She Appears in pool and a champion for two successive months in MOTION PICTURE HERALD’s national box-office survey.
Lloyd Bacon, director of “Footlight Parade,” which achieved similar “best b. o.” renown. In addition to directing two of the industry’s most successful musical extravaganzas, Bacon has directed a half dozen of the money-making Joe E. Brown films.

New High For Magnificence In ‘Wonder Bar’ Settings

Film set construction reached a record high during the filming of “Wonder Bar” at Warner Bros. Burbank studios. The largest indoor construction yet attempted in Hollywood, covering an area equal to two city blocks, was built to house the Busby Berkeley chorus conceptions.

The largest set, representing the enormous Parisian night club in which the action of the story transpires, required enough lighting to illuminate a city of twenty thousand people. All four walls of the cafe were constructed in order that cameras might “pan” around to cover the richly dressed patrons as they danced and dined.

Five weeks were needed for the shooting of the “Wonder Bar” story sequences. Five additional weeks were taken in filming the elaborately imaginative Berkeley spectacles.

All phases of such a night club as the “Wonder Bar” were built into the set, including fifteen rooms, main bar, dance floor, orchestra platform, foyer, kitchens, business offices and dressing rooms. The art department decorated the set in modern style and the furniture was especially created for the picture, even to the seventy-five bar chairs.

The night club set was almost equalled in size by the sets constructed for Busby Berkeley’s “Goin’ To Heaven On A Mule” and “Hall of Mirrors” ensembles, all the sets for the picture covering 40 per cent of the affiliated Warner and First National studios’ stage space.

Special Material for “Bar”

A 10-day newspaper fictionization of “Wonder Bar,” complete with illustration, is being made available in mat form by Warners. Orders are being accepted at the home office now. Also available is a 10, 15, 20 or 30 minute radio sketch.

‘Wonder Bar’ Tango Is New Dance Craze


Mammy!

One ton of black grease paint was used by Warner Bros. for the “Goin’ To Heaven On A Mule” number of “Wonder Bar.” Number marks A1 Jolson’s return to blackface.

LLOYD BACON

Directed “42nd Street,” which achieved similar “best b. o.” renown. In addition to directing two of the industry’s most successful musical extravaganzas, Bacon has directed a half dozen of the money-making Joe E. Brown films.

Kay Francis As She Appears in ”Wonder Bar”
Dubin-Warren Tunes Already Are Radio Hits

Al Dubin and Harry Warren, writers of the screen's most successful songs, collaborated again on the musical score of "Wonder Bar," turning out six hits for Dick Powell, Kay Francis, Al Jolson, and the Busby Berkeley chorus creations. A specially-planned music campaign is establishing the numbers in a national advance build-up, with Guy Lombardo, Paul Whiteman, the Mills Brothers, and other first-raters plugging them. Looking for something different in melodies and lyrics, the writers of the "42nd Street" and "Gold Diggers of 1933" hits produced the title number, "Wonder Bar," as well as "Vive La France," "Don't Say Goodnight," "Goin' to Heaven on a Mule," "Why Do I Dream Those Dreams" and "Tango Del Rio," the latter dedicated to Dolores Del Rio, who dances the number with Ricardo Cortez. In addition to the studio-created tunes, Jolson sings the famous Russian air, "Dark Eyes."

Show!

WB Plans Gigantic Easter Send-Off for 'Wonder Bar'

Easter Week has been definitely set by Warners for nation-wide pre-release engagements of "Wonder Bar," according to home office announcement, and selected bookings for this period are now being accepted. Preceding these dates there will be simultaneous high in pre-release campaigns. The New York opening at the Strand Theatre will be attended by the most elaborate ceremonies ever arranged for a stage or screen premiere. The majority of the film's stars will come East for the occasion and a nation-wide broadcast from the stage of the Strand will be participated in by celebrities in the audience. Formal dress will be the order and Manhattan's social and theatrical elite will also participate. Sents for the New York opening are scaled at $5 top, with a share of the proceeds to charity.

Berkeley's Lavish Spectacles for Wonder Bar Stress Novelty

"Wonder Bar" Sets New Style In Screen Fare

"Wonder Bar" is the first screen presentation of its type, according to Warner Bros.-First National, the producers. The story, described as "intimate," is said to introduce an entirely new technique in presentation, including the theatre audience as participants in the action. With Al Jolson, master of intimacy, pacing the show, the guests at the "Wonder Bar," a huge Parisian night club and popular rendezvous, sit in and watch the story unfold. It has, according to preview reports, the effect of "talking the audience where everything is happening."
The story of "Wonder Bar" is based on the famous international play by Karl Fortaz and Geza Herczeg, which played in the leading capitals of Europe and was then imported to New York for a long run. Earl Baldwin, one of Hollywood's top-flight scene artists, wrote the screen adaptation of "Wonder Bar" for Warner Bros.

National Plugs To Sell 'Wonder' Film

National exploitation tie-ups blanketing the country are now in process of completion by Warner Bros. as advance aids in selling "Wonder Bar" to the public. One of the first big blasts will be via Coca-Cola and its national coverage in dozens of large circulation publications. Other tie-ups will cover all the possibilities for giving exhibitors local coverage through national plugs. Full details will be included in the special merchandising plan now in work by Warners.

By Request

Kay Francis and Ricardo Cortez, appearing together in "Wonder Bar," are teamed for the third time in recent months. The combine has resulted in an increase of fan mail for both stars and has established them as one of the best-selling duos in pictures.

Berkeley's Reward

Going one better on the imagination which created the spectaculars of "42nd Street," "Gold Diggers of 1933," "Footlight Parade" and "Fashions of 1934," Busby Berkeley's innovations for "Wonder Bar"'s augmented chorus of beautiful girls will inaugurate another series of "firsts on the screen." To tunes by Al Dubin and Harry Warren, the four hundred girls and one hundred boys in the Berkeley ensembles, together with the stars, do a highly unusual rendition of a modern negro spiritual, "Goin' to Heaven on a Mule" with the whole company in blackface. Berkeley turned out this number, with Al Jolson leading a singing chorus of two hundred voices, as a fitting climax to the picture and his successful stage and screen career.

Runs 12 Minutes

Also featured in this number is Hal LeRoy, famous young director of the "Ziegfeld Follies" and "Strike Me Pink" and the lead in WB's coming "Harold Teen." The "Mule" number runs for twelve minutes and is regarded as a new high for elegance in construction and imagination in conception. Another featured spectacle is the "Hall of Mirrors," in which the Berkeley beauties are multiplied six times in number by the use of the largest plate glass mirrors ever constructed on the Coast.

One of the Many Sumptuous Sets in "Wonder Bar"

NVive La France - DOLORES DEL RIO

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THE FUNNIEST THING
THEY'VE EVER DONE

BERT WHEELER
ROB'T WOOLSEY

with
RUTH ETTING
THELMA TODD
DOROTHY LEE

HIP'S HOORAY

MUSIC LYRICS AND SCREEN PLAY BY
HARRY RUBY AND BERT KALMAR
MERIAN C. COOPER
Directed by Mark Sandrich

RKO Pictures
Let the Exhibitor Help

HOLLYWOOD—

NOW, more than any time, the problem of Hollywood is for the exhibitor and the public to decide.

How about the stars? That is the big puzzle for producers to work out. Studios shrink from giving the difficult ones a lesson for a lot of reasons, among which are a lack of names to take their places and expectation of what the code might do.

Take the case of Susie Blank. Receiving $150 weekly, her contract is assumed by a studio and she is raised to $250 per. The producer gets behind her, builds her and she reaches the $1000 grade. Options take this to $1500 per for 40 weeks. Then upon the scene enters her agent. Temperamental Susie holds out for more money. The producer, rather than interfere with his production schedule, acquiesces. The added expense is passed on.

Now, if the producer would refuse to pay her more than she is worth, if the exhibitor would support the studio in its fight to keep costs down, and if support of the public could be gained. Susie blank could be taught a lesson.

The story of John Dough is similar. He was getting $500,000 a picture, flopped as a star, and studio kept faith, honored the contract, dropped $500,000 to uphold its reputation. John Dough asked for another chance to do anything, worked at $20,000 a picture. He suddenly clicked, now seeks to get out of his $20,000 contract.

The system, apparently, doesn't work both ways.

A lot of the trouble, too, may be laid at the door of the agents. Some of them are doing unethical things and are getting away with it.

Of course, there are many agents who are respected and who play fair, but the unethical variety is proving a thorn in the side of the production divisions.

Time is a great element in production. Delays can't be encouraged. Pictures must be turned out on schedule. It is in this spot that the agent is strongest. He mixes with his clients and others right in the studio, keeps the little bug moving around. And the little bug repeats: "You're worth more, you're worth more."

Contracts? They don't seem to mean much to the unethical agents. Contracts should be a part of the studio's protection. Some producers may admit that even all of their own people don't do the right thing at the right time but they do respect contracts.

And with the unethical agent must be included stealing of stars, writers, directors and others. All these tack on overhead to the production, increase costs for the exhibitor.

The problems of Hollywood are not theirs alone to solve. They are linked up with the future of the smallest exhibitor. Only by a proper understanding of what the studios are up against and how co-operation may be insured can they be met squarely and fairly.

It looks like a big job, but it can be done.

The Exhibitor

MORE and more, observing the earlier operation of the Code Authority, it becomes apparent that the independent exhibitor will be at a disadvantage not because of any majority and minority groups on the Code Authority, but for the reason that the independent exhibitors of the country are split into several factions, M. P. T. O. A., Allied and some groups unrelated to each.

The producers, regardless of their varied opinions, function as a body when their massed interests are concerned. This immediately became apparent when the cancellation ruling from Sol A. Rosenblatt, Deputy Administrator, was issued. Producer reaction to this indication revealed an unanimous opinion, that the ruling might be open to question.

The independent exhibitors of the country, however, are not molded in such pattern. On one hand there is the picture of Allied going into the courts to test a point in code signing. To this the M. P. T. O. A. is no party. On the other, the M. P. T. O. A. launches a bombast against Allied, with the latter, of course, entering into the monotonous and unimportant battle of words. What the exhibitor units unrelated to each think of the forensic tussle is of little importance, also.

If these occurrences be taken as samples, the exhibition faction may well look forward to little co-operative action from its representatives on the Code Authority.

There is only one definite manner in which the independent exhibitors of the country can insure the utmost representation on the Code Authority, and that is by the formation of a national exhibitor body, to command the same respect in the industry as does the association of producers.

But, it must be sadly admitted the prospect of such a union within the near future is as probable as a journey to the moon by rocket. Sometime, somehow, perhaps.
National Board of Review Calls for Showdown on All State Censorship

Pittsburgh Professor Says Pennsylvania Board’s Efforts Are “Negative and Foolish”—Movement in New York Having Some Success

The National Board of Review, in session in New York City, last week-end, not only came out against censorship in general, but heard a professor of economics of the University of Pittsburgh single out the Pennsylvania State Board of Censors in a caustic bit of comment on that problem.

In a resolution introduced and adopted it was declared that “legal censorship, be it state or federal, is unnecessary, unscientific and opposed to the best interests of the public.”

It further was resolved to favor and support the organized effort to repeal censorship in those states where it is at present exercised by the state authority and “that it endorse the present measure introduced into the legislature of the state of New York to abolish the censorship body known as the Motion Picture Division of the New York State Education Department.”

Adoption of this resolution followed a summary by Dr. Francis D. Tyson, professor of economics, University of Pittsburgh, of the conference’s activities. In the summary Dr. Tyson remarked that “in the present emergency, with its vast, real needs, any unnecessary, inefficient and costly pseudo-public service, like censorship, should be abandoned for economic as well as social reasons.”

“The time has come to free the film industry from the twisted leading strings of censorship,” added Dr. Tyson. “We are glad to aid in the movement. We have adopted resolutions for a quarter of a century pointing out that censorship is negative, unscientific, indiscriminate, designed to defeat the public interest and tending to harass and thwart the development of motion pictures as an art, instruction and entertainment and generally to tramme[...].”

“We welcome the New York organized effort and endorse the measure about to be introduced at Albany to suspend the censorship body. And the movement to repeal censorship and to remove the expensive Pennsylvania State Board whose activities, study no doubt will show, are as negative and foolish, or more so, than in New York, has a good chance of success.”

Metro Tops Bowlers

Metro’s Maple Topplers, after garnering the first half pennant of the Theatrical Bowling League of Scranton, started the second half in first place by winning three points from the Boyd, second half of the season. Reggie “Doc” Spiegel, brother, Harry Spiegel, the league’s leading bowler with an average of 201, Harold Sohns, Warner Bros., individual high for one game with the score of 233, Warner Bros.’ team has the honors for team high, with a total of 900 pins for one game.

Capacity audiences were on hand for the opening of the second half of the season and the league has a great following of bowling fans in Scranton. Edgar Simonis, hustling manager, Capitol Theatre, is president.

BEN SAVAGE has taken back the Colonial at Aspen and Lancaster. . . . Sam Blatt is no longer associated with the house. . . . Fire Hall, Delta: Neutral, Simpson, have closed. . . . Jack Delmar has the Northampton Towers. William Knueker has the Astor, Annville.

FOX and the “Record” have apparently made up, what with the latter again carrying the theatre’s acts . . . . The Erlanger pit system is a success, with the house turning in a small but nice profit each week. . . . Show is apparently cutting into the downtown houses, the average scale hitting the movie theatre figure.

OPENING of the Media Theatre resulted in a $4 fine for Manager Harlan Taylor and owner Harry Dembow, on charge of Blue Law violation. . . . Sunday opening was given as benefit for local American Legion Post . . . . Burgess visited the performance, and issued warrants . . . . First time there was a Sunday show.

DIXIE ROSE, Manayunk, has been conferred from Alice S. Ludin to H. Wendall, subject to mortgage of $30,000.

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Jack Cohen hopped out to the coast as attorney for Bill Rowland, the first half of the former Rowland-Brice combination . . . . Rowland plans to make a couple of pictures, with releasing arrangements being set . . . . Cohen is his attorney . . . . Mrs. Holme, efficient Stanley-Warner outer office guardian, was ill for a spell.

BUSINESS hit bad everywhere by the cold spell. . . . Who could blame the folks for staying at home? . . . The “Moulin Rouge” train came to town, saw the mayor, had a couple of free meals, cracked all the dailies and went on its way. . . . Caravan was well handled while it was here.

EUROPA BUSINESS shot up with “Forgotten Men,” thanks to Moe Verbin’s tie-ups and the interest in world war pictures in current dailies. . . . Earle has list of headlines lined up, with Artie Cohen putting on whirlwind campaigns. . . . Carman increased ad space for “Myrt and Marge,” reports nice pickup in business for that period. . . . Fay’s shooting ahead, thanks to Sydney Stanley, the demon, who has tied up all West Philly dailies as well as others.

AL RHE is back with Stanley-Warner. . . . He was recently with a printing concern, and now is manager of the local Victoria.
Benefits Success

The benefit held for the Motion Picture Relief Fund at the Stanley, February 4, was a decided success. The money raised will help the work of the fund during the coming season.

Stanley-Warner Gives Awards to Top Managers

Winners in Bonus Drive for 13-Week Period Listed

Stanley-Warner has announced the winners of the first Bonus Drive, for the 13-week period ending December 30.

Men who received additional salary for a period of 13 weeks are:


Men who will receive bonus awards in the form of a separate check and not as a 13 week increase in salary are:


Those who will receive bonus awards in the form of a separate check and not as a 13 week increase in salary are:


Those who receive bonus awards in the form of a separate check and not as a 13 week increase in salary are:


The second 13-week period, in progress now, ends March 31. The company is desirous that every manager, district manager participate in the awards.

The bonus plan is an admitted success. War ner, with Leonard Schlesinger, as zone manager, supervising it in the local district, is the first company to put such a plan in operation, and predictions are that it will work wonders.

C. C. C. Goes Sound

Interest of State officials in motion pictures continues to increase.

Deputy Secretary John W. Keller, of the Department of Forests and Waters, reports that ten sound motion picture projectors, complete with electric generators for operating them, have been made available to the 18,000 emergency forest workers in C. C. C. camps. Each of the ten camps has use of a machine.

Observations Next Issue

With the return of Jay Emanuel, publisher from the coast, his observations on Hollywood will appear as a special feature of the next issue of THE EXHIBITOR, March 1. Watch for them.

Pizor Puts on Full Steam in 1934 Program

M. P. T. O. Head Active for Industry's Interests

Lewen Pizor, president, M. P. T. O., Eastern Pennsylvania, Southern New Jersey and Delaware, isn't wasting a minute in putting his program into effect.

Think Local Groups Will be Functioning Here Within Month—Giveaways, Prior Advertising Big Problems of Grievance Body

The Code Authority is expected to release the official selections for local zoning and grievance boards February 16.

That was the indication early this week. Unofficial publication of some committees being suggested at committee meetings of the Code Authority excited interest in the local territory, but it was later learned that such publication was without consent of the Code Authority or the secretary. It could in no way be construed as having the okay of the board.

With the boards selected, the groups were expected to function within a month.

Two pertinent problems awaited the grievance committees, giveaways, and prior advertising. In the case of the first, a vote of all theatres in the territory will be necessary.

Theatre Employees Get Union Charter No. 19190

Ushers, Doormen, Cashiers, Porters, Night Cleaners, Etc., Included

Announcement has been made, by John Slavin, president, of the granting of a charter by the American Federation of Labor to Theatre Ushers, Doormen, Cashiers, Union, Local No. 19190, Philadelphia.

Organization includes in its ranks watchmen and maintenance men, night cleaners, porters, ushers, cashiers, doormen, chiefs of service.

Union believes that only way its conditions can be improved is through formation of a union.

Want Jersey Board

Exhibitors of the Southern New Jersey territory have made attempts to have the Code Authority appoint alternate members to sit on cases involving Jersey members.

The Southern Jersey exhibitors don't want individual boards but maintain when cases involving their territory arise, Jersey folk should sit, as far as the exhibition end is concerned.

It is thought unlikely that Code Authority will follow this line of reasoning. Observers hold that a fair exhibitor is a fair exhibitor, no matter what part of the territory he hails from, and that closeness of Jersey to local scene defeats the argument. Also argued that there are parts of the territory more removed from Philly than Jersey and no exhibitor from the far district is kicking in the same manner.
JOHN E. HENNESSEY, formerly United Artists exchange manager here, died recently. Many film men attended his funeral. He was with United Artists when it first started here. Also with Sentry Safety Control.

JOSEPH GOLDER, father of John Golder, passed away last weekend in North Carolina. His death was a shock to his family and his many friends. Burial was this week. The street passes on its regrets to Mr. and Mrs. John Golder.

TO THE SOUTH went exhibitors Ben Fertl, Dave Shapiro, Charlie Goldfine, Sam Hyman. Business must be bad. Mr. and Mrs. Doc. Schad are also hibernating in the winter clime. Others, too, have gone down to Miami shores. Mr. and Mrs. Charles H. Goodwin.

LEONARD SCHLESINGER, Warner zone chief, lay sick in bed of grippe all week, but transacted business as usual. The George Lessys are separating legally.

LEST it has been misunderstood, Norman Lewis did not have a crush on one of Singer’s midgets. The midget had a crush on him, but ‘twas not reciprocated.

CLARA KRAFTSOW to Florida. So is George Lessy. S. E. Applegate. Metro’s sales manager, also went on pleasure trip. Oscar Neufeld still dodging the overcoat. Two street brunettes doing a stage door Johnny act at Keith’s recently. Al Boyd vacationing in Hot Springs. Edgar Moss’ dog, Eva, had puppies. Edgar says it was a complete surprise.

SON OF MORRIS SPIERS, South Philly exhibitor, graduates from Pennsylvania this season. Eddie Sherman losing tonsils.

JOHNNY BACHMAN went sledding, now eats standing. Jules Seltzer still aces with the lassies. Anne Schaefer (Universal) appendix now okay. Bill Humphries got a new car, marvels about the brakes. Joe Price still doing a rave about his daughter, also son. Monte Salmon still the great guy with the ladies. Germantown division of the business expects a blessed event. Mrs. Al Davis a visitor in town. No surprise.

BOYD HINES of New Hempstead, former exhibitor, is the host of “Boyd’s Corner.”

H. A. BROWN, the local representative of the American Society of Composers, Authors and Publishers, has taken over jurisdiction of the Maryland territory. He now covers Eastern Pennsylvania, Delaware, Maryland.

Brown is willing and glad to explain the policy of the Society to any exhibitor as regards the Copyright Law and how it applies to theatres.

Brown, whose contact with theatres results from collection of the music tax, has offices at 1638 Lincoln Liberty Building, has been in the field for 11 years, and is always ready to co-operate with exhibitors.

He invites inquiries.
In NEW YORK!
at the RADIO CITY MUSIC HALL and

In CHICAGO!
at the UNITED ARTISTS THEATRE
the same thing happened!

ANNA STEN
in SAMUEL GOLDWYN'S Production of

Nana

Opened to the largest crowds in
the history of both theatres!

In both cities
BUSINESS THE SECOND DAY
WAS BIGGER THAN THE FIRST!

and
BUSINESS THE THIRD DAY WAS
BIGGER THAN THE SECOND!

Released thru
UNITED ARTISTS
First Division Has
Second Anniversary Drive

**Strong Releases Scheduled for Big Push**

First Division exchange celebrates its second anniversary next month, with a special March Drive.

Manager Al Bloson announces a banner list of releases, with a possibility of a trade show shortly, at which time some headline releases will be screened.

In the house now, Bloison includes:


In addition he has 6 Kazan westerns, 8 Monogram westerns, and 8 western thrillers, "Tarzan the Fearless" feature and others.

**Wilmington Musicians Benefit**

Seven former musicians in Wilmington thea¬
tres are members of the Wilmington Sym¬phony Orchestra which gave its mid-winter con¬
deration, and others.

The local M. P. T. O. was planning a mass meeting to protest against non-representation. It was felt that the code could not succeed here unless the M. P. T. O. has some representation on the zoning board.

**Protest Non-Representation**

A report was current at press time that the members of the M. P. T. O. had been totally ignored by the committee making up the group to supervise zoning in the local territory. The rumor said that certain distributors represented on the Code Authority had fought against any member of the M. P. T. O. being selected for a place on the local zoning board.

The local M. P. T. O. was planning a mass meeting to protest against non-representation.

**Hear In**

**Wilkes-Barre**

Showdown On Sunday Question

By Mac

IF IT'S NOT one thing, it's another. . . . Weather can hit the theatres staggering blow with mercury dropping anywhere from 20 to 40 degrees below zero. . . . There are indications that Mayor Charles N. Loveland, who has refused to lift the lid on Sunday shows, is due for some trouble. . . . Straw that may have broken the camel's back is his refusal to grant the Franciscan Fathers permission to run a Sunday night benefit. . . . Parish was compelled to put their play on at a parochial school on two week nights with results that were not as encouraging as they might have been. . . . Durfice hotel, which adjoins the Capital, has been closed. . . . Was reported during the week that M. E. Comerford will take over the operation of the dining room, converting the place into a cabaret.

FRED HERMANN has been busy at the Capital during the past few days. . . . Secured plenty of publicity in the newspapers through the visit of Captain Earl Hammon for "Ekimo." . . . Ernie Schmidt, assistant general manager, theatre, was here to share in the activity. . . . John Galvin did his bit for the President by sending his vaudeville show to the Irem Temple. . . . Roosevelt had a prosperity drive with the merchants of Swowyerville.

**Feinberg Opens Office**

International Seat Corporation has opened its U 10 show room in the Paramount Building, New York City, where a permanent exhibit of the U 16, with Floating Comfort, will be on display under the supervision of J. George Feinberg, vice-president in charge of sales.

**Manager Wanted**

A theatre in a small town within 40 miles of Philadelphia wants a live wire manager. Man must be conscientious, have experience with small communities, must live in the town and must be a wiz on exploitation.

Address all wires, letters to BOX WIZ, THE EXHIBITOR.

**Heard In**

**Mid-Jersey**

Vineland Grand Helps Townspeople


DAVID M. ORLOFF writes in that his Colonial, Egg Harbor, isn't open an extra day. . . . He wishes it were, but the original report was incorrect. Business has been off, but hopes it will pick up.

**FURTHER EVIDENCE** of the way theatres co-operate with communities may be seen in the announcement that the Grand, Vineland, under direction of the New Jersey Theatrical Entertainment, Inc., will begin a new Sunday policy February 18. . . . House will operate from 1.30 to 6 and from 9 to 11.30, as an evidence of its desire to work with local authorities. . . . The trial will extend for four weeks and if successful will be retained. . . . Otherwise, a different plan will be tried.

In any event, the company will go along to the best of its ability. It's a good example of community good will.

**AN AMENDMENT** to the New Jersey bill to the theater industry last week, and dropped in on Clem Rizzo and Harry Blumberg.

He is making a tour of inspection of the various offices, and also contacted the local manager. . .

Duport, who had his official opening this week, says that the company has something that will interest small exhibitors very shortly. He advises all exhibitors to watch for it.

**Phillipson Visits Here**

Percy Phillipson, managing director, General Register Corporation, visited Vine Street and the local industry last week, and dropped in on Clem Rizzo and Harry Blumberg.

**TRENTON**

AN AMENDMENT to the New Jersey bill-board law offered in the state legislature by Senator Horace Prall, Senate Bill 98, is opposed by Allied organizations and theatre owners in general. . . . Measure, general revision of the present law, provides more stringent methods of control and increases the license fees, . . . Allied is striving for exemption of admission tax up to 50 cents on proposed 2 per cent state sales tax being pending in legislature. Day, Herman Wahn resigned as manager of State, operated by owner, Ogden D. Wilkinson. . . . Charles Sweet, Stacy Theatre manager, is mourning death of his father, Richard Paul Sweet. . . . Downtown houses report business fair.
U16 Introduced

J. George Feinberg, vice-president, International Seat Corporation, who has been exhibiting the new U16, Floating Seat theatre chair at the Astor Hotel, New York City, last week, claims that this chair marks the dawn of a new era in theatre seating. U16 has been designed by automotive body engineers on the principles of unit construction. With this new product the theatre chair has jumped two to five years ahead of its present day product, company says.

Union City Body Company manufactures it. Unit parts are made of pressed sheet steel, while the ends for the row ends are made of cast aluminum and clad pressed sheet steel.

Each chair is itself a separate unit. This enables a theatre manager to replace a worn-out center seat with newer side seats. This can be done without the bother of taking out an entire row. Chairs are comfortable and are generally constructed so that they lend every convenience and comfort to the theatre-goer.

Heard In WILMINGTON

Ben Schindler Looks Ahead

'TWAS a cold night and I made up my mind I would kill two birds with one stone and call on Dave Barrist, and call on the Strawberries. You can imagine my surprise in finding a spic and span front, showy manquece, colorful lobby newly improved with flopping and decoration, the inside well carpeted and roomy, blue and chilled, a very comfortable little and tastily decorated "nabe." Ben is satisfied at present. He means to regard his old cocoa doing and standing in Dover. Maybe he has his eyes open for something right in Wilmington. Wilmington managers, generally speaking, have seen no effect of the return of liquor on the box office. George Jones, Loew's Parkway, has the only house far out of the "thirst sector." George packed 'em in for "Roman Scandal".

Put out 10,000 tabloids for it. A. J. DeFiori, Park, has put on Joseph Landon as junior to take care of decreased hours for his employees under the NRA code. Miss Rose Paresi is in Joe's box office in the place of her pretty sister who got married.

PEEPED IN on "Morty" Levine, Opera House, but he had feminine company, his pretty frau. Found district manager Lyle Trenchard in a huddle with Lew Black, Aldine manager, twenty-five years away back in the very last row of the Aldine much absorbed in the wind up of "Flying Down to Rio." 

Answers Barrist on "Meet the Champ"

To the Editor:

In your last issue you published above the signature of Dave Barrist an article, "Meet the Champ." A number of exhibitors have spoken to me about this article. The opinion of all, including myself, is the same.

It is to be regretted that the writer of the article, who has been suspected of possessing some intelligence and good judgment, permitted his emotions to overcome him.

The reasons which prompted the article are probably unknown only to the writer of this article. It is recorded that 30 men or more were sturdy and robust enough to participate in the discussions. It may also be noted that at the meeting of the organization referred to approximately 100 members attended, including the writer of this article.

It is recorded that 30 men or more were sturdy and robust enough to participate in the discussions. It may also be noted that at the meeting of the organization referred to approximately 100 members attended, including the writer of this article.

The writer of the article is correct. "Genus homoyellowbellyus" means "Man without guts" in Latin and any other language. If Mr. Barrist feels another sermon coming on, he can arrange for its world premiere at the next M. P. T. O. meeting. A number of members have volunteered to hold him erect while he delivers it. In the meantime he might read the fable "Bite the Hand that Feeds You and Live the Rest of Your Life on Liquids."

The liberal policy in making your columns available for expression by exhibitors is to be commended. With kindest regards, I am Sincerely yours,

MICHAEL H. EGNAL.
JOHN GOLDER reports the booking of "Mad Age" all over the Stanley-Warner circuit, after a first run at the Karlton. . . . Hollywood also has just received "Found Alive," a jungle drama, which recently had its premiere here, with "Cheat 1 all over the Stanley-Warner circuit, after a first run at the Karlton. . . . Hollywood will also distribute the Hoffman picture here, with "Cheaters," "When Strangers Meet," "Take the Stand," as the first three. . . . In addition, "Woman Unafraid" is a new feature. . . . A special series of colored reels, first two, "Mission Trails," "Utah Picture Book," are also available. . . . The exchange has many features on hand. . . . Sid Stanley making good at Fay's.

AT GOLD MEDAL, the big news was the Majestic booking of "The Charming Deceiver," with Constance Cummings, at Keith's, the success of "Sin of Nora Moran" at the shore, where it did very well; the entry of "Little Red Hen," second of the second ComiColor reels; a Loew Wilmington date on "Sin of Nora Moran," and plenty of attention for the Layton-Warner, first Nat Levin serial of the new season. . . . Clyde Beatty, starred in it, has gotten plenty of newspaper attention recently.

FIRST DIVISION is bringing "Goona Goona" out again, with the Allen town date turning in plenty mazumeh for the house and exchange. In addition, current pictures being dated are "Mortal on the Campus," "Woman's Man," "He Couldn't Take It." . . . "Broken Dreams" gets its local first run at the re-opened Walnut. . . . "Young Eagles," a new serial, will be here in April. . . . It has boy scout tie-ups and has tremendous exploitation possibilities. . . . Al Bloison is celebrating another anniversary next month.

DAVE BARRIST returned from the Southland, filled with pep, or changes. He took some fruit to friends in the local territory and managed to get back in time to be on hand when the weather record for an all time low was broken.

CREDITS for the success of the President's Ball, as far as the local industry is concerned, belong to Leonard Schlengel, P. A. Dob and Earle Sveigert, appointed by Adolph Hirschberg, general chairman of the Ball, here, as well as Lewen Pizor, Warner Brothers theatres, who secured National Screen Service trailers; Paramount exchange, which distributed tickets and window cards to all theatres boosting the affair; the M. P. T. O., which accepted the tickets, trailers and window cards, at suggestion of Lewen Pizor; all this also distributed by Paramount; Horracher Delivery Service, for handling the physical end of the matter. . . . All returns for M. P. T. O. members should be made to George P. Aarons.

THE I. T. O. A. MOVIE BALL, to be held in New York City, February 21, may include a delegation from this district. The event is sponsored by the movie men of the metropolis area, with plenty of stars scheduled for the event. . . . "Twin Husbands" is announced as this new title for "Birds of a Feather," with First Division distributing. . . . Masterpiece will have big news soon.

BENNIE HARRIS wants to take this method to thank all of his friends who inquired about his health. . . . It seems they all mourned his being bumped and injured. . . . His son Jack is following in his father's footsteps. . . . A local department store has bought some of his drawings. . . . And he has received a certificate of merit. . . . Claire is 13. . . . Mittzi, Dotzi all well.

SOME CHANGES took place within the Fox ranks last week. . . . Joe Toner, one of Vine Street's veteran film men, with educational for a long time, and with Fox since it took over its territory in 1917, will be let out, to be succeeded by Howard Smith, who stepped from a city salesman post to that of booker. . . . Toner's passing was regretted by film men, who knew him as one of the most efficient bookers on the street. . . . They are all hoping that he gets set with another company shortly. . . . Other changes are pending at Fox, at this writing.
CODE

Extension on Signatures Given

Signatures to the code can be sent in up to February 28, an announcement from the Code Authority reads. The test case on qualifying signatures was postponed until February 20.

7147 Sign Industry Code

Latest advice indicates that a total of 7147 signatures, without qualification, have been tossed on to the code assessors. With many days left until February 28, authorities look for this number to swell.

Coast Watches Every Rosenblatt Move

Visit of Sol A. Rosenblatt, deputy administrator, to the coast, was watched by all divisions, production, agents, press, extras, etc. Even his social visits were well publicized, with criticism and some praise accompanying his many meetings, remarks, etc. Hollywood’s giant welcome was not needed by Rosenblatt. He went there, saw, but whether he conquered is still unknown.

Impartial Observers Needed on Bodies

Impartial observers are needed on the code bodies. One sits on each local committee. It will be interesting to see how quickly they assimilate the mechanics of the business.

Allied Suit Due the 20th

Suit of Allied theatre-member, Congress, Newark, N. J., testing legality of code signatures has been postponed until February 20. Only one suit was filed, a misunderstanding leading press to believe that two other Allied directors had also filed suit.

Premium Question First to Be Settled

The question of premiums should be one of the first to be decided by exhibitors in each territory. In some spots, expensive premium wars have started where exhibitors could not get together. Supreme Court ruling affects placing of prizes in candy packages. Other rulings are heard. It looks like plenty of trouble is brewing.

PRODUCTION

Producers Give Inklings of ’34-’35

If pre-season interviews mean anything, major producers aren’t cutting down product schedules. Universal may bring its list up to 40, Carl Laemmle, Jr., says. Paramount is expected to stick to the 60 figure for the new season. Columbia may hop to 52, about the same as this year. United Artists will have about two dozen or more. Metro expects to have about 52.

“Herald” Offers Box Office Champions

Not to be outdone by Film Daily’s Best Ten, Motion Picture Herald offered its Box Office Champions, based on 8000 bookings in 157 key theatres during the year, including:


Honorable mention went to “Match King,” “Dinner at Eight,” “Sign of the Cross,” “Sailor Be Good,” “The Bovary,” “Lady for a Day.”

Observers, in looking at the list, might wonder how “Cavalcade,” “Be Mine Tonight,” “Girls in Uniform,” “Rasputin,” “Animal Kingdom,” “Henry the Eighth,” got on the first list, “Match King,” “Sailor Be Mine,” “Lady for a Day,” on the second, might question the absence of “She Done Him Wrong,” might lift eyebrows because of the presence of “Dinner at Eight.” (release date, January 12, 1934)

Fox Season Program Soon Finished

Fox, ‘tis said, will have all its current season pictures completed by the end of April. Work on the new season then begins. Exhibitors playing Fox wondered, could not tell whether this was a good or bad omen.

Mayer Re-elected to Coast Body

Louis B. Mayer has been re-elected president of the Association of Motion Picture Producers, coast body. Jack Warner succeeds himself as first vice-president, Winfield Sheehan, Fred Beetson are other officers. United Artists is still absent from lists.

Slight Shakeup in Radio Ranks

With the resignation of Merian Cooper, Radio finds itself without an executive producer. Unit supervisors still remain, but studio is without an active big chief. B. B. Kahane functions as the overseer supervising Berman, Brock, MacGowan units. Rumors of Jesse Lasky traveling to Radio are denied.

EXHIBITION

M. P. T. O. A. Meets On Coast April 10

The M. P. T. O. A. will meet in Los Angeles April 10 for a three or four day session. Various industry problems will be considered.

Samuelson Up In Allied Changes

Sidney Samuelson, who has been the guiding star for Allied Jersey for some time, now can do the same for the national Allied body. Abram Myers is counsel and chairman of the board, with Herman Blum treasurer. An active year looms under the well-known Samuelson direction.

There will be a Cabinet to aid the president, Players in Headlines Help

Exhibitors currently playing “Queen Christina” are getting daily breaks, what with the current publicity on the hide-and-seek angles. From the coast and New York, stories saying that the great Garbo is in both cities, hiding, offer excellent opportunities for showmen. In addition, the trailer on the show ties-up with all the news angles. Smart exhibitors will overlook nothing.

Movie Features Grow in Dailies

Apparently Hollywood is again coming to the fore as a news-interest centre. More syndicate material appears, more drawings, more news service writers, more space for movie doings. Dailies apparently are seeing the lesson of the cheap mags and acting accordingly in extending greater cooperation to theatres.

Animal Pictures Revive Again

Exhibitors,waried from a succession of animal thrill pictures, look at their availabilities, find 1) “Devil Tiger” and 2) “Wild Cargo” soon ready for them. Both took time, effort, money, on the part of 1) Fox, 2) Radio. Theatremen heard rumblings of new thrills in 2), discovered a triangle (with humans) to help them sell 1).

Paramount Committee Helps Theatre Operation

Paramount’s national theatre advisory committee, three of whom have been selected in N. L. Nathanson, Canada; F. V. Richards, south; Karl Hoblitzelle, southwest, will act as a consultant body, help progress of remaining Publix houses in all parts of the country.

DISTRIBUTION

UA Offers Two Trade Shows, Clicks

United Artists, sold on its own product’s merits, continues its trade show practice, offered two more for “Looking For Trouble” and “Catherine the Great.” UA’s batting average has been high, indicating the confidence it holds in its pictures.

Loew Shows Nice Profit, Also

Loew’s, Inc. showed a net profit of $1,594,608 for the 12 weeks ended November 23, 1933, according to a recent financial statement. This compares with $741,910 net profit the same period in 1932.

Press Book Competition Helps Exchanges’ Sales

Metro, Warner exchanges should report turnover in accessories sales on “Eskimo,” “Fashion of 1934,” if quality of press books are an indication of appeal to exhibitors. Press book consciousness now completely envelops ad departments, it appears, with the two on the above mentioned shows especially good.
LETTERS TO THE EDITOR

Mr. Exhibitor

If you were offered a guaranteed income for life absolutely free Would you pass it by?

BERLO offers you just that

Call a Berlo representative and start the parade of monthly commission checks

DO IT NOW!

Get in touch with:
GEO. P. AARONS
301 N. 13th Street
LOCUST 4245

OR CALL POPLAR 6109

BERLO VENDING COMPANY
1518 N. Broad St., Phila.

Specializing in Candy Vending Equipment for the Theatre Trade!

NEW YORK BOSTON BOSTON
PHILADELPHIA BALTIMORE WASHINGTON
BERKELEY PHILADELPHIA NEW ORLEANS
CINCINNATI PITTSBURGH AJAX

THE EXHIBITOR

Local Warner Club
Holds Many Affairs

Districts Have Parties in Local Headquarters

The local Warner club rooms have been used a lot of late. Warner Club of the Philadelphia zone has been having many entertainments, with a district party held every Sunday. Every member of a particular district, including managers, cashiers, doormen, ushers, cleaners, etc., are present. John Roach, president of the local Warner Club, has named Stanley Smithers as chairman of the house committee, with Miss Polly Morse as hostess.

Al Plough's district had the first party with all members of his district present. This was followed by one including all members of Bob Kessler's district. Last Sunday night, the local Warner exchange had its affair, with Manager Bob Mochrie in charge.

Schedule for the next Sundays includes the districts supervised by Jack Laxey, Sol Hankin, the local office, the Haynes and first run division, and those supervised by Messrs. Costellos and Callow, each one getting a Sunday night up until March 25, the last one scheduled.

Earle Nomination Up

Indicated nomination of George H. Earle to become democratic candidate for governor is of interest to theatre men. Local Earle Theatre name follows that of the family, and Earle interests have been identified with the motion picture industry.

Reading has another Sunday night theatre, Rajah. Locally owned, by the Mystic Shriners, it did not get into the Sunday show procession when the movement began three years ago. Now the Newpenn Amusement Company, recently formed to operate the house, has a tie-up for Sunday night shows with the Tall Cedars of Lebanon, a fraternal society meeting in the Rajah Building. . . . Musicians' Union, Reading, which includes all theatre orchestras there, has passed the 450 membership mark.

THEATRE MANAGERS here are feeling more comfortable over the March outlook. . . . One of the two new banks will release $4,600,000 in frozen assets the day it opens, and the other will pay out over $2,000,000.

EMBASSY THEATRE, under personal direction Paul E. Glase, general manager W-V houses here, had a giant colored doorman in uniform, on duty outside the main entrance every afternoon and evening, his rich Southern darky accent in ballyhooing the show fitting "Carolina" atmosphere . . . Rajah Theatre, under new management, feature pictures and vaudeville, is advertising popular prices, 15 to 25 cents matinees, 25 to 35 cents night, children 10 cents at all times . . . Park, upper end of Penn Street house, has adopted a 10-cent rate for children up to 6 P.M. . . . Hershey Theatre, exactly 40 miles from Reading, is advertising on a large scale in Reading newspapers and through other mediums . . . Old Victoria Theatre, Reading, has passed its 250 membership mark.
Theatre, Scranton. . . . Walter Shelton, to prior to receiving her ring some time in August.
duties at the Mercy Hospital, Wilkes-Barre, taken the managerial reins of the Riviera show, leader of Rose's Midgets and others, has
Mary Georgia, has returned from St. Joseph's Hospital, Savannah, Georgia, to continue her
wanda lad, has been transferred from the
time in August.
Joe Ellicker, former head of Hodge's show, leader of Rose's Midgets and others, has
taken the managerial reins of the Riviera Theatre, Scranton. . . . Walter Shelton, Tow-
and has been transferred from the
Lazurn Theatre, Luzern, to the Lyric Theatre, Honesdale, replacing Bob Hayer, resigned.
Adams, the Notre Dame Irishman, guides
the destiny of the Dreamland Theatre, Haven,
for Comerford. . . . Willard Matthews, prote-
tego of the former Clinton Lake, Riviera The-
atre, Scranton, now directs the management
Granada Theatre, Olyphant. . . . Ralph Freitz, formerly Olyphant, has secured a berth
at Atlantic City. . . . Amusement pages of the
Scranton dailies have gone for group advertis-
ing. . . Change is most satisfactory.
Hank Stezar, light promoter, featured Pete Latzo twice at Town Hall. . . . Roosevelt's
Birthday Ball at the Scranton Armory, held
more than a capacity crowd. . . . M. J. O'Toole
directed the publicity.

LANSFORD and Palmerton have gone in for Sunday shows. . . . Bloomsburg, Sun-
bury, and Pottsville featured "Eskimo" with the
Eskimo dog train, and fur exhibition. . . .
Italian shows continue to show occasional
popularity at the Roman Theatre, Pittston,
The RCA and Garden, Scranton. . . . Dun-
more show goers have followed Bill Kays to the
new Orient Theatre. . . . Capitol Theatre,
Scranton, under Manager Simonis, is featuring names. . . . Charles Ryan, con-
struction engineer for Comerford, continues to
push the erection of Milton's new theatre.
. . . Hard times or good times, Harry Spei-
gel, Family Theatre, Scranton, continues to
use the SRO sign. . . . Matt O'Keefe, man-
ger, Globe, Scranton, bolstered his weak
nights with amateur talent. . . . Earl Mc-
Laughlin, brother of M. B. Comerford's sec-
retary, Marion, has become associate city
solicitor in the new mayor's cabinet. . . .
Sam Kessler has returned once again as busi-
ness agent Scranton Local I. A. T. S. E., No.
329, succeeding Lester DeVol. . . . Married
ness agent Scranton Local I. A. T. S. E., No.
329, succeeding Lester DeVol. . . . Married
lifer, put ten pounds on Jim Edwards, man-
ger, State Theatre, Scranton. . . . Popular
cashier, Orient Theatre, went off and done
got herself married. . . . Wedding bells will
soon ring for one of the operators at the Ball
Theatre. . . . John Roberts has new car.

TRAIL, Shrewsbury, showing double feature programs Saturday nights. . . . When "Flying
Down to Rio" was playing at the Strand, Cleo
Miller had folders, illustrating the new dance
sensation, the Carioca, distributed to patrons at the
local dance pavilions. . . . Bill Maston,
assistant, Strand, and secretary to Bill Israel,
district manager, recently conducted a class in the
gentile art of the use of the snow shovel.
One of the boys was busy cleaning off the
walk in front of the theatre when Bill came out,
and not being pleased with the way he was
doing it, Bill very gruffly showed him how it
is done in the best of circles.

TO BILL ISRAEL, district manager, and
Maurice Goldman, one of the Warner attor-
neyes, goes considerable credit for blocking an
ordinance presented before the city council
February 2, to modify a previous ordinance
closing the town up tight on Sundays. . . .
Modifier would have allowed parks in the
city to operate during the afternoon and evening.
the event. Israel appeared before the
council and protested allowing the parks to
operate when the theatres were forced to
remain closed and when the bill was pre-
ated by the park commissioner, it was not
even seconded. . . . Israel explained that he
will gladly back an open Sunday ordin-
ance if the bill included the theatres.
LOOKING AHEAD AT THE PRODUCT

A Service Designed to Give the Exhibitor Each Picture's Analysis Before Playing

COLUMBIA

It Happened One Night
Family Comedy
121m.
Clark Gable, Claudette Colbert, Walter Connolly, Eugene Robert and George Barrie.

Very likable programmer that stands out as a real piece of entertainment. A newspaperman helps a girl escape from her father who is bent on preventing her marriage. Story isn't any too original but is a gem as far as dialogue, direction and action are concerned. Folks will like it everywhere.

Estimate: Very good.

FOX

Carolina
Family Comedy-Drama
85m.
Janet Gaynor, Lionel Barrymore, Stephen D childbirth, Robert Young, Heather Cram, Maude Barrie.

Sentimental, well-directed, well-photographed adaptation of "The House of Connelly," with plenty to sell. Gaynor fans will be satisfied, even if picture seems a bit slow at times. Cast has plenty of names to help and show shapes up as nice family fare.

Estimate: Will depend on Gaynor.

Devil Tiger
Family Jungle-Drama
60m.
Kane Richmond, Marion Burns, Harry Woods, Ab Lee.

Jungle drama that manages to get in several fights between wild animals, a brief romance and a final punch in the nature of an elephant stampede that helps out a bit. Picture was shot largely in Malay peninsula, looks authentic, but must be listed as more of a jungle picture than anything else. Some houses may better concentrate on the romance and triangle.

Estimate: Animal fights.

Hold That Girl
Family Comedy-Drama
66m.
James Dunn, Claire Trevor, Alan Edwards, Gertrude Michael, John Durand, Robert McKeon.

Claire Trevor as a reporter and Jimmy Dunn as a detective. Mix in a wise cracking atmosphere, some racy episodes, and the final tussle with the rocketeers and there you have it. Show won't help Dunn or Trevor and won't perform any miracles at the box office.

Estimate: You guessed it.

METRO

Men in White
Adult Drama
77m.

Excellent screen version of a stage hit, with Gable turning in one of his best performances. Metro has given the play which revolves around an intern, his duty, and his loves a well rounded production which ensures interests from all intelligent theatre goers. Piece is a real credit to the company.

Estimate: One of the better.

MONOGRAM

Mystery Liner
Family Melodrama
62m.
Noah Beery, Astor Allan, Edwin Maxwell, Ralph Lewis, Gustave von Seybertz, Booth Howard.

Mystery on a liner with the centre of attention a tube that controls the destiny of a liner. Edgar Wallace wrote the story, the proceedings are gripping and those who like their mystery stuff should be well pleased. Story is above average and a couple of good performances help out.

Estimate: Mystery stuff.

PARAMOUNT

Bolero
Adult Drama with Music
87m.
George Raft, Carole Lombard, Sally Rand, Frances Drake, Gloria Shea, Paul Panzer.

Plenty of appeal for the women, plenty of selling angles and an applicant for plenty of box office attention. Story of a dancer who throws his women where he finds them, the picture has strong dramatic values as well as some stirring dance numbers. Picture can be sold especially to the females.

Estimate: To the ladies.

No More Women
Family Comedy-Drama
77m.

Another of the McLaglen-Lowe cycle with the story enhanced a bit by some action punches. Constant battling between the two is present but this has probably worn out its welcome at the box office. Show can be sold on the sea diving background, some action episodes and some excitement.

Estimate: Hits duo's average.

RADIO

Keep 'Em Rolling
Family Comedy-Drama
70m.
Walter Huston, Francene Dee, Miuna Gambell, Robert Shayne, Pat Collins.

Horse story about the love of a soldier for a nag, and headed just where you think it is. Picture falls into the program groove, hasn't much appeal for women and must be classified as a programmer.

Estimate: So-so program.

Long Lost Father
Adult Drama
63m.
John Barrymore, Helen Chandler, Donald Cook, Alice Moore, Ferdinand Gottschalk, Natalie Moorhead, Louis Lloyd, Phyllis Barry.

Drama of a father whose daughter can't forget he walked out when she was a baby and isn't forgiving. Dad, however, hovers around and gets the gal out of a tight spot. Book may have received some praise but the picture won't. Despite the Barrymore name, show hasn't universal appeal.

Estimate: It sags.

The Lost Patrol
Family Melodrama
73m.

All-male show, with the punch at the end when the Arabs get them all except one. Direction, under John Ford, is splendid, but story is thin. Lack of females may handicap, but for the men short has plenty of appeal.

Estimate: No women.

UNITED ARTISTS

Looking for Trouble
Family Comedy
80m.
Spencer Tracy, Cassanade Cummings, Morgan Conway, Jack Oakie, Arline Judge, Judith Wood.

Good movie based on telephone trouble shooters and well sprinkled with the necessary ingredients for box office satisfaction. Cast is A-1, humor and action plentiful and there are some melodramatic angles that make for strong interest.

Estimate: Satisfactory.

Sorrell and Son
Family Drama
80m.
H. B. Warner, Hugh Williams, Margaret Graham, Peter Purcell, Winifred Shuster.

Remake of a silent success is of credit to British production. Piece has been made with an eye toward the American market, with an American star and other American angles. Story, however, is essentially British. Appeal is international.

Estimate: Depends.

What Do You Think?
It is the aim of this publication to give its readers every possible service. Revision of the page is an endless task and criticisms are welcomed. Write in now and tell us whether you like this or not.
As the Earth Turns

Story of a lake cruise and young Warren William can't make it seem believable. However, the exploitation angles are all there even if the central character is disagreeable. Missou can be charged up to type of story, because the cast does its best to make the whole thing seem real.

Estimate: Weak.

Heat Lightning

Aline MacMahon, Ann Dvorak, Lyle Talbot, Osgood Tyler, Frank McHugh, Preston Foster, Beth Donnelly.

The usual Warner dependable casting will help overcome deficiencies in story. Mervyn LeRoy directed from the stage play, with Aline MacMahon turning in a sweet performance as well as the rest of the featured players. Show holds some heavy drama, but should enter into the program groove nicely.

Estimate: Rather heavy.

I've Got Your Number


Are Warner comedy with a phone repair crew and two girls mixed up with some racketeers. Tempo is fast, lines as well, and show will go over as another hilarious funfest from the boys who know how to make them. The all-star Warner comedy lineup is a guarantee of laughs all the way.

Estimate: Nice comedy.

Wonder Bar


Top money offering with a sweet production, a new Jolson, plenty of names, girls, songs and a swell Warner product. Show is taken from a stage hit, has been immensely improved upon, contains all the ingredients that make for big box office. Exhibitors have another dough show waiting for them to play.

Estimate: Get the SRO signs ready.

Bedside

Warren William, Jean Muir, Katherine Segrava, Alan Jenkins, Donald Meek, David Landau.

Ideal for the hinterland but more of a problem for the cities. Screen transition of a well-known book is sincerely produced, has no big names with which to draw, but carries interest all the way because of the characterizations, intelligent direction. Piece may prove a puzzle all the way and gags are well selected. It should equal the grosses on similar comedies.

Estimate: Okay.

The Crosby Case


Murder mystery stuff with plenty of feature names in the cast that won't mean much more than program for the average house. Picture falls into a familiar compartment.

Estimate: Familiar.

The Morning After

Sally Eilers, Ben Lyon.

Light comedy that should prove pleasing to all types of audiences. Story is one of intrigue and burlesque on mythical kingdom plotting.

Estimate: Fun.

What's Your Racket


Action in a background of cheating crooks and suspicion cast on the heroine. It develops finally that she has been hoovering with the gangsters because they framed her dad.

Estimate: Plenty of bullets.

The Love Waltz

Lilian Harvey, George Alexander, John Ratten, Hans Junkerman.

If Lilian Harvey has developed a draw in any spot, this may be okay. Made in Europe, it will depend upon some nice tunes.

Estimate: Sell Harvey.
Warners Pep Up
Trade on “Wonder Bar”

In line with their plans to give “Wonder Bar” one of the biggest national exploitation campaigns, Warner Bros, publicity and advertising department, under supervision of S. Charles Einfeld, is servicing the exhibitors with specially prepared pre-advance campaign material.

Every possible angle for starting the ball rolling on the campaign for this picture six weeks in advance of its special Easter Week play dates is included in this four-page broadside, which is 7½x22½, printed in red and black.

Broadside contains the following material: A synopsis of the story, with hints of how to play up the great dramatic value in same; star stills and specially selected production stills which can be obtained from the company’s home office still department; 10 underline ads for plugging the picture’s opening three weeks in advance; complete copy for a special pre-advance trailer on the picture; ideas on how to plug the song hits from the picture through radio and music store tie-ups; etc., and several special press stories for immediate use, to get advance newspaper plugs. In addition, there is made available through this broadside a special fictionization on the picture, with art work; a complete radio sketch based on the action in the picture; and two 40x60 two-color blowups of fan ads on “Wonder Bar.”

Captain Hammond on Job for “Eskimo”

Captain Hammond and his dogs are on the job for “Eskimo.”

A lot of theatres in the territory have used the Captain and his Eskimo huskies and other theatres are planning to.

One of the most recent ones to make use of the team was Samuel Friedman, Capitol, Pottsville. The Captain addressed the high school students, Lions Club, was interviewed by a local daily: was welcomed by the mayor: gave talks during his presence there; and was shot for a newsreel with the mayor.

The result was that business was better than it ordinarily would have been.

Get in touch with Metro exchange for further dope on the Captain.

“Earth Turns” Tieup

Public Ledger issued a complete novelization based on the “As The Earth Turns,” which Warner Bros, are releasing soon as a picture, as supplementary to its publication. Ledger’s novelization consisted of a twenty page tabloid supplement, augmented with special art work illustrating scenes from the novel.

Charlie Perry, ambitious young publicity man at the Aldine, tied up with Strawbridge and Clothier for a window on Ann Harding in connection with the showing of UA’s “Gallant Lady.”

BETTER MANAGEMENT • TESTED IDEAS • SUCCESSFUL MERCHANDISING

“Young Eagles” Set

“Young Eagles,” new serial from First Division, is a banner exploitation opportunity. In 12 episodes, with first ready April 15, the Boy Scout story has tie-ups with Boy Scout troops, radio broadcasts, magazine serializations, all set to go when national release breaks.

Spencer Gordon Bennett directed the serial, from the story by Harry O. Hoyt, of “Lost World” fame.

Photophone Plug

Two of the largest banners ever made, measuring 110 feet high and three feet wide, were fastened to the outside of the Bond Building, New York City, to proclaim the installation of RCA Victor High Fidelity sound in the Embassy newsreel theatre.

E. O. Heyl, manager, Photophone Division, RCA Victor, presented a metal plaque to F. C. Wood, managing director, Embassy, before the grinding camera and microphone of the Pathé Newsreel.

Selling “Gallant Lady” in Town

Local “Bulletin” is now running small neighborhood ads in alphabetical order, eliminating the many small cuts and reverse plates formerly used. Under the new setup, the paper lists all neighborhood shows, regardless of size, with the listing cleaner and easier to read. New setup is a vast improvement.

Local “Record” started the directory idea, which has jumped with leaps and bounds. The “Bulletin” hasn’t a directory, but its change is a marvelous help.

SENTRY SERVICED SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them. PLAINLY THIS IS ALL WRONG. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them— THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP. 10th St. and ALLEGHENY AVE. PhiladelpHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
Stanley-Warner Plans to Buck Lenten Slump

Local Stanley-Warner division is bucking the Lenten slump.

Last week in March is the final week of the second quarter of the Bonus Drive and this is now called "Managers' Week." Each manager is planning stunts to aid his theatre.

Every theatre will make an attempt to build business instead of standing still and taking it on the nose.

The week, too, will have a lot to do with the final selection of the winners in the grosses of the week.

Leonard Schlesinger, zone manager, is very optimistic over the results that can be obtained.

"It can and will be done," he asserts. "We have the pictures, the public has the money and with sincere work on the part of each individual manager I know Holy Week can and will be a triumph." 

Jones' Exception

George Jones, manager, Loew's Theatre, Wilmington, is the only Loew theatre manager permitted to repeat the "all-Disney" program.

When the first Disney Saturday morning show held simultaneously with those in other Loew theatres all over the country, Jones had such a crowd on hand that couldn't get in for the show that he promised them that he would run it away little boats for "Midshipman Jack," a First Division release, from Chesterfield.

Selling Garbo

If there was anything Manager Charles McLeary, Loew's Regent, Harrisburg, failed to think about while exploiting "Queen Christina," his assistant manager, "Bob" Etchberger, thought of it, and it was done.

Harrisburg was 100 per cent Garbo-minded for the opening of "Queen Christina" at Loew's. Besides the ticket window at the city's most popular ballroom appeared a 3-sheet of Garbo. Taxicabs carried her picture to all sections of the city. A large "sound" truck, appropriately decorated with Garbo pictures and the title of her next showing at Loew's, patrolled virtually every street in the city.

Ten thousand beautiful pictures of Garbo, signed "Sincerely, "Greta Garbo," were sent through the mails. Two weeks before opening, a paper-mache replica of the unusual face of Garbo stood six feet high in the Loew lobby. Actual paintings of Garbo in frames 3½ by 2 feet stood in the inner lobby. It was the first time Harrisburg theatregoers had seen exploitation of this type.

Rivoli Theatre, thanks to Iz Segal, gave away little boats for "Midshipman Jack," found it helped business.

Caravan in Wilmington

Mayor William H. Speer, Wilmington, "dolled up" in spats, morning suit with a flower in the lapel, and some thousand or more spectators broke their usual Sunday afternoon routine to welcome the "Moulin Rouge" caravan, sponsored by Twentieth Century and the Socony-Vacuum Oil Co.

Official welcoming took place in the mayor's office. Others welcoming the party were Mrs. Speer, Supt. of Police George Black, Ralph B. McKinney, Gerrish Gassaway, manager, Chamber of Commerce; Edward Duffey, Powel E. Craig, and George A. Jones, manager, Loew's.

Party was welcomed at New Castle the previous Saturday.

"It was during the following week that orders came through that the show would have to be called off. Jones at once got in touch with first one official and then another and finally reached the main office, and explained his plight. The exception was made.

Following the annual banquet given by the Harrisburg "Telegraph" to its newboys, newboys were the guests of Manager Jack O'Rear, Victoria Theatre, and Manager Harry Lambert, Colonial, both Harrisburg.

Jones Gets Library

George Jones, manager, Loew's, Wilmington, succeeded in breaking down for the first time the artistic barriers of the Wilmington Public Library with photographs. Stanley-Warner houses preparing for big campaigns on "Roman Scandals."
Hershey Covering Plenty

Thousands of attractive four-page pamphlets are distributed every week by John B. Sollenberger, manager, Hershey Community Theatre, Hershey, at the doors of homes in Hershey, Harrisburg, Lebanon, Annville, Palmyra and other nearby communities.

Many of the pamphlets are sent through the mails. Regular mailing list is maintained.

In addition to the weekly programs, which consist of stage and screen shows Thursdays, Fridays and Saturdays, and feature pictures Mondays, Tuesdays and Wednesdays, the pamphlets announce schedules of ice hockey games at the Hershey Park Ice Palace and advertise the Hershey Inn.

For “Gallant Lady”

Tie-ups were made by Manager Charles McLeary, Loew's Regent, Harrisburg, with two of the city's leading department stores to exploit the coming at Loew's of “Gallant Lady.” Arrangements consisted of the display in the most prominent windows of the stores of models clad in gowns and hats worn by Ann Harding in “Gallant Lady.” At one department store, through the efforts of Manager McLeary, a Cinema Hat Shop has been opened.

Middletown Houses Busy

Middletown theatres have been hanging up the old good will sign of late. Over 1500 school children of the town, Royalton and surrounding spots viewed a special performance of “Alice in Wonderland,” at the Elks, with the school letting the children out early. Majestic brought a magicians' act sponsored by a local church club. Elks allowed use of its house for the senior class of the local high school to present a play.

H. Douglas Carpenter manages the Elks.
THE EXHIBITOR

“Once to Every Woman” Has a Doctor Background

Ralph Bellamy, Walter Connelly, Fay Wray are in the Columbia hospital tale.

AROUND THE CIRCUIT
WITH STANLEY WARNER

By Harry Goldberg

WITH TWENTY-SIX MANAGERS in the bonus money for the first quarter ending December 31, all the Warner boys are making it a race to be in the bonus money at the end of the second quarter ending March 31. It’s a free-for-all with no manager barred who can hit the bonus figure. To boost business the boys are exercising their skill at exploitation. Dave Seamon, Commodore, has been giving out a miniature piece of furniture with a tag and a gag about “Sitting Pretty.” Allan Kappaport made Vineland wild about “Little Women” when it played at the Grand with a six day serial in the Vineland Journal, and a page of co-operative ads in the paper, besides window displays in the five 5 and 10 chain stores. Lee Kline impelled his patrons to give a look-see for his “Invisible Man” stunt in the Logan lobby when he put a large rocking chair in continuous motion; a small motor cleverly hidden did the trick and patrons were asked to look for the “Invisible Man” sitting in the chair. Boys have been cooking up many ways to sell “Duck Soup.” Jack Levy, Kent, used a street ballyhoo with his Harpo dressed in a barrel and skirt, with a live duck harnessed to the barrel. Herb Lubin (Levoy, Millville) stopped traffic in front of his theatre with his imitation brick firepot with decoy ducks. Red and amber lights under the vat gave the fire illusion with the ducks floating in the water; dry ice in the water caused it to boil giving off dry by means of copy that he was “Sitting Pretty.” “Cradle Song” was a sweet tune as played by Tommy Mangan at the State, Chester, because he had the foresight to send a personal letter to every parochial school describing the endorsement by Catholic sisters and priests. Hadden Matthews, 6th St., celebrated the President’s birthday by promoting a huge cake from a local cake shop and cutting a piece for every patron on the evening of the celebration. Doug George, Capitol, Lancaster, sent a card to every member of the American Legion inviting them to join the mob heading for a great laugh in “Convention City.” Charlie Moyer, State, Hanover, has been sending out a good will letter to all parents pointing out the influence of the manager in the community and how he looks after the children who come to his house. Lester Stallman, Circle, devised a powerful stage prologue in connection with the trailer on “Invisible Man.” Had the house dark and a black “eye” covered the stage opening; while the amplifiers boomed with mysterious voices a man dressed in a luminous suit, his face dark, giving the impression of being headless, crossed the stage. As the voices came up to crescendo, a pistol shot rang out and the man disappeared as the trailer came on. Dominick Lucente, Alhambra, made his “Invisible Man” from old stove pipes, painting them a ghastly silver color, using red gelatine eyes, and placing the “Man” on the stage all the time the trailer was run.

MURRAY WADE, Strand, Pottstown, has been making speeches before women’s clubs and civic organizations to build up houses for “Little Women.” Graham Jeffrey cracked the editorial page of the Ambler daily with an editorial on “Little Women.” Joe Murdock, Camden, at the Stanley arranged a preview for “Little Women” fixing a tie-up with the schools by which class room lessons were prepared making it essential for the kids to see the picture. Al Schwartz, Warner, West Chester, had the Burgue, headman of that town, make a public statement on the behalf of “Little Women” and the Superintendent of Schools passed the word to the teachers to tell the boys and girls it was a great show.

POPCRAVER, Willow Grove, picked out the busiest section in Willow Grove to set a “chair sitter” who rocked for the entertainment of traffic making it known to all and sundry by means of copy that he was “Sitting Pretty.”

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THE EXHIBITOR

February 15, 1934

23
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BETWEEN THE PARAGRAPHS

TRADE QUESTIONS RADIO SQUAWK

The squawks which were issued when it was discovered that radio stations were admitting patrons gratis to see their favorite artists perform for commercial broadcasts represent another repetition of an art so common in this industry. Radio is a distinct business. It has its own methods of operation. Why the motion picture industry should think it should be allowed to dictate to another form of entertainment provides an interesting question. After all, the radio has supplied the motion picture industry with some box office names, has been used as an aid to exploitation and stands as a friendly associate of this field rather than an enemy competitor. The boys who are passing resolutions against free tickets to radio shows ought to pay more attention to their own business, less to others.

LENTEN LULL IS EXPECTED

The so-called post-holiday period found releases just about what was expected. After a holiday impetus with "Little Women," "Dancing Lady," "Roman Scandals," "I'm No Angel" and others, there was a let down in releases. Standing out in the future are "Wonder Bar," some star shows from Metro and several others which seem to be held back for the Easter break. "Nana," of course, looms as an exception to the rule, but it was handled as a single picture and exploited to the limit. "King of Fashions," too, benefited from exploitation. Generally, though, it is the usual post-holiday period.

TALKIE VERSION OF TALKIE NEW IDEA

Metro is going ahead with plans to make "The Showoff" in talkie guise. The trade still remembers "Men Are Like That," a talkie version, which in the city about which the show revolved, Philadelphia, received its first run in a fourth-run house. However, making talkie versions opens up a new field for producers. On the other hand, there would seem to be plenty of originals around that might make more money at the box office.

WARNER-UNITED ARTISTS COMPETITION GOOD

The current telephone competition between Warners' "I've Got Your Number" and "Looking for Trouble," from UA, should be more encouraged than mourned, if coast indications are true. This business has no fault to find with cycles or copies, if they all bring in dough. And similarity of stories, when smartly produced, indicates healthy competition that should bring in money. After all, this industry has been repeating on itself aplenty as far as stories involving two men and a women or two women and a man, so why worry?

MONOGRAM HAS TITLE TROUBLE

Monogram, which is delivering a vastly improved type of product this season, seems to be handicapping some its releases with titles that don't fit the subjects. "He Couldn't Take It" is generally acclaimed a likeable comedy but is a name that is poison to some houses. Now "Woman's Man" crops up as a Hollywood story, but no one would know it from the title. "The Great God Fourflush" would have been a better tag for the show, one that would intrigue any exhibitor. Credit is due Monogram for the type of pictures it is releasing, but someone ought to organize a new board to select the titles.

MORE INTEREST IN SERIALS

Interest in serials seems to be reviving. In addition to the topnotch quartet from Mascot, other independents are entering the field. Sol Lesser plans to make one based on "Chandu." First Division will distribute "Young Eagles." Some may be expected from Universal. Someone must have found out that a good serial is a good investment.

FULL PUBLICITY ON ALL CODE MATTERS

When the local grievance, zoning and arbitration boards begin to function, full publicity must be given to all cases. This publication, for one, will do everything within its power to throw the spotlight on all and any code matters. Only in such a manner can respect be gained for the code from every exhibitor. And then, too, this may deter some exhibitors who are habitual and chronic kickers from seeking the spotlight. Let all the workings be made public. The code has a chance to make good quickly.

HOBART MANN.
Clyde Beatty, star of Mascot Pictures Corporation's twelve-part serial "The Lost Jungle" with "Sammy," one of his lions. It will be recalled that Sammy, the five-year-old lion attacked and killed Beatriz, a two-year-old lioness at a recent training session while Beatty was appearing in Cleveland. Beatty is the only man who ever lived to mix lions and tigers in the same act. Gold Medal distributes the serial.

Heard In

UP STATE
Wrong Credit
For "Henry"

MANAGER CHARLIE McLEARY and Assistant Manager Bob Etcherberger, Loew's Regent, Harrisburg, were the recipients in the preceding issue of The Exhibitor of many beautiful words of praise for their exploitation of "The Private Life of Henry VIII," but their kind, anonymous friend confused the name of the city, using Reading instead of Harrisburg.

Manager McLeary asked this writer to express his thanks to the contributor of the well-intentioned story just the same. Don W. Ross wouldn't know the old office now. . . .

Wire was received by Manager Jack O'Rear, Victoria, Harrisburg, who also manages the Majestic, Harrisburg, during its occasional engagements, asking him for a reservation at the Majestic, April 11, for the annual Mask and Wig Club (University of Pennsylvania) show.

Estimates for wiring the Majestic for sound are being obtained by C. Floyd Hopkins. . . . Rumored that the forum of State Education Building is to be equipped for sound pictures.

HARRY BECK, popular property man, Victoria, Harrisburg, is busy these days directing rehearsals of the Elks' Imperial Minstrels. . . . Harrisburg Symphony Orchestra gave its first "pop" concert at the Majestic, Harrisburg. . . . Children are admitted to the Astor, Anville, for 10 cents.

. . . Daily matinees at 10 and 20 cents are proving popular at Wilson Theatre, Tyrone. . . . Rialto, Lewistown, celebrating Anniversary Week, . . . Harrisburg theatregoers wanted to see "Emperor Jones" in Harrisburg. . . . Many of them went to see it when it played the Hershey Community Theatre.

. . . Consuming a piece of cake baked by his new wife, Mary Funk Knoll, cashier, the Colonial, Harrisburg, husband survived without apparent harm. . . . Her sister, Miss Genevieve, cashier at the Victoria, whispered said cake tasted and "bounced" like rubber.

CHARLES ESLINGER, doorman, Victoria Theatre, Harrisburg, on a ten-day motor trip to Miami . . . Robert Houser, manager, Strand Theatre, Steffon, had an amusing experience recently. . . . Two boys appeared at the ticket window of the Strand Theatre and asked Manager Houser whether one free pass was good for two children's admissions. . . . When he informed them that a free pass entitled only one adult or one child to admission, they were not dismayed. . . . Since an adult admission was twenty cents and admission for a child only fifteen cents, they argued, he should accept the pass and ten cents, which one of the youths possessed, as two admissions. . . . You told us the pass is good for one adult admission, the one boy insisted. . . . "Since the adult price is twenty cents, you can take five cents from the pass and put it on our ten cents which will give each of us enough for our fifteen cent tickets." . . . "I give up," the manager declared.

LANCASTER
Wrong Pictures
Bring Squawks

CHARLES M. HOWELL, manager, Colonial, is brushing up his house with some fancy painting, a new box office and a new method of displaying advertising in the outer lobby. . . . In the outer lobby Howell has installed equipment that will make it possible for him to display transparents calling attention to current and coming attractions. . . . Hershey Community Theatre, Hershey, 30 miles away, is drawing heavily upon local theatre goers.

"FLYING DOWN TO RIO" went big with local motion picture fans . . . Ray O'Connell, Grand, held the picture over. . . . Vaudeville continues to hold the boards one day a week at the Capitol. . . . Plan of some theatre managers to illustrate advertisements and readers with scenes censored from films is bringing a protest from newspapers in this section.

"He" Held Over

"He, King of Virtue," First Division release, did such sensational business in its first week at the Cameo, New York, that it held over.
### Columbia
- Lady for a Day. 1-Aug.
- A Man's Castle. 1-Nov.
- Police Car 17. 2-Nov.
- King of Wild Horses. 2-Nov.
- Above the Clouds. 2-Nov.
- Fury of the Jungle. 2-Jan.
- Haze, Murder Cop. 2-Jan.
- House on 56th Street. 2-Nov.
- Female. 1-Nov.
- Hang 'Em High. 2-Oct.
- From Headquarters. 2-Nov.
- Son of a Sailor. 2-Nov.
- Dark Hazard. 1-Dec.
- Lady Killer. 1-Dec.
- Convention City. 2-Dec.
- The Shakedown. 1-Jan.
- Massacre. 2-Oct.
- Fashions of 1934. 2-Dec.
- Hi Nellie. 1-Feb.
- Easy to Love. 1-Feb.
- Manday. 2-Feb.
- As the Earth Turns. 2-Feb.
- Bedside. 2-Feb.
- Heat Lightning. 2-Feb.
- You Can't Get Your Number. 2-Feb.
- Wonder Bar. 2-Feb.

### Metro
- Penthouse. 2-Sept.
- Stage Mother. 1-Sept.
- Night Flight. 1-Sept.
- Bombshell. 2-Oct.
- The Chief. 2-Oct.
- Day of Reckoning. 1-Nov.
- Meet the Baron. 2-Oct.
- Dinner at Eight. 2-June.
- The Late Christopher Bean. 2-Oct.
- The Plundered Lady. 1-Dec.
- Eskimo. 2-Oct.
- Dancing Lady. 2-Sept.
- Sons of the Desert. 1-Dec.
- Women in His Life. 2-Sept.
- Going Hollywood. 2-Dec.
- Queen Christina. 1-Jan.
- Fugitive Lovers. 2-Jan.
- You Can't Stop Everything. 2-Jan.
- The Side of Heaven. 2-Oct.
- Men in White. 2-Oct.

### First National—Warner
- Bureau of Missing Persons. 1-Sept.
- Wild Boys of the Road. 1-Oct.
- The Witching Hour. 2-Oct.
- Gold Diggers. 1-June.
- Footlight Parade. 2-Oct.
- Ever in My Heart. 2-Oct.
- Kennel Murder Case. 1-Dec.
- College Coach. 2-Oct.
- House on 56th Street. 2-Nov.
- Female. 1-Nov.
- Haze, Murder Cop. 2-Jan.
- From Headquarters. 2-Nov.
- Son of a Sailor. 2-Nov.
- Dark Hazard. 1-Dec.
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- Bedside. 2-Feb.
- Heat Lightning. 2-Feb.
- I've Got Your Number. 2-Feb.
- Wonder Bar. 2-Feb.

### Monogram
- Song of Songs. 1-Jul.
- This Is A Love Affair. 2-Aug.
- One Sunday Afternoon. 2-Aug.
- To the Last Man. 1-Oct.
- Golden Harbor. 2-Oct.
- Too Much Harmony. 2-Oct.
- I'm Not Guilty. 2-Oct.
- Tillie and Gus. 2-Oct.
- Way Too Love. 2-Oct.
- Take it Easy. 2-Oct.
- Hell and High Water. 2-Oct.
- White Woman. 2-Oct.
- Design for Living. 2-Oct.
- Crazy Song. 2-Oct.
- Duck Song. 2-Oct.
- Lion's Den. 2-Oct.
- Mystery Liner. 2-Oct.

### Paramount
- The Last Roundup. 2-Jan.
- Should for Beauty. 2-Jan.
- Four Frightened People. 2-Jan.
- All the King's Horses. 2-Jan.
- Death Takes a Holiday (Strange Holiday). 2-Jan.
- Good Date. 2-Jan.
- Six of a Kind. 2-Jan.
- Bolero. 2-Jan.
- No More Women. 2-Jan.

### Fox
- Pilgrimage. 1-Aug.
- The Last Trail. 1-Aug.
- Summer Fashion. 1-Aug.
- Charlie Chan's Greatest Case. 2-Sept.
- Dr. Jekyll and Mr. Hyde. 2-Aug.
- Power and the Glory. 2-Oct.
- Walls of Gold. 1-Nov.
- World's End. 2-Oct.
- Berkeley Square. 2-Oct.
- My Lips Betray. 2-Nov.
- This Mad Game. 1-Nov.
- Olson's Big Moment. 1-Oct.
- Hoop-La. 2-Nov.
- As Husbands Go. 2-Nov.
- Frontier Marshal. 1-Oct.
- Jimmy and Sally. 2-Dec.
- Smoky. 2-Dec.
- I Was A Spy. 2-Dec.
- My Man's a Sailor. 2-Dec.
- I Am Suzanne. 2-Dec.
- Orient Express. 2-Dec.
- Sleepers East. 2-Dec.
- Coming Out Party. 2-Dec.
- Ever Since Eve. 2-Dec.
- Carolina. 2-Dec.
- Devil Tiler. 2-Dec.
- Hold That Girl. 2-Dec.

### Radio
- Morning Glory. 1-Aug.
- Moonlight and Romance. 1-Aug.
- One Man's Journey. 1-Aug.
- Midshipman Jack. 1-Aug.
- A Chance at Heaven. 1-Aug.
- Ave Sadie. 2-Oct.
- Apple Alopoly. 2-Oct.
- Life Too Short. 2-Oct.
- Right Time, Right Place. 2-Oct.
- If I Were Free. 2-Oct.

### United Artists
- Man of Two Worlds. 2-Jan.
- Mean Woman in Town. 2-Jan.
- Son of Kong. 2-Jan.
- Two of a Kind. 1-Feb.
- Hips Hips Hooray. 2-Feb.
- Keep 'Em Rolling. 2-Feb.
- Long Lost Father. 2-Feb.
- The Lost Patrol. 2-Feb.

### Universal
- Love, Honor and O Baby. 2-Oct.
- Saturday's Millions. 2-Oct.
- 71300. 2-Oct.
- Only Yesterday. 2-Oct.
- My Man Jerry. 2-Oct.
- Special Investigator. 2-Oct.
- Invisible. 2-Oct.
- King for a Night. 2-Oct.
- Counselor at Law. 2-Oct.
- Horse Play. 2-Oct.
- Beloved. 2-Oct.
- By Candlelight. 2-Oct.
- Bombay Mail. 2-Oct.
- Madame Spy. 2-Oct.
- The Poor Rich. 2-Oct.
- Cross Country Cruise. 2-Oct.
- I Like That Way. 2-Oct.
- Wheels of Destiny. 2-Oct.
- The Crosby Case. 2-Oct.
- Love Birds. 2-Oct.

### First Division (CHESTERFIELD)
- By Appointment Only. 2-Nov.
- Dancing for a Dance. 1-Nov.
- I Have Lived. 2-Nov.
- A Man of Sentiment. 1-Nov.
- Rainbow Over Broadway. 2-Nov.
- Notorious But Nice. 2-Nov.
- Murder on the Campus. 2-Nov.
- Picture Bride. 2-Nov.
- One Year Later. 1-Feb.
- Tarrant the Fearless. 2-Dec.
- The Road to Ruin. 2-Dec.
- He. 2-Jan.
- Throne of the Gods. 2-Jan.

### Gold Medal
- Sing, Sinner, Sing. 2-Aug.
- The Big Bluff. 2-Aug.
- Important Witness. 2-Aug.
- Laughing Over Life. 2-Aug.
- Curtain at Eight. 2-Jan.
- You Must Love. 2-Jan.
- The Charming Deceiver. 2-Jan.
- Sin of Nora Moran. 2-Jan.
- Big Money Busters. 2-Jan.
- Enlighten Thy Daughter. 2-Jan.
- The Morning After. 2-Jan.

### Masterpiece
- Her Forgotten Past. 2-Aug.
- Riot Squad. 1-Oct.
- Sergeant's Song. 2-Jan.
- Wine, Women and Song. 2-Jan.
- Marriage on Approval. 2-Jan.
INTRODUCING

"the Speaker of the Evening"

Ever sit in on a banquet while a toastmaster, with more cracks to his line than a syndicated columnist, introduced a speaker who was a washout? It happens often.

Think about your theatre the same way. You book a feature, promote it, stunt it, advertise it to a fare-thee-well. And you pack them. You're just like the toastmaster. You've got your customers on edge, waiting for something swell.

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The growth of any industry is measured by the continuous perfection of its product. Outside of the steel back panel and steel bottom board to replace veneers, which were specified and adapted by Paramount seven years ago, theatre chair design has progressed little in the past twenty years. With the designing of the U 16 by automotive body engineers on the principles of unit construction, the theatre chair industry has jumped twenty-five years ahead of its present day product.

I would be happy to have you inspect the FLOATING COMFORT of the U 16 at my showroom in the Paramount Building, or at the offices of our representatives if you were unable to attend my recent show at the Astor Hotel in New York.

J. E. Lembach
Vice-President in Charge of Sales

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NEW HAVEN
CINCINNATI
"The Mystery of Mr. X"

(HOLLYWOOD, Feb. 20—Medora, with unique suspense situations blended with the unusually charming romance sets "The Mystery of Mr. X" for popular reception. Police murders in London, crime detection in Scotland Yard and a jewel robbery, intertwined with a love story, form the basis for the engaging entertainment presented.

The unlikely plot by an American, Jack Sharman, is as fascinating as it is inexplicable. A publicized jewel thief, Robert Montgomery, escapes while paroling one of forty men already killed by the predatory Mr. X. With the police in pursuit, Mr. X. Montgomery inveigles himself into the good graces of the chief of Scotland Yard by testifying on behalf of the chief's future son-in-law, Lord Fortescue, accused of attacking an officer, although, perhaps not playfully. Montgomery's testimony admits him into the chief's home where he meets his daughter, Elizabeth Allen. At the chief's home he disengages methods of capturing Mr. X. But excites the suspicion of Connor (Lewis Stone), assistant chief, who senses Montgomery's criminal tendencies.

When Montgomery, the chief's son-in-law, goes after Mr. X. himself, and in a slave-bang action finish, gets the murderer and wins the girl. The production, with Montgomery differently clever and with a strong supporting cast, is one of give fine entertainment satisfaction especially to the masses. It is good in the creative departments and peaked with the necessary box-office moments, including comedy.

The picture opens at the Capitol. New York, Friday.

"You Can't Buy Everything"

With Jean Parker, Lewis Stone, and May Robson in the cast. MGM.

80 min.

Here's the material from which showmanship of the RKO studio has been evolved a romance of adventure, a saga of revenge, vivid patriotism, heartless cruelty, tender chivalry. The story of a man and his amazing raids, of a man who knew and marred many women, but loved only one, of a man whose flaming spirit re-created a nation.

Wallace Beery is Villa; the role should fit him just as did that of Butch in "The Big House" and "The Champ." The cast is composed entirely of familiar screen names, including Leo Carrillo, Fay Wray, Stuart Erwin, Donald Cook, George Stone, Joseph Schildkraut, Katherine DeMille (C. B.'s daughter, making her screen debut), Henry B. Walthall, Francis Bushman, Jr., and Henry Armetta in support. The picture was made almost in its entirety in the locales that Villa rode to fame. Its big-name cast is comprised of the marching theses actors, barefoot, ragtail revolutionists, men and women who followed their ideal. There's a mighty thrill in every line -- of "Viva Villa."
I’ll be seeing you

MARCH 6TH

at the big

National Trade Exhibit
of Spring Product

where

WARNER BROS.

will show you what to use for MONEY this coming season, including

“Wonder Bar”®

Chatterton in “Journal of a Crime”®

“As the Earth Turns”®

Cagney in “Jimmy the Gent”®

Stanwyck in “Gambling Lady”®

Hal LeRoy in “Harold Teen”®

You owe it to your box-office to get this advance slant on your major attractions for the next 3 months—a running start on ideas and promotion plans for the most important shows you’ll get this spring. The Exhibit will be held simultaneously

In All Warner Exchange Cities

Just mail the coupon below to your exchange manager and you’ll be all set for the big show! He’ll make special arrangements for your hotel and other accommodations. But DO IT NOW!

I’ll be there!

Name

Theatre

City
WASHINGTON HERALD .. "If you like realism and drama that does not pull its punches, here is a film that will certainly please."

M. P. DAILY .. "The Lost Patrol is red-meat drama with a red-blooded wallop."

DAILY VARIETY .. "Lost Patrol is strong meat ... designed for popular entertainment."

M. P. HERALD .. "A great showmanship picture ... a heroic saga that every woman should love, one to move the heart and mind of every man ... will be one of year's most discussed pictures ... it's a courageous picture, one that courageous, resourceful showmen should welcome."

Mar 1'34 pg. 4

FILM DAILY .. "Smacking of Beau Geste and packing plenty of human interest ... ranks
"...ONE OF THE MOST UNUSUAL FILM PLAYS OF THE YEAR."

WASHINGTON POST

VICTOR MCLAGLEN
BORIS KARLOFF
WALLACE FORD REGINALD DENNY
TOWERING LIFE TRIUMPH OF JOHN FORD
WHO DIRECTED "THE IRON HORSE" "ARROWSMITH" "MEN WITHOUT WOMEN" "FOUR SONS" AND "PILGRIMAGE"

RKO RADIO PICTURE
MERIAN C. COOPER
EXECUTIVE PRODUCER
“MYSTERY LINER” AND BY EDGAR WALLACE SOUNDS LIKE AN EXPLOITATION NATURAL TO ME, RAY.

IT’S JUST THAT, LEW—SHOWMEN CAN SPLURGE WITH THIS TITLE. AND IT’S GOT GOOD NAMES BACK OF IT—TOO.

Distributed by
FIRST DIVISION EXCHANGES, Inc.
1240 Vine Street, Philadelphia
Again the Exhibitor Suffers

REGARDLESS of Hays censor complaints, in spite of propaganda to the effect that movies are 100% clean, a campaign is being started which will vitally affect the box office of every exhibitor in the country. Meetings of the Catholic hierarchy, priests throughout the country, are being asked to use their influence with the people for the success of the proposed country-wide attack against many of the objectionable motion pictures now being made in Hollywood. Religious brotherhoods and sisterhoods as well as many in parochial schools will be asked to join as auxiliaries. It is thought likely that pulpit publications and other methods will be used for the campaign. It is also thought likely that laymen will be asked to refrain from attending motion picture theatres showing films condemned by the Code Authority. Stricter attention by parents toward the sort of movies fit for children will also be emphasized.

The above campaign, if successful, is certain to provide another serious problem for the individual exhibitor, who must play what he has purchased, regardless of content. It makes mistakes that Hollywood has made in producing the sort of pictures on which the Catholic council members are for the exhibitor to meet and correct.

Choosing the Local Members

THE Code Authority, through lack of foresight, has deprived exhibitors of a farce which exceeds the funniest efforts of even the best producers. They should have included scenario writers and gag men as alternates to the committee which met to choose members of local zoning and grievance boards.

What an opportunity for humor! What a chance to depict one of the most farcical situations in trade history! If it were not so serious the matter could be classified as the best laugh since one bright youngster, a decade or so ago, prophesied that the music tax never would be collected.

Once the industry was told that members of the local boards would be chosen on the basis of personal qualifications, standing and reputation, honesty, knowledge of the territory, fairness and nothing else. No one can deny that any of the men picked for places on the local boards do not possess those virtues, but they were selected for the boards by the oddest methods possible, if rumors be true. Various versions of the meetings held by the committee choosing local members are now being passed around. Some names were said to have been dropped because a distributor member failed to be at peace with one gentleman; others were reported opposed to double features; others were not sold on the organization in the territory; others failed to receive chain approval; others because they favored premiums. These were some of the rumors. There were others just as funny.

All this brings to mind a statement from Divisional Administrator Sol A. Rosenblatt to be effect that exhibitor organizations or their good will now. It's a funny business.

The code authority is starting off on the wrong track. It had a chance, by open sessions, to gain the good will of the trade. The present situation finds the code for the motion picture industry beginning its operation with a signal lack of confidence on the part of the exhibitor.
 Heard In Vine Street

All About The Poker Game

"ALL QUIET ON THE WESTERN FRONT" is being reviewed, with all of the propaganda and such being shown in the local papers everywhere. Howard Smith, Fox, ill at home.

PARAMOUNT very enthusiastic over "Death Takes a Holiday," with a projection room crowd, including Eppie Epstein, Ben Amsterdam, Jack Greenberg very convinced about the box office, Norman Lewis, in a confident moment, asserts Girard will play pictures only part-time.

HARRY WEINER thought so much of Columbia's "It Happened One Night" exchange used a banner to flag the news to all exhibitors. George Gravevitsch was a Florida visitor. Second time during the season.

GOLD MEDAL, with another of the ComiColor single reel cartoons on hand, expects a lot from "Unknown Blonde," the latest Majeur, which will be a whole of an exploitation campaign behind. Tony Lucchese expects a lot from the new Nat Levine 1934-1935 serials. "Sin of Nora Moran" got a downtown run and is breaking in the neighborhoods shortly. Meanwhile, the prosperity three, "You Made Me Love You," "The Morning After" and "Charming Deceiver" are playing around.

HERB GIVEN has added a new series of shorts. He has acquired distribution of Frank Seltzer's United Newsreel "Explorer" and "Broadway Gossip" reels, both of which receive first runs everywhere. Stanley-Warner and Comerford have booked them solid, and so have most of the leading circuits. In addition, he has also acquired a new featurette that has made movie history. "Dawn to Dawn" is its name, and its runs 35 minutes. Coast critics acclaimed it and it received high praise in New York City. Herb is lining up a big campaign for it, and promises more dope on it in the future. Watch for further details.

A VISITOR on the street recently was Elias N. Coury, who is interested in the Humphries-Coury houses in Lansford. An old timer and in the business since it first started, he visited the street this week and booked in a lot of shows. Coury is glad to be back in the whirl again. He is one of the real veterans in the territory, and interested listeners when he told yarns about the time he was selling single reels for the old Pathe company many, many years ago. The trade welcomes him back.

OVER AT FIRST DIVISION, Al Blofson, thrilled because he has acquired distribution of "Forgotten Men" here, also has plenty to talk about in two new pictures he distributes. "Woman Condemned" and "Under Secret Orders" are both action pictures and can get good runs everywhere. "Young Eagles" will break shortly. It's the new serial. The 2nd anniversary drive is progressing. "Forgotten Men" in several spots, has broken big. "Big Drive" records and is a natural for tie-ups. Blofson also expects much from "Beg Ot Alive" series as well as the Flash dog pictures are drawing much attention at Peerless, dear Neufeld and Bill Heenan's exchange. "Shepherd of the 7 Hills" is an Easter special as well. The General Register office, with Ray Duport in charge, is a centre of exhibitor attention. He has a lot of new machines available for all types of houses.

HARRY BODKIN, the tree planter, expects to raise a nursery when his UA days are over decades from now. Three girls in the UA office are wearing green, and it isn't because of their ancestry, either.

BECKETT'S CIGAR STORE is celebrating some kind of an anniversary. There will be souvenirs. Ask about it.

ABOUT TEN of the Vine Street boys who played in the stud poker game in Scranton still want to know what Harry Speigel, who had four 3's in his hand at the time he was dealing, meant when he said: "Beat it," when he drew a fifth card. They all thought a fifth 3 might turn up.

C. C. PIPPIN is now advance man for Captain Hammond and his eskimo dogs. See him about the "Eskimo engagement." The flower show at the William Penn started out on the Monday it snowed. It was a nice float, anyway. Metro has added a service for exhibitors. Exchange now mails, through Heenan, a press sheet on all pictures as soon as bookings are received. The exchange had an all-day hunt for the film which holds the oil for the projection system the other day. No one seemed to where it could be. Finally, Bob Lynch found it, with the aid of the employees.

VIOLA PERRECO had her locks shorn. Bobbed now. Hilda Harris letting hers grow. Dot Caron doing plenty of knitting. Mrs. Sara Harris plowed through the snow, brought sandwiches to husband Ben.

WARNERS are telling all accounts not to use the word "frolics" in advertising "Fashions of 1934." They might use "frolics" instead. Salesmen Ben Tolmas up high in the Fox contest ranks. Local branch hopped to 6th. When Al Davis came back to the local Fox office he was welcomed by a lot of flowers, from employees, home office, etc. Exhibitors were also on hand to meet him.

CHIEF TOPIC of conversation was the snow. John Golder, at Hollywood, found plenty to talk about in his new lineup of Hoffman Liberty pictures, with "Cheaters" in the house, and "When Strangers Meet" and "Take the Stand" coming along. In addition, "Found Alive" has been getting plenty of bookings around and so has the series of single reel shorts. "Woman Arraigned" is another feature just in the house. The new Tom Tyler westerns are also on hand. The local Warner office is wondering who gets what in the drive. The Go (Id) Getters Drive. It has an idea it won.

CHARLIE RICH, formerly a salesman here, is now Warner branch manager in Pittsburgh. He used to sell for Lou Berman here. Berman, incidentally, is back from his trip and going ahead full speed.

"BUD 'N' BEN" series as well as the Flash dog pictures are drawing much attention at Peerless. "Dear Neufeld and Bill Heenan's exchange. "Shepherd of the 7 Hills" is an Easter special as well. The General Register office, with Ray Duport in charge, is a centre of exhibitor attention.
Allied Wins Point on Legal Rights of Exhibitors Signing Trade Code

Deadline for Falling in Line Extended to March 10—Suit Against Authority Dropped—Interpretation Puzzles Industry—Johnson Explains

An exhibitor signing the code does not give up his legal rights; the deadline for signing is March 10. Allied has dropped its suit against the Code Authority.

These are some highlights in code developments which have sought to make the picture more topsy-turvy than it ever has been.

If trade members have any legal right to go to court following decisions of local boards, what good are board decisions, the trade asks? Why have a code, if redress to the courts will become as common as heretofore? Why have self-regulation if it is not self regulation?

Allied went to bat on the qualification issue, won a victory when General Johnson, in his interpretation, gave an inking as to the legal rights of the trade following the Allied suit against the Code Authority.

Interpretation

For the information of members of the Motion Picture Industry with respect to the code distributed by the Code Authority of the Motion Picture Industry under the form of Article VI, Part 2, Section 8 of the Code:

1. It is not the intent or purpose of Article VI, Part 2, Section 8, of the code that any member of the industry assenting to the code on the forms used by the Code Authority shall thereby waive or be estopped

2. From setting up any right which such member of the industry may possess under general or statutory law against any arbitrary, oppressive, injurious and unreasonable action of the administration or agency under the motion picture industry code.

3. It is not the intent or purpose of such articles, parts or sections of the code that any member so assenting shall be precluded or estopped from making amendments to or modifications of said code.

4. Members of the industry not assenting to the code on the forms above mentioned can not be denied any of the rights and remedies afforded by the code save only that they will not enjoy the right to file complaints before the administrative agencies provided for in the code. All code violations which have sought to make the picture more topsy-turvy than it ever has been.

5. These are some highlights in code developments which have sought to make the picture more topsy-turvy than it ever has been.

Those Local Appointments

The zoning committee for the Chicago territory has been set up, but the zoning committee is a headache. Objection after objection, most of them as silly as possible, have been hurled at names of honest, reputable exhibitors suggested for the post. Distributors have been stopped by exhibitors from getting on, exhibitors seem to have no right to object to proposed distributor and circuit representatives.

The trouble rests in the fact that instead of the original Code Authority committee members appointing the local members, alternates have been at work and are making the going tough. It is not the intention to assert here that those who eventually will be appointed will not possess the qualifications to make them fair, honest committee members, but rather to decry that sort of appointing which bars honest exhibitors from the board because of the same sort of pettiness that has been a scourge to this industry since it began, and the unusual length of time in doing so.

Regardless of the committees' makeup and through no fault of theirs, it can be said definitely that the code or committee members will not bear the respect of the local industry. The burden of proof will be upon the committees. Exhibitors from this territory are all now from Missouri; they will have to be shown. A further question develops. How fit are the members of the zoning board with knowledge of the territory, as to the situation of competing theatres who will be asking for protection over one another?

Walters Hold Trade Show at Boyd March 4

Exhibitors, Film Men View New Product

Warner Brothers will hold an advance showing of new product at the Boyd Theatre, March 4. It is planned, at present writing, to show four pictures, two in the afternoon and two in the evening. The shows will be selected from "Journal of a Crime," "Jimmy the Gent," "Wonder Bar," "As the Earth Turns," "Harold Teen" and "Gambling Lady."

Tickets are now being distributed to the trade by the local exchange. They will admit exhibitors.

The showing will reveal to exhibitors the type of product the near future will bring to them. More than a year ago, Warners held a national trade show, which was most successful.

Manager Bob Mochrie is highly enthusiastic over the affair and promises that the pictures will send the exhibitors out raving about the excellence of Warner product.
“Magnesia” Horrid Word As Censor Board Continues Record Deletions


Page the American Medical Association—
Page the druggists of America—
Page everybody—

MAGNESIA has been banned by the Pennsylvania State Board of Censors.

It joins the now generally used word NUTS as something not to be mentioned in films seen by the people of Pennsylvania. But, at that, NUTS is permissible when it means a fruit, or when it is evident that it doesn’t mean anything but NUTS or NERTS.

So MAGNESIA stands alone.

This sensational bit of news came to the ears of exhibitors of the territory when it was learned that the censors had cut out mention of the popular brand of patent medicine from a scene in “It Happened One Night.” During the scene, the wife awakens, finds out one of the lovers has blown the coop during the night, hurries to her husband’s bedside to tell him, attributes her good fortune in awakening during the wee hours to the fact that she had taken some MAGNESIA.

But such a terrible statement, such a semblance of evil won’t come to the ears of Pennsylvania. No siree.

Pennsylvanians may have to take magnesia, they may have to read the ads about it, they may have to listen to it over the radio, but on the screen—wham, zowie and pow—NO MAGNESIA.

No topic in recent years has so stirred exhibitors.

Is the censor board touchy about magnesia? Have they had bad stomachs? Do they consider it commercial advertising? Is such a statement offensive to the lady members of the board?

These were the questions that arose. They remained unanswered. And this condition will continue.

It wasn’t so long ago that NUTS was a horrid word. Now, it is only about 50% horrid, with NERTS and NUTS creeping into pictures.

Knowledge of pharmacy isn’t a qualification for membership on the Pennsylvania State Board of Censors. In fact, most people don’t know what the qualifications are to become a censor.

The trade is still wondering. The public still wonders. Maybe the censors themselves still wonder.

But the cutting goes on, unheeded.

And from the censors come deletions, slashes, along the same lines as those from other states.

CROSS COUNTRY CRUISE—Eliminate following capitalized words in dialogue: “I’m trying to help a young girl TURN OVER A NEW LEAF.”

FASHIONS—Eliminate capitalized words in following dialogue: “He’ll give you anything you want.”

FUGITIVE LOVERS—Eliminate capitalized words in following dialogue: “He’ll give you anything you want.”

DIRECTOR—Eliminate capitalized words in following dialogue: “I didn’t get it off you in time.”

March 1, 1934

THE EXHIBITOR

Business Off

Business took a decided drop when biggest snow in a century hit the territory.

Locally, S-W felt it, with downtown houses bearing the brunt when transportation facilities were crippled. Circuit, however, expects to benefit when current downtown shows hit the nabes later on.

DeFiori Plans Fight Against Block Booking

Will Line Up Sentiment in All Parts of Territory

A. J. DeFiori, manager, Park, Wilmington, and president, Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland, is preparing to try to line up his organization and public sentiment of the territory it represents against block booking.

DeFiori declares that he intends to bring the matter before the association at the next meeting. In the meantime he expects to try to sway as many women and civic organizations as possible in Wilmington. He does expect to obtain solid support of the Wilmington independents as well as those of the thirty or more theatre managers of the peninsula.

Why should we be obliged to take films that we not only do not want to show,” said DeFiori, “but which would hurt the reputation of our houses if we did show them? Many smart club women are familiar with this situation and are gradually getting the idea across to the public, but it is not going over fast enough. What is needed is concerted action everywhere, and I for one am going to try to get it in Wilmington and on the Del-Mar-Va peninsula.”

New General Register

General Register announces its Model “C” ticket issuing machine, designed especially for small theatres, fairs, carnivals and so forth. New machine is built so that it can be either set flush in the counter or set on top of the counter and be moved at will. It has a very handsome bronze cabinet and will add luster to its surroundings.

This machine gives the theatre owner the same protection as does the more expensive electro-mechanical operated machine. Each ticket is safe under lock and key and as it issues the ticket the automatic machine automatically records the issuance of each ticket.

Machine, according to Percy Phillipson, president, General Register Corporation, is but the forerunner of a large number of new ticket issuing machines that will be of material benefit and help to theatre owners both large and small.
WAR clouds darkening the world demand the re-release NOW of—

ALL QUIET ON THE WESTERN FRONT

ANOTHER Stroke of Salesmanship by UNIVERSAL
The Cream of the Independent Market!

"DANCING MAN"

with

JUDITH ALLEN

(Courtesy of Paramount Pictures)

REGINALD DENNY » EDWIN MAXWELL
NATALIE MOORHEAD
Lavishly Set | Adequately Directed
An Explicable Title

"Wine, Women and Song"

with

LILYAN TASHMAN
LEW CODY BOBBY ARNST

Directed by Herbert Brenon

The Title and Cast alone will drag 'em in . . . The picture will keep them there

Current Releases:


And Westerns:

"Fighting Cowboy", "Lightning Ranger", "Rawhide Romance", "Circle Cowboy", "Lightnin' Bill" and "Boss Cowboy" with the leading cowboy and action stars.

MASTERPIECE FILM ATTRACTIONS, Inc.
L. KORSON, Proprietor
1329 Vine Street
Binns Writes from Warner China Post

Tells of Trade in Far Corner—Peculiar Angles

Ralph E. Binns, for many years a Vine Streeter, and formerly Warner branch manager here, is making good in China with Warner Brothers.

In a letter, recently received, he gives a brief picture of some of the difficulties in exchange operation there. It will interest everyone. It follows:

Dear Jay:

On at least half a dozen different occasions I have intended writing you, but it seems that on every occasion something cropped up to prevent getting a letter off to you, but I am sure you that I have thought of you, and many of the others on my staff, frequently during the last ten weeks in Shanghai. The things are now starting approximately 1500 square feet. We had to build par¬

section on the material covering motion pictures is applied here. There are only two buildings in Shanghai that house film exchange offices, and the building in the roof of the top of the roof. New York City fire regulations covering motion picture production is applied here with some modifications and additions. However, we were fortunate enough to secure splendid quarters with one large vault. After signing our lease, we had a lot of alterations to make as our office was one large room

of our business. A great many of these in use in America do not meet with conditions here, so these were necessary to hire personnel, order furniture, typewriter, Philadelphia or Washington of the same size, you can

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In America did not meet with conditions here, so these were modified or discarded entirely. Several whole days were spent in making up a contract to meet local needs, but I am happy to say that practically all of this has passed, and now on our attention will be devoted to getting the dough. I know you would be amazed if you were to see some of the fine modern theatres in Shanghai, while I do not think that they are anything to compare with the "Boy's" or the "Starley". I can assure you that there are theatres in Shanghai that are not on the "Stan¬

ton" or the "Barry," and the grosses in some of these theatres run as high as $10,000,000 (Mex), a week on an out-of-town picture.

I found this venture in the Far East extremely inter¬

esting and I know that you would get a great kick out of seeing some of the things that transpire here in con¬

junction with the business. You may be surprised to learn that I read THE EXHIBITOR at this distant point, and perhaps I present the most distant reader you have, although I quite realize the fine qualities of your magazine which deserves to be read clear around the world. After I

finish with my copy, I turn it over to Beverly Griffith,

Sincerely,

Ralph E. Binns.
OPENING of "Nana" promised to be a big event. . . . Samuel Goldwyn was expected for the first show at the Alombine Dailies all got breaks when big copy, plugging star, was used. . . . Lou Krouse a visitor in town. . . . The assistant to the president of the I. A. T. S. E. spends four days in Washington each week. . . . Death of Emmett Welch was mourned by the trade. . . . Innumerable breath-taking situations in the course of his career, faced another as guest speaker of the Philadelphia Motion Picture Forum.

VOGUE THEATRE opened up again with "Pagliacci," Italian film. . . . House will stay open with foreign pictures for a spell. . . . Divorce suit of Evelyn Stiefel against Samuel Stiefel was filed recently.

NEW AD HANDLING of Stanley-Warner subsequent runs downtown, such as the Victoria and Palace, is a better idea. . . . Houses get more attention, as well as a billboard display. . . . Apparently company works on the belief that plenty of people care enough about the pictures to come downtown at a cheaper tariff.

-- Ralph Bellamy and Shirley Grey may be seen in the Columbia show.
CODE

Code Signatures
Approach 10,000 Mark

Signatures to the code will top the 10,000 mark when all are in, belief has been in code headquarters. Dribbling in daily, they show that a lot of houses must be closed or else the code call falls on non-hearing ears.

Cancellation
Ruling Holds

Ruling by Deputy Administrator Sol A. Rosenthal to the effect that the cancellation clause becomes effective with pictures released after December 7 stands, according to the NRA, Washington. The NRA ruled his word was final.

Operators Basis
Set as of August 23

Basis for salaries to be paid operators has been definitely set as of August 23, 1933. Exhibitors must pay that scale to operators, according to a recent ruling.

Code Authority Meets
In Washington, March 5-8

The Code Authority for this and other industries meets in Washington March 5-8. Those present will probably hear General Johnson talk on various matters, the 32 hour week, more efforts to finance activities of the Federation of the Motion Picture Industry. Harry H. Thomas, president, plans an active season for the body.

Inde Producers
Assess Members

Independent producers are planning a $10 a reel negative charge plus a small per reel positive charge to finance activities of the Federation as well as the movies. A meeting to do something about it has been arranged, with a curb on such practices expected to be asked.

PETTIPJHN SCORES

Block Booking Blind

C. C. Pettijohn took a crack at professional agitators who use block booking as a smoke screen to hide their attempts to impose political censorship on the film industry, in an address before the New Haven Bar Association. The Hay's general counsel flayed the agitators, generally.

Story On Salaries
Causes Big Stir

Samuel Goldwyn, producer, contributed an article on stars' salaries, caused quite a stir in the trade. Some studio heads said they have protested. Goldwyn, who defends high salaries for stars who are worth them, indicated that stars only last about five years (peak) and their income should be pro-rated.

Film Daily Survey
Sees Production Ahead

Survey by the Film Daily sees coast production from one to three months ahead of schedule. Warners are three months ahead; RKO will be completed in June; Fox winds up the end of April; Paramount is 15 days ahead; Columbia will be completed in August; Universal is a month ahead; United Artists is practically finished.

Producers Buy
Broadway Plays

Producers have been buying Broadway plays right and left. Regardless of whether or not shows are of hit calibre, many have been sold. Paramount, Metro, RKO have been leaders, with many a flop included in the list. Observers see ability to control production cost in adaptation of a stage offering.

EXHIBITION

Protest Free
Radio Shows

Radio shows, to which audiences are admitted gratis, now perturb the legitimate theatre. Code Authority as well as the movies. A meeting to do something about it has been arranged, with a curb on such practices expected to be asked, 85,000 see such shows weekly, its said. Whether this number would go to the movies instead is unknown. Meanwhile, free art museums, medicine men, commercial shows, etc., rolled on, unprotested.

KANSAS CITY PRICE
War Soon Checked

Scheduled price war in Kansas City, whereby the first runs were going to cut to the neighborhood figure, to fight giveaways, lotteries, ten-cent nights, etc., was averted when certain practices were banned by exhibitors. The first runs, then, returned to normal. Such a policy, if used in other situations, might soon clean up the territory.

M. P. T. O. A. PREXY
New Question

Who will head the M. P. T. O. A. in the new season? Pre-convention reports indicated that Ed Kuykendahl, president for the past two years, may again be drafted for the post. No rush of nonsense was heard, with Kuykendahl proving his qualifications for the post during his term.

DISTRIBUTION

Paramount, Universal,
Radio Hold Meetings

The pre-spring distribution meetings found Paramount, Universal, Radio holding sessions with branch and district managers in attendance. Plans for final pushes, next season's pictures were discussed, as was the code.

Rumors Report

RKO-Fox Deal

Current rumors include a possible deal between RKO and Fox. Rumor, itself, is old, with its revival credited to probable end of RKO receivership and other financial matters being cleaned up. Both companies have had studio trouble.
What Every Exhibitor Knows

There's a reason why theatres are distributing 3 and 4 times their usual number of premium giveaways

AND THE REASON IS

The Only Genuine 22K. GOLD Dinner Set
With a record of Success

BECAUSE . . .
It's the newest thin model squares and the set that's preferred by women patrons everywhere.

Don't BUY Counterfeits!

We are the largest sellers of Premium China in America and have deals as low as . . . 10c

Sold only by QUALITY Premium Distributors, Inc.
1305 Vine Street
PHILADELPHIA
Branch Offices in Key Cities

BETWEEN THE PARAGRAPHS

SELLING SEASON MAY BE DELAYED A BIT

The 1934-1935 selling season might be delayed a trifle this year to await developments under the code. Distributors want to see how it works out, then decide on selling plans. Most companies will make the same number of pictures as last season, but they can be depended upon to ask more money.

PREMIUMS FIRST BIG PROBLEM

One of the first big problems to be settled after the code begins to operate will be that of premiums. There is no denying the fact that the premium issue has become as big a question as double features and two for ones in many localities. How and when the vote on premiums will be taken will be up first.

PLEN'TY OF SMART CRACKS

Despite Hays regulation of scenarios and working scripts, it is quite apparent that there is plenty of rough stuff slipping into pictures, if current censor eliminations are any indication. In some pictures, the home office, itself, is censoring films before they get into censor states, but even then objectionable lines still give censors plenty to do.

WESTERN MARKET BIG ONE

There is still a demand for westerns even if it is restricted to Saturdays in many spots. Trick is to keep the overhead down so that there can be a good return on investment. Paramount is dropping its westerns next season, the report goes, which should encourage the inde market. The indes have the knack at low overhead, which allows them to produce the sort of stuff which fills the bill.

ENGLISH SHOW VAST IMPROVEMENT

That the English are showing a vast improvement in their pictures can't be denied. Majestic's prosperity three, "You Made Me Love You," "Charming Deceiver," "Morning After," all have American names and comedy to sell, while UA's introduction of "Henry the Eighth" and "Catherine" helped boost the stock of the foreign folk. The improvement seems to lie in making the dialogue easy to understand even if it isn't overwhelmingly brilliant. English pictures recently released may be called more international than domestic, but they satisfy audiences more than they used to.

TWO REEL COMEDIES STILL PROBLEM

Two reel comedies are still a problem. It seems that when the shorts go over the 10 minute mark they become real headaches for the shorts producers with the result that there are plenty of dead spots. In the short musical field, however, the improvement has been remarkable. Use of good camera work, music, directorial angles has resulted in some neatly executed musical shorts.

POPEYE OUGHT TO GET MORE ATTENTION

Paramount has a marvelous bet in Popeye, but the company doesn't seem to be giving the series the same build-up that resulted in Mickey Mouse and Silly Symphony shorts becoming marquee attractions. No question that Popeye has built tremendously on its merit, but there would seem to be plenty of room for more exploitation on the series.

FOREIGNS NOT THE SAME OLD GOLD MINE

Foreign pictures, in foreign dialogues, aren't the clean up they used to be. Some of the art houses are down to running trick American stuff to fill in the void. With German pictures held back in many spots, animal, war and other types are being used. And there used to be a time when anything and everything went.

SOME NEW YORK CRITICS NEED REST

Apparently the strain of looking at a lot of pictures must be affecting some New York critics. Several of the recent films, which failed to create any attention for themselves in pre-New York City engagements, received raves from the metropolitan scribes. Of course, some of the critics are retaining their equilibrium, but in a couple of instances the cheers and applause almost look phony.

HOBART MANN.
Never such reviews! Every New York newspaper acclaims

CATHERINE THE GREAT

SCREEN ACHIEVEMENT OF 1934

Dir. Frank Borzage. Produced by Metro-International.
"Stirring and beautiful
emerald-studded romance, vibrant with love
and passion! Elizabeth Bergner defies descrip-
tion. You thrill to the sensitive realization that
you are in the presence of a truly great actress!
Regina Crewe
New York American

★★★★

A new film genius! Elizabeth Bergner’s per-
formance is so rich, so stirring, so simply beau-
tiful that she holds you enthralled!
Bland Johaneson
Daily Mirror

★★★★

An important picture! Important not only be-
cause it is splendidly acted, mounted and pro-
duced, but above all because it introduces the
genius that is Elizabeth Bergner. There is so
much to see and assimilate in the film that any
condensed resume would fail to do it justice!
Rose Pelswick
Evening Journal

★★★★

In some magical way Elizabeth Bergner makes
the character of Catherine more alive than you
would think any embodiment on the screen
could be!
Thornton Delehanty
Evening Post

★★★★

Handsome film! Elizabeth Bergner goes
through her scenes with rare dignity and ac-
complishes marvels with her large eyes and
expressive lips!
Mordaunt Hall
New York Times
"Handsome and lavish dramatically impressive and beautifully acted drama of striking skill and power. Elizabeth Bergner plays with a thrilling combination of emotion, honesty and technical brilliance. One of the distinguished dramas of the season!"

Richard Watts, Jr
Herald-Tribune

★★★★

A picture worthy of many superlatives. Nothing finer has been seen hereabouts in months!

William Boehnel
World-Telegram

★★★★

Bids fair to be the most important picture of the season. The same qualities which characterized "Henry VIII" are present in the new Korda production, a lavish, completely satisfying background, an almost cunning sense of comedy, a story lifted from sufficiently familiar pages of history to make everyone feel at home, and two powerful performances instead of one. Grand entertainment!

Eileen Creelman
New York Sun

★★★★

A gorgeous pageant! Alexander Korda has added another brilliant film to his list of fine motion picture productions! Four Stars!

Kate Cameron
Daily News
The WORLD SALUTES ALEXANDER KORDA'S OWN SUCCESSOR TO HENRY THE VIII

LONDON FILMS Productions, Ltd. presents

CATHHERINE THE GREAT

with
DOUGLAS FAIRBANKS, Jr.
and
ELIZABETH BERGNER

Directed by
PAUL CZINNE
14 DAYS IN HOLLYWOOD

The Editor Visits the Coast
I HAVE been to Hollywood.

I have seen exhibitors, producers, stars, directors, supervisors, technicians, carpenters, designers, and all manner of assistants.

Hollywood is still Hollywood. It is sincerely trying to make every picture a good picture, beset by problems of which the exhibitors in the smallest town or hamlet can have no inkling. It is truly remarkable that the studios have been able to turn out the brand of pictures they have been producing with all the problems that arise each day.

If Hollywood were not so sincere, it would be a pity. But the men who are in charge out there are really striving, working day and night to provide the kind of box office fare that helps the industry grow.

And there is a new spirit growing, one that looks back to the good pictures to be made, Hollywood will make them.

THE AGENT

A thorn in the side and a blessing—The exhibitor pays the bill—$82,500 where $75,000 would have been enough—Harsh words

WHEN A PRODUCER admits that there is a problem to be solved and there is no way to solve it, there must be a serious situation. There is.

The problem is the agent, blessed by the stars and cursed by the producers.

ONE AGENT out there is making almost $10,000 a week, a cost that must be absorbed by the studio and passed on to the exhibitor. But it is not particularly because of their earnings that agents are scorned. Rather it is because of their hold on the stars and the manner in which they are constantly disturbing the Hollywood picture picture's box office.

A CONTRACT is signed between producer and star. Everything is coming along swell until one fine day the star decides not to work. The reason: The agent has influenced the player, has told him or her that another studio is willing to pay more or that the same studio can be made to hand over a fat increase.

The star refuses to work. The studio must hold up release date, the studio compromises. The star has succeeded, the agent has gained his point.

PRODUCERS, themselves, are sometimes the greatest blocks for the strength of the agent. Sometimes they tip off their favorite agent to get an actor from another company.

In that way the menace is encouraged.

One female star started in the business at $250 per week. In a year she hopped to $1250 per, thanks to the studio. Later she returned to $1500. Then the star balked, the agent holding the reins. The star has just settled for $2500 per. The exhibitor pays.

ANOTHER MALE STAR proved a dud in the talkies. Then honored his contract, paid him. He pleaded for another chance, was cast in a big picture, shoved vast improvement, now wants to hold up that the studio that upheld its good name by tossing about $500,000 at him while he didn't work. The idea doesn't work out both ways.

INTERCHANGE OF STARS has a lot to do with the agent's power, also. One studio borrows from another, pays a bigger salary. This starts the little bug working, with the result that eventually the first studio has to fork over an increase.

One can't blame the stars for asking big money. Their contract is comparatively short, and they are entitled to what they can get. It is up to the studios to check the stars and the agents. The studios must realize that there should be a standard of values, that if a tremendous box office asset is worth $5000 a week, the scale should read downward for the lesser fry.

THERE IS A MALE NAME, not a big star, who wanted $75,000 a picture. He had been getting $35,000. The agent saw to it that he got $82,500 per. And the actor would have been satisfied with less. Obviously, there must be something wrong with a studio that allows such a condition to exist.

Naturally, a studio that has millions invested in production must acquiesce when it is caught, figuratively, with its pants down. But the studios apparently, figure the bill will be paid somehow.

THE QUESTION is not one for the producers alone to settle. They must have the aid of the exhibitors and the public. Keep the bad boys and girls off the screen. One can't blame the studios for going out that they are not wanted in their present mood, they will change for the better.

There can be no idling in the matter. It is costing every exhibitor dough. Contracts by stars should be respected as stars expect exhibitors and producers to fulfill their obligations.

HOLLYWOOD

The fan magazines are correct—Some sensible heads—Playspots, workspots—Previews, tradecreps—Come up and see it some time

HOLLYWOOD is just about what anyone thinks it is. It has plenty of tinsel, seems almost unreal, contains all the glamour that fan magazines have given it, but holds a few sensible people who know that out of Hollywood must come something that means entertainment for millions and money for many.

HOLLYWOOD is picture-minded. Nearly every theatre that can be used for preview purposes has a spy near it, who phones the trade papers and dailies to tell them when a preview is to be run. These spies get paid for their information. And the preview question is one of the most irksome to studio folk. It is almost impossible to get a sneak preview without someone else knowing about it.

UP TO THREE YEARS AGO some of the local theatres were picking up pictures that had been passed up by the first-runs and billing them as previews. One house is still doing it.

A HOLLYWOOD PREVIEW crowd is as picture-minded as any audience. Here is a chance to see stars, to witness something new, to be in on the know. Some of the studios haven't been previewing for audience reaction as much as they used to. They send the prints to the home office without getting local reaction. And in a great many cases it reacts with more benefits than if the show had been publicized.

HOLLYWOOD, as far as the exhibition division is concerned, is a double feature territory. The exhibits out there have their problems, the same as do eastern theatremen. Prices range from 15-40c, with vaudeville in some instances.

There is always plenty of money flowing in the upper Hollywood circles. Stars get good salaries. So do technicians, directors, etc. They spend it rather quickly, too. Whereas dollars mean something in the east, hundred dollar bills occupy the same corresponding niche among the select few who own entertainments for millions and money for many.

And there are the play spots, Malibu, Agua Caliente, Palm Springs, Catalina, all the vacation locations for the Hollywood folk who need a rest.

The stars work as hard at rest as they do when as when they are on the set.

IT'S A GREAT TOWN. Come up and see it some time.
THE STUDIOS

WARNERS

Industry needs more playboys—What morale means—Working into the night—"Wonder Bar"—Jolson's last chance—Even the office boy is heard

IF JACK WARNER is the ace Hollywood playboy, what Hollywood needs is more playboys. At 10.00 and 11.00 p.m. he was still in his office on three occasions that I was at the studio.

Under the Jack Warner supervision, the lot is turning them out good and box office.

Twelve new pictures were completed, waiting for release. Four were in the cutting room.

THE SPIRIT OF WARNERS is marvelous. The folks talk, talk movies all the time. Everyone knows what to do, does it with a minimum of waste and a maximum of efficiency. All of this may be credited to the Warner flair for knowing how to do things. The stars work hard, work late, often into the night, but they are happy, know that their efforts are duplicated by every executive. All their endeavors are tuned to one pitch, work and accomplishment.

There was plenty of activity on the lot. Al Green had just turned out "Dark Hazard" and "As the Earth Turned," thought them both outstanding attractions. He predicted a great future for Donald Woods, who looked like a Warner favorite of the future. The set also contained plenty of "Wonder Bar" atmosphere, of which little was being said as the picture contained some new ideas, new creations, which couldn't be revealed until the picture was previewed. The interior of St. Peter's office, with Al Jolson doing a number, was marveled at. The set for "Fog Over San Francisco" was a triumph of construction with even veteran San Franciscans willing to swear it was a part of the town.

JACK WARNER hit it on the head when he said that there was more than the human element being lifted into "Wonder Bar." It wasn't to be all Al Jolson, but there was more besides. Al was all wrapped up in the show, said that if he didn't click in that one, it would be his last. But even that didn't stop him from thinking about what his horse paid in Miami or mentioning the fact that he'd been with Warner William, Joan Blondell, Claire Dodd, Frank McHugh. The all-comedy contingent was apparently working overtime.

AT WARNERS the impression seemed to be that the code would be responsible for faster pictures. Inasmuch as the code provided more money for bit players, it looked like there would be a slash in dialogue, more attention to action. With this same reason, talent might not be developed so quickly.

Perhaps it is the Warner spirit that can be held responsible for shows like "Wonder Bar," "Hot Air," "Hit Me Again," "Fur Coats, A Very Honorable Guy," "Merry Wives of Reno," and others. Perhaps it is the Warner spirit that keeps every man and woman on his toes, proud to be with the company. Perhaps it is because Jack Warner is such an ace that the rest of the studio crowd falls into the same category. Perhaps it is because politics interferes with production that politics is unheard of on the Warner lot. Perhaps it is because all eyes are aimed at the box office that even the office boy's voice can be heard if it really has something to say.

WHATEVER IT IS, it has been responsible for "Wonder Bar," and "Wonder Bar." The Warners are the Warners. The Warners are for the next few weeks to come. The picture happens exactly as they do after "42nd Street," Warners are delivering what they believe to be the crowning achievement of the musical field. Plenty of dance numbers, gorgeous girls, scenery, Al Jolson, Bus Berkeley, Dolores Del Rio, Ricardo Cortez, Dick Powell, Warner direction all rolled into one show that looks like a triumphal dough show.

It wasn't so long ago that the trade was wondering what might happen to Warner production when one of the production heads left. Well, now it has its answer.

WARNERS never stopped for a minute. They kept going and are still stepping along. Exhibitors can well be assured that the old touch is still there, that the boys know how to make them are still turning them out.

METRO

It's up to Louis B. Mayer—A group of 60 houses refuses to buy—Grade A pictures are harder to make—They understand exhibition here—A trip for Mayer

RAMON NOVARRO, who would like to be a director, ought to stay in the starring ranks, if the pleas of exhibitors who play his pictures are of any value. But it will not be up to the exhibitors to decide. It will be up to Mr. Mayer.

And whatever happens at Metro-Goldwyn-Mayer is up to Mr. Mayer, Louis B. Mayer, the godfather over M.G.M. production. To know Mayer is to know Metro, to understand what things happen early in the picture when there are hits and why there are flops.

AS MAYER, himself, puts it, the problem is one of making A pictures. He could, he pointed out, take it easy, produce a lot of B films, but profits are in A films, both to the producer and the exhibitor. Mayer is one producer that looks into one production. He used to be in it himself. He says that it wouldn't be a bad idea if the distributor looked over the exhibitor's book, and if there were no profit, adjust matters. And if the exhibitor, also, were fair. He maintains, also, that as soon as the producer and exhibitor trust each other more, this business will be the better for it.

AMONG OTHER things, also, Mayer has had enough of swapping. He doesn't feel that Metro stars have been helped much by appearing in other producers' pictures, and that in a couple of instances the other studio got the best of it. To protect Metro's investment, and incidentally those of Metro's customers, the swapping will stop, to some extent.

THE SUPERVISOR PLAN, started by Mayer, is in full force at Metro. He states that he has been told each unit there is a separate organization, with new ideas, with different forces at work, with new methods of production. Irving Thalberg and Ricardo Cortez went along one line, Harry Rapf along another. The exhibitor benefits from a diversified group of pictures. Occasionally the individual producer guesses wrong.

The only dominant note in Mayer's principles of doing business is sincerity. He is fair, a clear thinker. He knows that no one can be in the motion picture production field just for a day. The paramount idea here is to make other than ordinary films. Exhibitors need attractions, not just films. Mayer also had something to say about "Christopher Bean." He knew that the title had helped kill the picture, but the impression had been that the Dressier name was enough. Titles, here, were problem.

METRO has a terrific overhead. Writers cost them a fortune weekly. Cameramen are in the ace class also. Mayer understands the selling game. He maintains that Metro tried to be fair all the way down the line, but what could the exchange do when a group of some 60 theatres organized a buying combine, tried to allocate Metro product among themselves. If the exchange encouraged building of sets, so the producer could get his answer, this would be called the worst names.

Certainly, if after a fair hearing at arbitration no one could blame Metro if the group refused a fair deal, persisted in keeping the company out. After all, a company has a right to protect its interests.

THERE WAS MUCH to say and much to speak about. He discussed agents, the star problem, the fact that there were probably one about 2500 agents and anything at the box office, the code, the spirit of Metro employees, the writers problem, many other things. What he didn't say was that he was so busy that he ate only one meal a week at home. That was learned elsewhere.

METRO'S TECHNICAL STAFF deserves a vast hand. What they do is often more interesting than the production itself. Intricate, with expensive lamps and harness and other gadgets, Metro's work at once, processes for reclaiming silver, building of sets—going on endlessly as new pictures need new ideas, new backgrounds.

Metro, proud of its record, has many new hits in the making. Norma Shearer returns in "Lady Mary's Lover," with Robert Montgomery, Herbert Marshall, a lavish production. "Tarzan and His Mate," with marvelous technical work, is another new movie. "Louisiana Lou" was in the attention whirl.

But through it all, from one cycle to another, while stars crumble and others build, Louis B. Mayer oversees everything, keeps a fatherly eye on productions, supervisors, stars, writers, agents, everyone.
RAMON NOVARRO was right—"whatever Mr. Mayer says is okay." 

Ed. Note: After talking to Louis B. Mayer the thought arose that he should be sent out on a fact-finding tour of the principal exchange centres to discuss the producer problems with their customers. An expensive idea, perhaps, but it might be one that should pay handsome dividends later in the form of good will.

PARAMOUNT
Youth is being served—Zukor keeps a watchful eye—The studio cabinet—Guts and plenty of it—No big, bad wolf at the door now.

THE PARAMOUNT IDEA rests largely in Paramount's studio cabinet. This is the crux of production, the key toward audience satisfaction, one of the reasons why Paramount, at the times and are hitting their old stride.

A studio cabinet decides whatever is done. No one man dominates. Procedure is largely cooperative, all working toward one goal—perfection in production.

THE STUDIO, too, works with the box office. Take, for example, "Death Takes a Holiday," the hit of the moment. It was given key city tests. Eleven had wanted "Strange Holiday," three young men held out for "Death Takes a Holiday." It later developed that the one who had the right spirit. Box office receipts proved that "Death Takes a Holiday" was box office. That became the title.

Again, the crux, the idea, with youth in the foreground, won out.

The head of the story cabinet is Jeff Lazarus. Once invited to a preview by B. P. Schulberg, he immediately gave evidence of the exhibitor angle, offered concrete suggestions. Paramount found himself going from West Coast to Paramount studio story department. The editorial board is now largely a Lazarus division, with exhibitors assured of box office opportunities, with titles suggested largely from the exhibitor angle. Nine people used to buy stories, now Lazarus does, after editorial consideration.

PARAMOUNT now is youth. The story department is young, the old crowd which used to be there is departing. Twenty-five stories are set for the 1934-1935 season, with casts and direction. Productions on the other 35 are proceeding. Usually, write-off, on stories amounts to about $750,000-$l,000,000. This year, it came to only about $20,000. Paramount writers cost $20,000 and plenty of it—No big, bad wolf at the door now.

United Artists, especially happy because of the recent release point to other units. Reliance offered "Palooka," which, at this particular moment, should be a welcome entrant at any box office. The European division brought "Catherine the Great," which has a right to believe that it may duplicate the success of "Henry the Eighth." 

AFTER ALL, United Artists is made up of many parts. Samuel Goldwyn's last entrant was "Nana," with a new star, following "Roman Scandals," with Eddie Cantor. What Goldwyn thinks about program pictures would in itself fill a book, so "Nana" is omitted. Kunz and "A Woman's Woman" showed how he had to cost him a few millions. Goldwyn will get his money back. There is no question. Kunz and "A Woman's Woman" show how he plans to send out gorgeous productions at high percentages to exhibitors. His argument is that it pays to pay a little more for something that the exhibitors know will pay them. Of course, he doesn't care about any pictures other than his own, but it must be admit that Kunz and "A Woman's Woman" show help bring in more than enough enough money to tuck the shingles on the old homestead each year.

So Darryl Zanuck, Reliance, Sam Goldwyn and the European sector contribute to United Artists. It is a happy and well-formed organization, releasing hit shows with plenty of exploitation behind them.

UNITED ARTISTS
Zanuck the dynamo—Many parts to this family—Giant campaigns—Doom of the programmer—Goldwyn and high percentage pictures.

WHATEVER the individual studios may say of the competition Darryl F. Zanuck has given them, the industry (and that means exhibitors) can well be thankful. It made all the boys work up.

Zanuck is going places and so are the other United Artists units.

Twentieth Century hasn't been producing a year but already the unit has been making itself felt with the trade and the public. But pictures improved, new stars were born, and "Nana" and "Roman Scandals" may easily be said to be a welcome entrant at any box office. The studio, the distributor and the exhibitor.

THE COAST had heard all about the giant e-mot-mus on "Nana" in eastern cities, which triumphed over sleet, snow, cold and every other kind of cap. It already knew the grosses on "Roman Scandals" and "The Bowery". And the boys who claim they are in the know give a lot of credit to the production men responsible. Nothing is sent out that isn't ready for patron consumption.

It is a good, although seemingly expensive, idea.

But thus far it has clicked mightily.

IT IS A PART of this business, gamble on, and gamble on. In this case the odds, backed by United Artists brains, Godwyn, Zanuck, Reliance, are heavily in favor of dough for everyone concerned, the studio, the distributor and the exhibitor.

RADIO
B. B. Kahane is supervising—"Little Women" meant so much—"Last Days of Pompeii"—Unit production—Lots of confidence in the future.

MARION C. COOPER had just resigned. But at that time, it didn't seem to make much difference to Radio. The studio was proceeding full blast. B. B. Kahane was keeping a watchful eye on all production. And whether or not Jesse Lasky hopped over, as they mean that he hasn't, Radio still had release dates to meet, pictures to make.

B. B. KAHEANE is considered a straight-shooter by everyone. He is really an easterner who went west, but still an easterner. Today, he is one of the most important people in Hollywood, and which indicates that there will be a conservative, fatherly guidance for Radio pictures.

And when Radio says "next," it means pictures. Cooper's resignation as executive vice-president in charge of production doesn't intimate that he will be absent from the scene. Rather, he will not make an all-color production of Sir Edward Bul-
er Lytton's famous novel, "Last Days of Pompeii," which, when you and I were young, Maggie, was a big picture. (Ed. Note: Cooper was recently appointed chief of RKO production for the new season.)

PICTURES shooting at the time were "The Crime Doctor," with Otto Kruger, Nils Asther, Irving Pichel, J. Carrol Naish and others. "Finishing School" had Frances Dee, Billy Burke, Ginger Rogers and others in the cast. Ann Harding was due back at M-G-M in "A Woman Alone," and "Allied Corn." "Stingaree" was to combine the talents of Richard Dix and Irene Dunne in the hope that another "Cimarron" might result.

Of Human Bondage had Leslie Howard scheduled. "Green Mansions," with Dolores Del Rio and Joel McKrean, was in preparation. John Barrymore had finished his yachting, prepared to work again in "The Devil's Disciple," with the title probably to be changed. Constance Bennett was scheduled for "I Loved An Actress." "Lady of Tudor" was being readied for Katherine Hepburn, and there was a story being groomed for Frances Leader. Wheeler and Woolsey had "Fraud" in mind for "How to Win Their Last Yacht" was Lou Brock's production. Sidney Fox was headed for that. There were others, many others.

RADIO'S SPECIAL PRIDE and joy was "Little Women." The studio felt proud of the fact that the lower depths into which it had fallen, were others, many others.

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Perhaps one of the reasons for the current spirit is Sam Briskin. Sam is of the opinion that this industry will see Grade A theatres playing in Grade A houses. He doesn't say how Grade A pictures will be guaranteed or whether the same principles that make for Grade A pictures will be applied. His idea is that the new blood is still of the Laemmle strain. Not so many years back they were bad they do not. It's just as simple.

Mr. Cohn, with no little display of emphasis, says: "A critic is like a eunuch. He can tell you how to do it but he can't do it himself." (It takes guts, nerve and some experience to solve those problems, which is one reason why the picture business is like a eunuch.) And so the spirit of Harry Cohn is the spirit of Columbia. The men who make the pictures. Columbia delivers to exhibitors care not for the crities. They care not for the heights of artistic perfection. They care only for the annual statement which for the past few years has indicated that the men who make Columbia pictures can also make money. That statement proves to them that they are on the right track.

Could be most noted in conversations with them for their concern over a problem that Hollywood, exhibitors might tell you, often neglects, the subject of titles. The entire studio, located at the office boy to the biggest director, uses every bit of brains to give every feature a salable attractive title. The directors know that good titles help sell average pictures, that poor ones help kill them.

COLUMBIA prides itself on the fact that its titles are laid out with a definite thought in mind for exploitation. The list of stills to be taken in laid out in advance. By creating the basic material at the source of production, situations can be studied earlier. On exploitation, the Columbians also try to make every thing mean money for exhibitors.

Harry Cohn, who never minces his words and who is as great an aid in building trade stories as is Sam Goldwyn, has definite ideas, also. Harry, discussing the questions of hits and flops, added that a hit gets more publicity because when a flop is on the way no disguise will make the public think otherwise.

The Columbia chiefman also has no illusions about production matters. He insists that it is "no Greater Glory" (the title in force January 26) as of an arty type but designed for the box office.

Columbia, generally, is picking up speed. Current releases include "It Happened One Night" and "No Greater Glory" as attractions of real calibre. In addition, "Twentieth Century" and "Misegozia" are being announced as being in preparation. The latter, it was later indicated, is being called off.

Columbians are not asleep.

UNIVERSAL

UNIVERSAL City, with a banner start that included "Counselor at Law," "Society Woman," and "The Invisible Man," all within a month. Even now production staff is thinking up something to succeed the "Invisible Man" return at the box office; Marlene Dietrich, "The Man Who Love and Respect," was being shot in "Little Man," "What Now?"; Edmund Grainger, a swell fellow as an acce producer, is shooting Paul Lukas in "Frailty," which title positions itself for another banner release. Universal is mentioned, the story deals with something else other than the company's possible sale.

"GLAMOUR," with Constance Cummings, Paul Lukas, Russ Columbo and others, was in the making; "Let's Be Riffy" and "New York, You've Got It," "Alias the Deacon," which should be a natural.

It wasn't so long ago that all sorts of rumors were surrounding Universal, but they aren't around now. Maybe Junior Laemmle's progress as a producer had something to do with their disappearance; maybe Jimmy Grainger's entrance as sales man, helped a bit; but anyway when Universal is mentioned, the story deals with something else other than the company's possible sale.

CARL LAEMMLE had a birthday party, it didn't matter which one, not so long ago. Irving Thalberg, who started in the business as an aide to the Universal chief, dropped in, so did many others. They think of Laemmle as the old man out there, with love and respect, but they aren't quite set on what they should call the younger Laemmle. Not so many years back they might not have had such trouble in picking a name for him, but since he turned out a list of hits, their views are changing. A pretty youngster is doing things.

And there is also Edmund Graigner, a chip off the old block, a youngster with a level head, doing things, who will be heard from later. He deserves a lot of credit.

Carl Laemmle is the picture business. He, like Zukor, is among the daddies of them all. New blood is coming in, but Universal and the new blood is still of the Laemmle strain.

EXHIBITORS who play Universal have nothing to worry about with a combination of Laemmles, the Cochrans, R. H. & P. D., not forgetting that traveling dynamo, Jimmy (Rossi) Grainer and others.
**WALT DISNEY**

Hollywood at its best—Mickey Mouse, Silly Symphony, no profit from distribution here—A plea for a better deal from exhibitors—600 commercial tieups

- WALT DISNEY doesn't make any money with his Silly Symphonies or Mickey Mouse. That statement immediately disposes of the countless rumors regarding the millions Disney is hoarding away.

But—

WHATEVER MONEY he does receive in the form of profits comes from the various commercial tieups engineered by his representatives with about 600 different firms.

To see the Mickey Mouse and Silly Symphony studio in action is to see the motion picture industry at its best. There is nothing like it in Hollywood or anywhere else.

**STATISTICALLY**—

Mickey is now about 6 years old. One million Mickey Mouse watches were sold within the last 8 months. This doesn't include the alarm clock or the 3 Little Pigs Watch. One hundred and eighty employees include the alarm clock or the 3 Little Pigs within the last 8 months. This doesn't in

million Mickey Mouse watches were sold in 1932.

**THE DISNEY STUDIOS** occupy large buildings. These are constantly in use. One part is devoted to classrooms where newcomers learn.

About 20,000 feet are shot for use on sound alone, 4000 feet included in test action, 1500-2000 feet per picture. Finally, this is cut down to about 650-800 feet in final form. Picture is actually shot twice.

The director works with the musicians. Time sheets are prepared. The music is translated into feet and then synchronized, so many frames to the measure. If okay, it is then shot.

**PERFECTION** is always sought. The studio aims to give the best. As an indication of its desire to help exhibitors sell the shorts, a trailer, to sell for 50c, is being developed.

The Disney executives don’t kid themselves about the importance of the shorts. They realize all too well that too many houses use them for filler, but they are determined to build them until they will mean more than the feature. In this they will need the aid of exhibitors.

TOO MANY PEOPLE have illusions about Disney’s profits. The average Symphony is in the red for 18 months. Mickey Mouse for about 12. What expansion has come from by-products and commercial tie-ups?

Walt Disney is a square shooter. During depression, he increased his payroll 500 per cent. For years, the Symphonies lost money. But Disney was determined to make them pay for himself and exhibitors.

**FOX**

What has been has been—A note of prosperity in the future—They’re all standing with Sidney R. Kent—Manpower and what it means to the studio

- WHAT HAS BEEN has been. Fox is determined that exhibitors will forget what has gone before. And it bases its hopes on three reasons, “George White’s Scandals,” “Bottoms Up,” and “Fox Poodles.”

These three productions will make exhibitors forget what has been labelled as a bad year, even though it really hasn’t been as bad as it seemed.

Then there will be Will Rogers in “David Harum,” as well as the current “Devil Tiger,” which may make a lot of money for some houses.

**OUT AT MOVIETONE CITY,** where Winfield Sheehan is running the works, with Sol Wurtzel as executive producer, with Jesse Lasky producing for his own unit, they are forgetting the past, and with a further realization that Sidney Kent is giving more and more attention to production, they believe that the future holds much in store for the company.

True, some of the inbetweener, like “Murder in Trinidad,” with Nigel Bruce, Heather Angel and Victory Jory; “3 on a Honey-moon,” with Sally Eilers, Zasu Pitts, Hen-rice Lamman and Johnny Mack Brown; “All Men are Enemies,” with Hugh Williams and Helen Twelvetrees, can’t be expected to make patrons break down the doors, but Fox believes they will shape up as good as inbetweeners from some other studios.

**TECHNICALLY,** Fox is way up near the top. The construction and technical department generally surround the stories, but there will be a change in the type of story. There will be a reversion to the kind of yarn that makes for better box office. The voice of the exhibitor must and will be heard.

THE JESSE LASKY UNIT has produced all sorts of pictures, good and had, on “best tens” and “worst tens,” but if Jesse Lasky stays at Fox, and it is likely that he will, Lasky’s endeavors will be vastly improved.

**SIDNEY KENT** has had much to do beside overseeing production. But now the financial difficulties are rapidly simmering down to a smaller heap and Kent, who knows his box office, is determined that the production end keep its promises to exhibitors.

**AS HE SAYS:**

“No organization is stronger than its manpower, and all its manpower must work with enthusiasm and in harmony toward a single goal or that goal cannot be reached. I know that with every man and every woman at the studio, at the home office and in the field, working shoulder to shoulder, we shall make our obligations to the public and to the exhibitors through whom we serve the public.

“We are in a position to take and hold the leadership of the industry.”
INDEPENDENTS

They have caught the spirit—Monogram, Chesterfield, Majestic, Hoffman lead—

More faith on the part of exhibitors

THE INDEPENDENTS have sensed the upturn. Their product is improving.

THANKS TO TREM CARR, who supervises production at Monogram, and W. Ray Johnston, who takes care of the home office, as president, Monogram is leading the way, turning out its scheduled list of pictures, paving the way for a better appreciation of independent production on the part of exhibitors, unaffiliated and affiliated.

M. H. HOFFMAN is in the parade, too. He has Liberty working overtime to bring forth dough pictures. He has in the past. At Chesterfield, Maury Cohen and George Batcheller are also proceeding on a regular schedule. No delays here either.

I. E. Chadwick, with "Wine, Women and Song" playing to good returns, is also preparing to complete a quartet.

Mayfair, Showmen's, Freuler, Ken Goldsmith, Pyramid, Tower and the others are pared to complete a quartet.

ace indies of the season.

regular releases, gave them "Sweetheart of the Season." It calls it "Wine, Women and Song." It was an embarrassing question, but Uncle Carl wanted to know. So the answer was: "They are two different types."

It wasn't so long ago that a young writer joined the staff of a studio, was eyed by the president and deposited in a corner to wait out his contract after the prexy looked at him, decided he couldn't be any good with that appearance.

They worship the critics who give them praise and make them wise.

THE STARS, in general, think that exhibitors make a lot of money. Another illusion is that stars never get paid enough.

KATHERINE HEPBURN is the most sought after actress. Everybody wants to trade for her. They figure she made "Little Women." The studios also think "Morning Glory" was a smash at every box office. Some one ought to put them wise.

ONE STUDIO'S folk distrust each other so much the slogan is: "Don't even tell the time unless you have to.

THE EXECUTIVES hate what they call "blackmail sheets." Many a time when they desire a sneak preview it burns them because a review appears somewhere the next day. In a lot of cases it is better to ask the paper to lay off until ready.

THE EXECUTIVES hate what they call "blackmail sheets." Many a time when they desire a sneak preview it burns them because a review appears somewhere the next day. In a lot of cases it is better to ask the paper to lay off until ready.

Arthur Kane, who used to be president of Realart, is now western division manager in charge of Ross Federal Studio. M. A. is well known in the ad field in the east, is with K.M.T.R., Pasadena, as manager and announcer.

SPEAKING OF STARS, the case of Conway Tearle was brought up. Star wanted $5000 per, but the studio wouldn't meet the demand. Tearle was out for two years before he came back. Did he learn a lesson?

Among the "I Knew Him When" recollections was one to the effect that Phil Reisman, long-time agency for RKO, once was a tie salesman in St. Paul.

The U.S. Mint is the biggest user of silver in the country, but Eastman Kodak is second. Metro has a system for reclaiming the silver from old film that is successful.

Howard Dietz came out of his advertising and publicity department to work at Metro on "The Best We Can Do." He is spending plenty of time with the show.

Nick Schenck was once a registered druggist in New York.

WALLACE BEERY is a great one for stories. He is also crazy about his little girl. Whenever he has a new costume she wants one like it, and Wally hops down to get one immediately.

If President Roosevelt ever needs ambassadors, he might call on such gentle men as Ed Selby, Howard Strickling, Eddy Eekles, Tom Bailey, Hubert Voight, Leroy Johnson, among others. The head p. a's at the local studios are swell fellows, and what ambassadors!

Ask Felix Feist, Metro sales manager, about his game of golf with Jean Harlow. Ask who won.

MARION DAVIES comes in for a lot of praise because of her kindness. She gives away 5000 baskets of food at Xmas and is generally voted a swell gal.

Jack Warner was talking over acquaintances when he suddenly piped up, "For God's sake, what's the name of the Irishman in "The Quo vadis"? Yes, it was Mike Connery.

CARL LAEMMLE, feted at a party, wanted to know who the best man was, Sig William of the famous blackboard. It was "Blackie" Lujan, it was. It was an embarrassing question, but Uncle Carl wanted to know. So the answer was: "They are two different types.

It was recalled, also, that Epes Sergeant, Variety exploitation head, used to bring in the photo of his kid each day he worked at the old Motion Picture World.

Mrs. Jules Mastbaum and her two daughters were visitors in the Paramount lot and at Aqua Caliente.

RAMON NOVARRO has 8 brothers, 4 sisters, took them all to Europe, and is now writing a play.

Metro is keeping a mountain lion and a young deer together on the lot for a scene to be shot in a picture to be made months from now.

THAT "R" in James "R" Grainger stands for "Rossi," after an Italian priest, friend of the family.

Jake Milstein and Mr. and Mrs. Jeff Lazarus headed for the east about the same time.

When one producer was told that a poor title killed a picture, he said, "Well, we made money on it."

BENNIE ZEIDMAN, who used to be a Philadelphia many years ago, is now a producer at Universal, turning out some nifty pictures and happily married to a beautiful non-pro.

They are telling a good one about the ace feminine syndicate scribbler who nearly takes a trip to China but her husband, who's a diplomat, just can't get away from the studios at Xmas time. This year she hired a taxi, loaded up with gifts at all the studios, and landed at the last one. When she came out, someone had stolen the taxi with all the gifts.

BOXING is a weekly Hollywood occurrence. But the folk don't care about the palookas. They go to the Legion, where all the stars attend. The Olympic has better fights, but no one goes to see the bouts. They just want to see the stars.
**THE QUESTION**

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<td>What means do you have to sense a public reaction to your pictures?</td>
<td>The type of pictures we make hinges upon the condition or state of mind of the public. In times of stress when people are more or less worried, they need laughter to take their minds off their troubles. When in a happy frame of mind, they are more receptive to drama.</td>
<td>By previews, by exchange reactions, by contact with the public.</td>
<td>We get our first reaction at the &quot;impressions&quot; previews of our pictures — the-previews attended by a full audience and only one producer and director from the studio. The next comes from the &quot;general&quot; preview, after a picture has been cut and edited. Then the picture is released and we get reactions from the box-office. Our company favors the interchange of stars. Each has been of great benefit to most studios. Now that there are several starring personalities, stars should not be loaned to other companies.</td>
<td>Previews — several of them in various places — undiverted surprise showings of certain unblacked material. We make casts and changes and, if necessary, re-takes after these previews. With our producers, we touch with our exchange managers, the RKO Theatres personnel, and directors, touch with exchange managers. No one can regulate the pace of production.</td>
<td>We get a public reaction to our pictures through various channels — the exchange managers, the RKO Theatres personnel, and directors, touch with the exchange managers. The price both producers and exhibitors pay for critical opinion and good titles is important.</td>
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<td>Is your organization open to suggestions regarding production plans?</td>
<td>Absolutely. We are getting them all the time in the form of reports from theatres to which pictures are most popular with their audiences. In fact, before we plan our production program, each year we get a very careful check through our sales department as to what type of pictures the exhibitors feel will bring in the customers. We certainly do not consider pictures today that are &quot;arty&quot; — the so-called &quot;arty&quot; pictures are not stressed in our production policies.</td>
<td>From exchange reactions. We don't get advice from exhibitors, but we welcome ideas from them.</td>
<td>At all times, gladly. Not only open to suggestion but extremely eager. I believe each company should release only one or two &quot;prestige&quot; pictures a year. This type of production demands, of course, both producer and exhibitor in that it brings a different audience to the theatres.</td>
<td>We certainly do not consider any prestige gained from so-called &quot;arty&quot; pictures compensated for any losses sustained by exhibitors, who play these pictures. We think it better to make a picture which will not be unprofitable to us and to exhibitors playing the picture. We have just altered our discontinued program.</td>
<td>We give considerable study to the selection of titles, with the view of selecting titles that are &quot;catchy&quot;, provocative, and strong in measure, consistent with the plot.</td>
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<td>Do you feel that prestige gained from &quot;arty or different&quot; pictures makes up for losses exhibitors incur in playing them?</td>
<td>So-called &quot;arty&quot; pictures have never been commercial successes. It's been my experience that people cannot relate the kinds of stories pictured rarely ever see them. All pictures should be works of art that appeal to everybody from both an artistic and entertainment standpoint. They are the price both producers and exhibitors pay for critical opinion and good titles.</td>
<td>A so-called &quot;arty&quot; picture should also be made with an eye to the box office. No picture should be constructed that it is totally devoid of entertainment values that make for audience consumption from a large scale. No picture which causes the exhibitor to lose money is an asset to the enterprise; arty or not. I don't think the trend in pictures today than it did five or six years ago. We have had more as many as a thousand titles, pictures on a single picture.</td>
<td>No picture which causes the exhibitor to lose money is an asset to the business; arty or not. I do not think the trend in pictures today than it did five or six years ago. No one can regulate the pace of production.</td>
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<td>What protection do you have against poor titles?</td>
<td>I don't know that we have poor titles. However, no title alone will get people into the theatre, the title is only part of the picture; the title is only part of the picture; the title is only part of the picture.</td>
<td>The staff is constantly on the lookout for good titles. There have been too many examples of good pictures being killed by poor titles. In this department, too, we often ask exhibitors' reactions.</td>
<td>I agree with you. Our titles are decided upon by our advertising and publicity council, a group composed of Bill Pine, studio advertising manager; Tom Bailey, studio publicity director; A. M. Britford, William Wright, William Thomas, and Jeff Lazarus, former theatre operator and advertising man for Public.</td>
<td>No producer is actually protected against poor titles. We have a title committee which open on more than 100 persons on each picture made. We have often had as many as a thousand titles, pictures on a single picture.</td>
<td>We give considerable study to the selection of titles, with the view of selecting titles that are &quot;catchy&quot;, provocative, and strong in measure, consistent with the plot.</td>
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<td>Do you think the trend is toward more or less pictures?</td>
<td>Certain individuals who have set themselves up as so-called aristocrats, whose limitation is confined to producing a single picture, are common. It is striking, but also the frame around it, by building up interest in the picture, by surrounding the title with stars, popular and capable casts, stressing the picture's strong sales points, exploitation and other commercial angles.</td>
<td>No one can regulate quality by quantity. Mete tries to make sure that each picture is a good picture. Each time we start production on a picture we believe that the star will benefit. We must protect the stars and the pictures.</td>
<td>I know of no such trend. Our first consideration is to the theatre. The system of interchanging stars has been of great benefit to most studios. Now that there are several starring personalities, stars should not be loaned to other companies.</td>
<td>The interchange of stars has been of great benefit of most studios. There are not enough real box office stars to meet the demand. Nor can any one studio supply all of its stars with an outstanding building vehicle with every assignment.</td>
<td>We have just altered our discontinued program. We borrow Ann Harding from RKO Radio and have them play a picture whose box office success greatly enhances her value.</td>
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<td>Do you believe in the interchange of stars?</td>
<td>This has been a vast problem to us. A lot of cases it did not benefit our company. In the future, we will not encourage such practices. It is our policy to acquaint the public with the work of a player.</td>
<td>The system of interchanging stars has been of great benefit of most studios. Now that there are several starring personalities, stars should not be loaned to other companies.</td>
<td>The interchange of stars has been of great benefit of most studios. With the present theatre setup, and with the present policy obtaining in theatres, there is a question whether a reduction in the number of pictures produced is feasible.</td>
<td>The interchange of stars has been of great benefit of most studios. Now that there are several starring personalities, stars should not be loaned to other companies.</td>
<td>We have just altered our discontinued program.</td>
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<td>How do you feel toward opinions of critics?</td>
<td>When a critic is honest, his opinion is appreciated. When a critic is not a critic, I can tell you how, but I can't do it myself.</td>
<td>A critic is like an eunuch. He can't do it himself.</td>
<td>Our company, of course, is open to suggestions from exhibitors.</td>
<td>With the exception of certain outstanding personalities, our company favors the interchange of stars. It is our policy to acquaint the public with the work of a player.</td>
<td>We all give due consideration to the opinion of newspaper critics, and constructive suggestions from all sources.</td>
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(ED. NOTE: Due to the press of studio work, answers from Winfield R. Sheehan for Fox were not received in time to be included in this chart.)
At Last!
A SERIAL WITH
ADULT APPEAL

Directed by
PAVE HOWARD BERT CLAP

BOB STEELE

LUCILE BROWNE

BIG BOY WILLIAMS

The MYSTERY SQUADRON

WITH
PURNELL PRATT
J. CARROL NAIS
JACK MULHALL

Directed by
DAVE HOWARD BERT CLAP

Mar 1'34 pg. 29

12 MIGHTY EPISODES
FOR THE PAST 8 YEARS I have been specializing in serial production. In that time I have given to the trade more than thirty-five serials. Among this number have been such outstanding money-makers as: "King of the Kongo", (the first talking serial ever produced), "Phantom of the West", "Vanishing Legion", "Lightning Warrior", "Hurricane Express", "Devil Horse", "Three Musketeers", "Fighting with Kit Carson" and "The Wolf Dog".

NOTWITHSTANDING THE HIGH QUALITY of these productions I do not hesitate to go on record that our latest serial, "THE MYSTERY SQUADRON", represents, without question, the best serial I ever produced. In asserting this, I am staking my reputation and knowledge of serial values.

WHEN I DECIDED to produce "THE MYSTERY SQUADRON", it was with the determination to incorporate and emphasize ADULT APPEAL, and we built our story and dramatic values with this constantly in mind. I am confident that this objective has been achieved in "THE MYSTERY SQUADRON". And you will bear me out when you play it.

I am ready and willing to stand or fall on the claims I make for this Perfect Serial.

Nat Levine

CURRENT SERIAL THRILLERS

"THE THREE MUSKETEERS"
A big advance on the usual serial". —National Exhibitor

"FIGHTING WITH KIT CARSON"
"Nat Levine has outdone himself in the production of this serial". —Film Daily

"THE WOLF DOG"
"A real story with a full quota of hair-rising stunts puts this one up front in the serial class". —Box-Office
Censor-Film Dispute

Taxpayers' Protective League experienced difficulties with city police and State officials when the league attempted to show a motion picture, "The War Against the Centuries," in a Harrisburg hall, February 16. Dealing with Soviet Russia, the picture was postponed from the original date and shown in another hall, February 19.

Contending State authorities had condemned the hall in which the picture originally had been scheduled to play and the picture had not been passed by the State Board of Censors, Harrisburg police ordered the league to cancel its original date and a detail of policemen was on hand to see that orders were not disobeyed.

Picture, which J. F. Ommert, a member of the publicity committee of the Taxpayers' Protective League, said was approved by the State Board of Censors as an educational film, when shown February 19, lost money. According to Ommert, the show was presented for the benefit of Harrisburg unemployed, but the presence of policemen and detectives in the hall frightened away many would-be spectators, so that instead of raising money for the unemployed, the league lost money on the transaction. Ommert also charged that a fee of $100 was demanded by the city.

Heard In

LEHIGH VALLEY

Petition For "Little Women"

By Jack

THIS COLUMN extends sympathy to Jack Van, manager, Wilmer and Vincent's State, Allentown, owing to the loss of his father. . . . Elder Van passed away at Binghamton.

. . . . Jack made a hurried trip to the upstate city. . . . District manager, Lee Levy, took charge of things during his absence. . . . For "Eat 'Em Alive" State's away many would be spectators, so that instead of raising money for the unemployed, the league lost money on the transaction. Ommert also charged that a fee of $100 was demanded by the city.

ROXY, Northampton, Andy Anderson, nearly lost its claim to being "Lehigh Valley's Most Beautiful Theatre" when fire broke out in the basement of the building. . . . Damage was confined to the section where the fire started but the theatre auditorium was filled with smoke by the time the blaze was brought under control. . . . Women's Club, Nazareth, grew impatient owing to delayed bookings of "Little Women" at the Broad Street, Nazareth. . . . Petition was stopped when Manh Blanchard, manager, Strand, Sunbury, has been designated to handle the publicity for a Sale Week, sponsored by the local Chamber of Commerce. . . . Manager Charles Woodin will conduct Sunday night performances at the Capitol, Mauch Chunk, proceeds from which will assist the newly formed committee on flood relief. . . . Dan Holland, Old Forge, has taken a fling at stage attractions to counteract the bugaboo of Lent.

SCANTON

Comerford Won't Run for Governor

By Waddy

M. E. COMERFORD refuses to be candidate for governor. . . . "I am not a candidate for that office or any office, for that matter. . . . I am very grateful, of course, to those who have mentioned me in connection with this high position. . . . It is indeed a very honorable place and of the highest importance to the people of Pennsylvania. . . . I want to see it occupied always by men of sterling integrity who will give to the people honest and capable service." . . . Century and Regent Theatres, Rochester, have just been acquired by Comerford. . . . Jess Blanchard, manager, Strand, Sunbury, has been designated to handle the publicity for a Sale Week, sponsored by the local Chamber of Commerce. . . . Manager Charles Woodin will conduct Sunday night performances at the Capitol, Mauch Chunk, proceeds from which will assist the newly formed committee on flood relief. . . . Dan Holland, Old Forge, has taken a fling at stage attractions to counteract the bugaboo of Lent.

of Rin Tin Tin, Jr. . . . State, Wilmer and Vincent, J. Fred Osterstock, had Eugene Barnako's style show on the stage.

WILLIAMSPORT

SATURDAY BUSINESS has held to about normal and weekday attendance fairly good. . . . Well-balanced newspaper advertising campaigns credited. . . . Serials are catching the eyes of a good many older people. . . . Once again the Majestic is to be opened for stage shows. . . . Under the direction of a man who has operated a motion picture theatre with much success. . . . Two daily newspapers are running Hollywood news features and the local radio station is presenting transcriptions prepared by movie companies. . . . The theatres are receiving more indirect publicity than for some time. . . . Sunday paper carries a column listing the features at each theatre for the week, and the dailies carry the Hollywood news and an occasional direct story on the local theatres.

"The Lost Patrol" Is a Man's Show

Vic McGlagon, Boris Karloff and a man's cast are in the Radio picture.
SCOOP!

We're proud to announce the acquisition of the most unusual shorts on the market.

"BROADWAY GOSSIP"

BIG ENOUGH TO PLAY FIVE CONSECUTIVE WEEKS AT THE ALDINE, PHILA.

- Daring! Different!
- Diverting! Hitherto undisclosed chapters in the lives of the men and women who make the headlines.

"AMERICAN EXPLORER"

BOOKED SOLID BY THE WARNER AND COMERFORD CIRCUITS


We promised the Industry's Best Shorts... we're delivering them!

Previously Announced

Tom White

Featurettes of Merit

4 — Three reels
9 — Two reels
4 — One reel

Bits of Novelty collected from the four corners of the earth.

DISTRIBUTED BY
HERBERT W. GIVEN, Inc.
1239 Vine Street
Philadelphia
NEW YORK  WASHINGTON

First Division Adds "Forgotten Men" to List

Exchange Takes Another Exploitation Hit

First Division has acquired distribution, in all its territories, of "Forgotten Men," smash authentic war picture, which has been breaking records everywhere.

The exchange is now distributing the show, which is a tie-up natural in view of the current war pictures used in all the leading papers of the country.

The exchange is also backing the show with a whirlwind campaign, and has the picture ready for immediate dating.

Meanwhile, "The Road to Ruin," with big buys from the chains, including southern Publix group, is also accounting for big grosses. Another exploitation campaign is ready on this one.

Playing "Road to Ruin" are: Liberty, New Orleans; Strand, Knoxville; Tons; Rialto, Chattanooga, Tenn.; Tivoli, Montgomery, Ala.; Family and Ritz, Latrobe, Pennsylvania; Impact, Jacksonville, Fla.; Franklin, Tampa; Cameo, St. Petersburg, Fla.; Webster, Gastonia, N. C.; Rialto, Durham, N. C.; Victory, Salisbury, N. C.; Broadway, Fayetteville, N. C.; Oaklee, Cumberland, Mass.; Strand, Boston; Strand, Gloucester, Mass.; Hollywood, Buffalo; Broadway, Dover, Mass.


Strand, Wallingford; Hollywood, E. Providence; Community, Coventdale; Gem, Artie; Elion Sq., Pittsfield, Mass.; Suffolk, Holyoke; Richmond, N. Adams, Mass.; Gavoty, Boston; Transfer, Jersey City; Princess, Hartford, Conn.

Playing "Forgotten Men" are: Criterion Theatre, Broadway; Shubert's, Cincinnati; 105th St., Cleveland; Colonial, Akron; Princess, Toledo; State, Youngstown; Europa, Philadelphia.

The success of "Forgotten Men" is largely due to Samuel Cummins, one of the ace exploitation men of the business. Cummins knew that "Forgotten Men" would be a natural, primed it and had it set to go when interest was at its highest. It is a good example of a man knowing his business and having a lot of foresight.

Michael Magaro Passes

Michael Magaro, proprietor, Harrisburg's first motion picture theatre, died February 20 at his home in Harrisburg. Native of Cosenza, Italy, Magaro came to Harrisburg in 1883. Admission prices were five cents for children and adults and attendance was fair. Few children paid to see shows at the Bijou, however, for it was one of the delights of Magaro to let them in free. Magaro rebuilt the Bijou and continued to operate it as a motion picture house until 1912 when he sold it to James George.

A WAR CONSCIOUS Public is rushing to see "Forgotten Men"}

DATE IT NOW! From FIRST DIVISION
**Heard In Wilmington**

George Jones

Cuts Passes

Heavy snow played havoc... George Jones plans to get out advertising teasers of Anna Sten poses, similar to those carried in New York papers for “Nana.”... Lew Black “teased” a lot with “Hi, Nellie” stickers. Lew also had all of the Aldine employees send out some 400 or 500 unique postal cards to their various friends and acquaintances urging “Hi, Nellie” attendance.... Lew ran a full page “ad” in the Sunday Star for “Man’s Castle,” but he’s not sure that cards sent out to Jewish citizens about the appearance of Mollie Picon in a short on the same program didn’t draw as many in during the rough weather.

New Rialto management had reminiscences of good old days when “Carolina” was put on. Big ads were used. Lew Black had to resort to stock 24 sheets for his top sign after the police made him pull in a large announcement banner that projected too far over the building line. Certainly was sorry to see Berny Seamon leave the Queen. Aldine 3 sheets are being placed above the closed Garrick marquee. “Bill” Highfield, assistant manager, Queen, tells me Lew Black and Charley Albert were not the only familiar faces Lyle Trenchard, district manager, saw when he came back to Wilmington. “Bill” says he was among them. The Stanley-Warner train locomotive and coach on motor trucks for “Convention City” paraded about the streets for the film ballyhoo when it was shown at the Aldine. “Morty” Levine had a layout of patent medicine exhibit and letters from doctors in lobby for the “Big Shake down.” Dropped over to Joe DeFiori’s Park the other night and was certainly impressed with house’s snappy appearance. Regular Warner turn out, with trolley car and other ballyhoo is ready to go out for “Fashions of 1934” at the Aldine. An Aldine usher, uniformed and gold braided came into the “Journal” office the other day with a reader, inspiring William Penn Frank, former “Exhibitor” correspondent to wisecrack that copy boys ought to be dolled up that way, so they could be found. George Jones, Loew’s Parkway, has cut down on newspaper passes. FIRST CHANGE made in Warner managers recently was the shifting of Berny Seamon from the Queen to the Germantown Theatre, and the transfer of Dick Hilsher, assistant manager, Stanley, Chester, to the Queen. JACOB SCHEIFELE, Wilmington, a former member of the Delaware legislature, who on two sessions of the legislature caused motion picture men considerable worry over a censorship bill, which died with a committee, had his left foot amputated recently as a result of gangrene poison.

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**“Catherine the Great”**

England may well be proud of the UA-distributed “Catherine the Great.” A new name appears in Elizabeth Bergner while Doug Fairbanks, Jr., offers an added marquee help to sell. “Catherine” is a big show, must be sold that way. It is well produced, a credit to any country. Exhibitors ought best to see it before playing it. It deserves a big campaign. Without it prospective audiences will be unimpressed.

J. E.

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**Audio Expands**

Due to the increased activity in the trick photography and animation field, Audio Productions, Inc., has moved their production headquarters from the Bronx Studios to the Fox Studios New York, where they have taken larger space to accommodate this department.

A considerable amount of equipment with several new items which will permit them to obtain additional desired effects in theatrical trick photography beyond the standard work of wipes and dissolves has been added to the present equipment.

**Theatre Corporation Dissolved**

Notice of certificate of dissolution of the Marshall Street Theatre Corporation, operating at Norristown, but a Delaware corporation, was published in Wilmington papers.

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Shifts meant promotions for both men. “Bill” Highfield remains as assistant manager at the Queen. Lew Black, Aldine, will look after some of the lower Market Street interests that Seamon formerly handled, such as the sign shop and the two closed theatres.

JACOB SCHEIFELE, Wilmington, a former member of the Delaware legislature, who on two sessions of the legislature caused motion picture men considerable worry over a censorship bill, which died with a committee, had his left foot amputated recently as a result of gangrene poison.

WARNER EMPLOYEES have revived the service meetings. Meetings are being held once a week, with Edmund Devaney, assistant manager, Aldine, as presiding officer.
ALLIED THEATRE OWNERS of New Jersey, Inc., at meeting in Trenton pledged united support to President Sidney Samuelson in his fight against three measures introduced in the New Jersey legislature—one Senate bill by Albert Woodruff, Camden, and two by Assemblyman Alexander P. Waugh, Verona. . . . The Woodruff measure allows the use of state and local officials to enforce the National Recovery Act codes and the Waugh bills provide for confirmation of the State’s authority to levy against industry the cost of administering the National Recovery Act codes in the state and an appropriation for the State Industrial Recovery Board. . . . President Samuelson declares the bills as drawn impose too great restriction upon appropriation for the State Industrial Recovery percent sales tax measure by exempting address in the effort to amend the pending two against industry the cost of administering the National Recovery Act codes up to 50 cents. . . . Bill as offered increase the billboard license fees and impose more drastic regulations, pending in the legislature are opposed by the Allied, William C. Hunt, Hunt chain, assemblyman from Cape May County offered a measure, House 260, to prohibit walkathon or marathon shows after eight consecutive hours. . . . Another bill by Hunt provides for licensing of carnivals, exhibitions and other itinerant shows. H. G. Brooker, Philadelph, who succeeded Herman Wahn as manager of the State, resigned February 17. . . . Received unsolicited publicity through newspaper front page squib describing Mayor Harry Bacharach as burning up over alleged

THE ALLIED MEMBERS reported progress in the effort to amend the pending two percent sales tax measure by exempting admissions up to 50 cents. . . . Bill as offered by Assemblyman Stanley Naughtright, Republican house leader, makes no exemptions except for water, gasoline, groceries, and other public utility items. . . . Two measures to increase the billboard license fees and impose more drastic regulations, pending in the legislature are opposed by the Allied.

COLD AND HEAVY SNOWS killed anticipated Washington’s Birthday business. . . . Steel Pier cancelled holiday vaudeville bill. . . . Opening of Apollo now set for March 10. . . . Immediately following Apollo opening, Strand will close for alterations that will give spacious entrance, preliminary to contemplated general rebuilding, if operation can be finished in time to reopen house for Easter business. . . . Store adjoining present entrance already torn out for wide lobby space. . . . Complete project for new theatre building will start, according to present plans, in the Fall. . . . Floyd West and I. B. Finn have exchanged places as Warner house managers, West going from the Stanley to the Virginia and Finn leaving the Virginia for the Stanley. . . . Probability is that West will take charge of Warner when the big houses open for the summer season. . . . Capitol and Ventnor are spot-booking RKO product. . . . “Little Women” and “Flying Down to Rio” to date. . . .

ALLOWING FOR interference of nasty weather, Warner’s “Convention City,” did well at box office in locale of film’s story. . . . Received unsolicited publicity through newspaper front page squib describing Mayor Harry Bacharach as burning up over alleged

well to effect a tie-up with the Grangers and other farm groups who are politically influential. . . . Theatre managers here are wondering what effect the new lease of Lauer’s Park by the New York-Penn baseball league, for the use of Reading’s nine in the league, is going to have on the amusement situation in general.

Election of the chairman of the board is one of the principal points of interest. It is believed likely that David Barrist will be returned to the post.

A committee from the M. P. T. O. had luncheon with Samuel Goldwyn last week. The meeting, while pleasant, resulted in the belief that Goldwyn would try to be as fair as possible with the exhibitor faction.

Heard In

TRENTON

Heard In

Allied Fights Two Bills

Heard In

ATLANTIC CITY

Strand Plans Some Rebuilding

“Man of Two Worlds” Includes Lederer

Francis Lederer, Elissa Landi, J. Farrell MacDonald and others may be seen in “Man of Two Worlds” from Radio.

Managers’ Board Meets

Meeting of the M. P. T. O. board of managers, held last week, was deferred, in part, until this week.

Reading theatres are showing no signs of grief over the folding of some of the hot spots in the roadhouse list, near this city. . . . Some of them have been showing “men only” films and presenting vaudeville in competition with regular film and variety houses. . . . Union hosiery workers have leased Rajah Theatre for three nights and three matinees, for the benefit of relief fund and charity work.

CWA WORK and payrolls are indirectly helping theatres in Reading. . . . Along with other lines of business, theatres are feeling the general improvement in conditions, as reflected at box offices. . . . That annoying question, daylight saving, must soon be settled in the big house, use of Reading’s nine in the league, is going to have on the amusement situation in general.

LOU ROYNER opened Highland, Audubon, with a complete renovating and remodelling job. . . . Dave Shapiro, Penn Jersey Amusement Company, went to Florida. . . . New Egypt, Laurel Springs, closed until cold weather recedes. . . . Dave Starkman gets lots of luck in taking over Blackwood. . . . Some exhibitor sent Myer Adleman, New Jersey Messenger Services, oranges, etc., told him it was warm in Florida. . . . Myer out gunning for him.

LOU ROYNER

MID-JERSEY

Daylight Fight

Starting Here

By T. R.

“Journal of a Crime’ Has a Mystery Angle

Adolphe Menjou, Ruth Chatterton and Donald Woods are included in the Warner picture.
SPECIAL KIDDIE SHOW was held on Washington's Birthday, at the Ritz. . . . Now they are being held all over Bill Israel's York district. . . . Irving Dunn staged a special four-hour show and plugged it in the schools with heralds. . . . Now they are being held regularly every Saturday morning at the Ritz, and at the Lion, Red Lion, and the Majestic, Gettysburg. . . . J. Oliver Kinard, former assistant to Joe Wheeler at the Lion, Red Lion, is now assistant to Sidney Popay at the Rialto, opposition during the last week in February, York. . . . Cleon Miller capitalized on his when he managed to have local automobile dealers show his trailer for "Fashions of 1934" on the small sound screen at the York Automobile Show.

PAUL RHODES, assistant manager, Capitol, has returned to the job after an enforced layoff of several months because of a broken leg. . . . Rhodes' return returned Jim Gladfelter, who took his place as Harry Travis' assistant, to his post of chief of service. . . . Rialto is making a big play on "Fighting With Kit Carson." . . . A special four-page herald has been issued and will be distributed to the school children and a six sheet cut out will be placed in front of the theatre several days prior to the opening. . . . Harry Travis, to judge from the attendance I saw at the Capitol finally managed to put over one of Paul Muni's pictures in York. . . . This time he started way in advance of the opening and his word of mouth advertising in addition to teasers inserted in the newspapers, and stickers plastered all over the town, had their effect.

TO HELL . . . With House Records!

DATE IT NOW! From FIRST DIVISION

General Register Corp.

Executive Offices: 1540 B'way, New York

Your nearest Branch Office: 307 N 13th St., PHILA., PA
Downtown Competition Terrific As Snow Impedes

Movies at Walnut, Shubert and Erlanger Stock Added

The downtown theatre picture is getting rather involved.

The Walnut Theatre has reopened, with tabs and first run inde shows; the Shubert is rumored thinking of installing movies in addition to burlesk; the Vogue reopened for an Italian opera policy; and the Erlanger, with cut rates, has affected downtown business.

With downtown, with the exception of the Fox Locust, going full blast, all houses took it on the chin when the snow and cold weather bit twice in succession. Only standout was "Forgotten Men" at the Europa, which did a whale of a business, mostly male trade.

Everything was affected, with matinee business up in the neighborhoods, but evening trade generally off.

The Erlanger, which distributes two-for-ones as well as passes for which a maximum of 40 cents is charged, has been turning in a nice profit. House is hooked up with a stock company organization working out of New York. It is believed that the pass charge is a violation of the legitimate theatre code but no squawks have been heard as yet.

Local exchanges, playing specials on per capita, particularly suffered during the cold spell. The more fortunate ones were those which sold on outright buys rather than a cut of the gate.

Heard In

Up-State

"No Wiring"

Says Floyd

ALTHOUGH C. FLOYD HOPKINS, general manager, Wilmer and Vincent interests, Harrisburg program, Clifton, had silenced when questioned concerning reported activities at the Majestic Theatre, Harrisburg, rumors persist that the work of wiring the Majestic for sound goes merrily on. . . . "Snews to me" represented the Katharine Sweeney Day School. . . . JacI; O'Rear, Victoria manager, was informed.

questioned concerning reported activities at the
of the gate.

held midnight show, starting with "Palooka.

ingdon, featured stage show Friday with regular screen program. Clifton, Huntingdon, also held midnight show, starting with "Palooka."

Manager Available

Manager, experienced in pictures and vaudeville and all phases of business, is available.

Will work on salary or commission, will go anywhere. 33 years of age. Address Box WH, THE EXHIBITOR.

Premium Indes Band Together

In line with the recently announced policy of the President to protect the small business man against monopolies, independent theatre men in this territory who use premiums are banding themselves together into an association for their preservation. According to a spokesman for these independent premium users, of whom there are about 250 in this territory, continued use of give-aways is essential to enable the independent theatre owners to offset the heavy advantages enjoyed by some competitors, such as cheaper film prices, prior runs, selective buying, vaudeville, etc.

The independents are fully aware of the heavy barrage of propaganda against premiums being directed against the Code Authority by some theatres. These independents feel that many exhibitors who do not use give-aways will vote in favor of their retention when these theatre men realize that to eliminate premiums would result in further strengthening the circuits and weakening their independent competitors. It is the intention of this new organization, the offices of which will be announced shortly, to place the facts of the situation before the administration in Washington; to point out what they term monopolistic practices in the territory and to ask for necessary measures of relief which will assure the independent theatre owners continuance in business.

"The Super Snooper" Gives Andy Clyde

Andy Clyde may be seen in "The Super Snooper," from Educational and Fox.
VAUDE at the Penn is holding up. . . . Combination picture and stage show is keeping the wolf away from John Galvin's headquarters. . . . When vaude went into the Penn in the Fall, there was some speculation about how long it would last. . . . Speaking of the Penn, of course, brings to mind the sad news of the death of Dave Lipincott, pianist and orchestra leader. . . . Although clergymen of various denominations have made pleas for their flocks to remain away from the theatres during Lent, the houses report that business has not been cut down as much as in previous years.

JUDGE W. A. VALENTINE, Luzerne County common pleas court, has denied the motion of the defendant for judgment notwithstanding the verdict for a new trial in the suit of the RCA Photophone, Incorporated, vs. Robert Schmidt and others. . . . Case was an action in replevin, Photophone having sued on a lease for sound producing equipment, installed in the American Legion Theatre, White Haven. . . . Jury awarded a verdict for the plaintiff for the equipment, subject to a lien in favor of the landlord for $1,312.50. . . . Judge Valentine could see no error in the record for the granting of a new trial. . . . Fred Hermann at the Capitol had a tie-up with a store for a stage fashion show in connection with the William Powell film, "Fashion Follies of 1934."

"Death Takes a Holiday"

Paramount has contributed what may be considered the finest pictorial achievement of the year in "Death Takes a Holiday," a screen transition of a stage play that adds new lustre.

Fredric March, as Death, tops his best performance in picturedom, while the whole show has been produced with an artistic eye. Evalyn Venable, Sir Guy Standing, Gail Patrick and others are good.

The picture, however, is for class consumption. It should be sold along legitimate lines, with no one allowed to enter the theatre after the feature starts. Handled that way, it offers its best possibilities. Regardless, it is a triumph for Paramount and the industry generally. Paramount should be proud.

J. E.

ON MY WAY TO NEW YORK AND THE PICCADILLY

. . . best hotel I know!
Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable.
Like the Manager, like the rates — $2.50 single, $3.50 double, for a room with bath!

THE HOTEL - PICCADILLY

45th St. • W. of Broadway • New York

WILLIAM MADLUNG, Mgr.

DATE IT NOW! From FIRST DIVISION

HORLACHER is the Oldest Delivery Service only Capable, Bonded
Drivers are used regardless of Rain or Snow
Delivery is Prompt
Leading Exhibitors have been Clients for Years
After 15 Years it stands with Unexcelled Record
Courtesy has been a Dominant Principle Always
Heavy Insurance Covers all Divisions of the Business
Every Effort is always made for Greater Efficiency
Real Service has been the Reason for Progress

HORLACHER DELIVERY SERVICE, Inc.
1228 Vine Street
PHILADELPHIA

New York Washington
Scranton Baltimore

HORLACHER'S never fails!
“Going Hollywood” Selling Ties Up All

Joe Feldman, managing director, Earle, and Arthur Cohn, publicity director, didn’t waste a minute selling “Going Hollywood.”

There were plenty of window displays, with bus lines, hat stores, grocery and drug stores, music stores, department stores.

There were radio broadcasts, with a private screening of radio entertainers and orchestra leaders, with plugs on the air; a strong hookup on the NBC several tie-ups with commercial hours during the day.

Fifi D’Orsay, playing the week before, plugged the show from the stage several times.

The advance lobby display was especially striking, with a huge electrically lighted display, two smaller displays, colorful cards in the transoms, etc.

The front also presented some novel angles. Five thousand imitation telegrams were delivered by uniformed Western Union messengers.

Stanley Gets Women

Sid Stanley, Fay’s, scored when he tied up with the Daily News, station WDAS and West Philadelphia’s women’s clubs to use the house for the once a week meeting and broadcast.

West Philly women will meet there, hear lectures on various topics, and there are exhibits.

Should be a business builder for the theatre, and speaks well for Stanley who grabbed the kind.

For “8 Girls”

Artie Cohn, Earle Theatre, rigged up this inviting display for “8 Girls in a Boat.”

“Unknown Blonde” Campaign

With the arrival east of its latest production, “Unknown Blonde,” Majestic broke a big campaign. New York Mirror startled its 2,000,000 readers with the opening installment of a sensational series of articles entitled “I Was the Unknown Blonde in 100 Divorce Cases.”

Starting with a center spread the Majestic-Mirror tie-up will continue for four Sundays into and past the premier of the “Unknown Blonde,” in a Broadway house which will be announced in a few days. E. H. Goldstein, executive vice-president, Majestic, was responsible for the publicity arrangements.

“Nana” Sendoff Big Exploitation Campaign

Charlie Perry, UA’s bright little boy at the Aldine Theatre, went to work with a vengeance on “Nana,” the Goldwyn-UA production.

Forty thousand slips were used by Gimbel Brothers, starting six days in advance of the opening. Each wrapped package contained a slip as well as all delivered ones. First time the store went for the idea in such a big way.

Store also gave window space for some of the original gowns worn by Anna Sten in the show, as well as modern adaptations of the gowns, for sale at the store. Perry helped delineate the Cinema Shop when “Moulin Rouge” played at the theatre and the caravan of stars made a personal appearance.

Store also co-operated in regular ads by giving space.

In addition, theatre used big space, plugging the star, along the lines of the metropolitan campaign.

Perry, assisted by the house staff, gave plenty of attention to the campaign with the result that it looked like the picture would get a tremendous opening.

For “Palooka”

A contest to “tease the intelligence and jog the elusive memory” was conducted for five consecutive days in the movie column of The Morning Telegraph, Harrisburg daily, by Manager Charles McLeary, Loew’s Regent, Harrisburg, to create interest in the picture, “Palooka,” which started a week’s run at Loew’s following the contest. Contest consisted of a daily “limping” limerick with cash prizes and guest tickets to see “Palooka” awarded daily to the winning contestants.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
By E. M. OROWITZ (EMO)

DON'T KNOW

SELL "RAFTERO"

EXHIBITORS haven't much inspiration for dancing and therefore may be fully acquainted with the public's current interest in the art of terpsichore. But, let me tell you they have some rhumba and tango. This faces my suggestion that the "RAFTERO" dance in "Bolero" should be commercialized, well in advance of the picture opening. There are enough ideas and campaigns in the press-book for you to execute, if you will.

GOOD "LIGHTNING" ADS

THERE is some swell selling copy in "Heat Lightning" ads. The art-work closely resembles illustrations in the true story magazines. When you consider that these mags sell millions of copies of each issue you will realize that the ads, art and copy, will look familiar to readers. I refer to the broken letter style headings and wash drawings. Use them for the Warner show.

GOOD DRAWINGS FOR "PALOOKA"

I THINK the "Palooka" advertising campaign, especially the ads including the Steig impressions, veritably breathe the spirit of the picture itself. No superlatives; no hackneyed claims but eye-attrectors destined to steal any newspaper page in which they appear. If I were an exhibitor I would write Hal Horne at the home office asking for photostatic copies of the Steig drawings. I could land newspaper space; unapproachable window locations and other tie-ups with them. "Palooka" is the kind of egg when sponsored by the Heinz Company but the picture will lure radio fans from their receiving sets into theatres.

N. Y. CAMPAIGN WANTED

"IT HAPPENED ONE NIGHT" press-book is a complete job. I wonder why George Brown did not include proofs of the New York campaign in which all solid type was used?

DROP THAT "TOGETHER"

I WANT TO GO on record against the use of the line "Together For the First Time." It is meaningless because nearly every company has used it. Under the current system of borrowing stars from one company or another, the line comes hopping into one's mind without considering the exhibitor for a second.

NO HEADS YET

I SEE WHERE Fox fails to provide a single column star mat of Will Rogers in the "David Harum" press-book. The character pose may do in a pinch but movie editors of daily newspapers will give a theatre the space if a single column star head is available. Maybe they'll have one on the next picture. In the meantime, don't despair. You might dig one up at your nearest Fox exchange or in the newspaper moragne. Ditto on Frances Dee from "Coming Out Party."

PLUG FOR "CHRISTINA"

I MAY BE A BIT belated referring to the "Queen Christina" press-book but right on top of "Eskimo" it indicates what a home office can do when implicit faith in product predominates.

U FLEXIBLE

FLEXIBILITY of Universal ads is commended and recommended to other companies. Take for instance, "Midnight." The single column, reproduced, can run as it is with cast set in type directly beneath the mat. By cutting straight across circle and eliminating four reverse lines, an inch is saved.
Here's a good idea. Houses playing "Forgotten Men," from First Division and Samuel Cummins, can sell it to the foreign nabes by these window cards. They are striking, should get plenty of returns.

**AROUND THE CIRCUIT**

**WITH STANLEY-WARNER**

By Harry Goldberg

HOW THOSE WARNER boys are going hell-bent for the bonus money. . . . Last week of the second period, from March 23 to March 30 has been designated as "Managers' Week" with every manager on his own to show that he is a showman popular enough in his neighborhood to pull in additional business on pictures plus his personality. Jack Mulholl, Chester, was so excited about "Little Women" that he gave the fever to the head of the school district, receiving permission to attend teachers' meetings in schools and arrange for the distribution of blotters to older children and cutout dolls to the youngsters with the teachers directly recommending the picture to the kids. . . . They like their entertainment rough at the Broadway and that's how Ben Blumberg served it. . . . Advance lobby on "The House on 50th Street" using a sheet of gambling equipment with tag lines selling the picture. . . . Joe Riley Liberty, Columbia Avenue, made the neighborhood keyhole conscious using six sandwich men to carry twelve keyholes so that "Broadway Through a Keyhole" clipped in his house. . . . While Bernie Seaman (now at the German town) was still at the Queen, Wilmington, he brought six sweat shirts, had "Blood Money" painted on them and they were worn by the seconds in the rings at the various wrestling bouts. . . . Lee Kline, Logan, invited the married women in his audience to answer the question "If I Were Free, I Would —" and explained that Irene Dunne was collecting material for a picture that would be a sequel to the one bearing the above name. . . . That sheet stopped every man, woman and child that came into the theatre. . . . Many married women would like to be single. . . . That's sound psychology, Lee. . . . Tommy Mangan, Washington, Chester, started the town with his stunt on "Girl Without a Room." . . . Ask him about it.

COPLIMENTS to Jack Mulhall, Stanley, Chester, for his clever selling slant on "By Candlelight." . . . Set of cutout letters was pinned to a drop that read "How Do You Like Your Romance?" . . . Spot was played on this and then switched to a 40x60 that read "By Electric Light" and then played on a fellow and girl in one of the lower boxes in a clinch, then turned again to a 40x60 reading "By Moonlight" turned to another box where a couple was necking under a smiling moon. . . . The spot was then turned back to the 40x60 now reading "No Light At All" and as a girl's voice cried out "Oh, My" it picked up the third couple, then back again to the 40x60 saying "By Candlelight" finishing with a couple in the fourth box in a clinch under a candelabrum, and then the trailer goes on. . . . Greyhound Bus Lines were working for Irving Blumberg at the Stanley who was ready to play "Fugitive Lovers." . . . On all main roads into Philadelphia the buses coming from New York, Trenton, Atlantic City, Wilmington, Bryn Mawr, etc., distributed heralds to patrons regarding the picture. . . . Dick Kirsch, Imperial, 60th Street, pulled an old one out of the bag for "Take a Chance" and it clicked. . . . He used lovely girls to distribute cards inviting those who received them to "take a chance" and stop in for a great time. . . . "Doug" George, Capitol, Lancaster, had five hundred postals of a New York night club, urging the addressee to see "Convention City" mailed to patrons in Lancaster. . . . "I Larry Graver, Stanley, had eleven hundred windows through the city on "Eskimo" by tie-ups with Lipton's tea and Norge refrigerators. . . . And may I make a bow to Miss Helen E. Tindall, cashier, Grand Opera House, Wilmington, who is so interested in the theatre that she sat down and wrote out a long list of practical suggestions for improving business at that house. . . . Manager Armstrong, Wishart Theatre, helped to sell "Advice to the Lovelorn" by inserting five line ads in the personal columns of his neighborhood paper inviting love-sick readers to hurry to 104 E. Allegheny Avenue for advice. . . . Of course, that's the address of the theatre.
O'Rear Uses Bean in Selling "Suzanne"

For "I Am Suzanne," which ran a week at the Victoria Theatre, Harrisburg, Manager Jack D. O'Rear, executed a series of unique exploitation stunts.

One of the most interesting features was an "identification stunt," in which the photograph of a woman, unknown to residents of Harrisburg and neighboring communities, was run regularly in the Harrisburg daily newspapers with the following instructions:

"Study the picture of the young lady carefully. Her name is Suzanne. She will spend today and tomorrow (two days preceding opening of theatre) in the streets of Harrisburg and neighboring stores, walking through the business section of Harrisburg. When you see her, step up and say, "Pardon me, Miss, but aren't you Suzanne?"

If you have been fortunate enough to have chosen the right girl she will reply, "I Am Suzanne," and hand you a free ticket to see the motion picture by that name at the Victoria Theatre.

Manager O'Rear reported Suzanne was recognized by scores of people among whom were a number of city policemen and detectives.

Employes of the Victoria assisted Manager O'Rear in another unusual exploitation stunt in which the employes ran an advertisement, 6 by 9 inches, in all Harrisburg daily newspapers for which the employes paid.

"Employees of the Victoria Theatre," the advertisement stated, "after seeing a special pre-vue showing of 'I Am Suzanne,' feel it is a worth-while entertainment which they have gotten together and suggested this ad in order that all of their friends might know of its merit and not fail to see it."

At the bottom of the advertisement appeared the names of the Victoria employes as follows: William Wolf, doorman; Katherine Hols, cashier; Genevieve Funk, cashier; Sarah Foster, seat girl; Sarah Fowl, Mary E. Ratcliff, Kathryn Whittington and Mary Moon, ushers; Sara Spotts, Mary Wertz, Selbie Smith and Ruth Powley, cleaners; Harry Reck, maintenance, and Paul Patterson, John Broner, Edgar Nebinger and Harry Furnell, operators.

In Reading

Manager Glase, Embassy, Wilmer-Vincent, Reading, got a lot of good publicity for "I Am Suzanne." A tie-up with merchants for a solid page of newspaper advertising; an airplane flying over the city with a big streamer labelled "Suzanne," were some of the things done in Reading.

"Suzanne" got the benefit of the current craze for marionettes in Reading.

Radio for Garbo

Typical of the rapid-fire exploitation campaigns being originated to tie up with great public interest in "Queen Christina" was one given at the Stanley.

Six different broadcasts gave plugs of various sorts to the production. Two of them were "book hours," in which recent publications dealing with the life of Christina were tied up with the film. Critical excerpts, which were very enthusiastic, were repeated, and the life history of Christina discussed briefly.

Joe Conway, the Main Liner, billed Joe Penner over "Alice In Wonderland," had cards stuck in snow piles. Result: Egyptian did a fair business despite the snow.

Pizor Special Kiddie Shows

Lewen Pizor houses in Phoenixville and Pottsville are running special kiddie parties for children during the week. Turnout is very good and it may spread all over his circuit.

S-W Drive All Set

Managers' Week, big drive period for Stanley-Warner, under guidance of zone manager Leonard Polk, takes place week of March 23r.d, before Easter, with special prizes for the men coming through.

Chain all primed to click.

For "Gallant Lady"

Numerous merchant tie-ups resulting in outstanding window displays were among the highlights of the exploitation campaign put over by R. H. Suit, manager, Loew's Colonial Theatre, for "Gallant Lady." Specially prepared six art drawings were used for an entire window display in a paint store. A series of colored fashion stills was prominently displayed in several shops. Windows containing jewelry lay-outs were used in three stores.

Travel angle in the picture was the means of securing two effective displays. In each of the above window scene stills and appropriate cards mentioning the theatre and playdate were used.

Special cards, plugging "Gallant Lady," were distributed in restaurants. On the song numbers in the picture displays were effected. Both stores devoted in pictures upon which were an array of scene stills from the picture. Radio tie-ups were also put over.

Consider Misleading Ads

A round table discussion in which too much publicity about the misleading was feature of the meeting at the Y. W. C. A., Wilmingdom, sponsored by the motion picture committee of the Wilmingdom Federation of Women's Clubs and allied organizations.

Mrs. E. M. Barsham, former chairman, Delaware state federation, vice-chairman, film committee, New Century Club, and member East Coast Preview Committee which meets monthly in New York, led the discussion on the question: "What Does the Mean-So Misleading?"

Some exhibitors were not present, but not had been invited.

U Prexy Boosts Garbo

An unexpected bit of publicity was given recently to Loew's Regent Theatre, Harrisburg, by Dr. H. W. A. Hanson, president, Gettysburg College, during the theatre's showing of "Queen Christina."

Principal speaker at the Sixteenth Annual Father and Son Dinner by Men of Zion Brotherhood in Harrisburg, attended by more than 2000 people, Doctor Hanson declared Greta Garbo had the greatest control over her face of any actor he had ever seen and stated she was one of his favorite motion picture stars.

For "Sigma Chi"

Fraternity Night was celebrated at the State Theatre, Harrisburg, at the first evening showing of "The Sweetheart of Sigma Chi," through an arrangement by Manager Charles Bierbauer.

Any member of Sigma Chi fraternity showing his fraternity pin at the ticket office of the State between 6.30 and 7.30 was admitted free by Manager Bierbauer.

18 HEARST NEWSPAPERS PLUGGING IT!
6-Point Reviews

COLUMBIA

No Greater Glory Family Melodrama
Frankie Darro, Jackie Searl, Jimmy Butler, George Brookhaven, Lois Wilson, Ralph Morgan.

Different type of picture and away from the beaten path. It tells the story of gangs made up of kids, is handled tenderly by Frank Borzage and opens itself to exploitation. Show must be sold, but delivers all its promises. Results will depend on the handling. Big names are missing although there are some familiar faces in the piece.

Estimate: Sell it.

METRO

Cat and the Fiddle Family Operetta
Ramón Novarro, Jeanette MacDonald, John Herbert, Frank Morgan, Charles Butterworth, Victorine Sjöström.

Well produced, well directed version of the stage hit, with Metro excellence to boot. William Howard's production is superb, score and all musical departments are splendid, and entire show booms as an ace from Leo. Picture should do a nice business anywhere, what with a production, names and music to sell.

Estimate: Dough.

MONOGRAM

Beggars in Ermine Family Drama

Story of a steel executive who loses his home, his wife, his position and his legs because of the double crossing of a pal, and who organizes mendicants into an organization which allows him, years later, to return and get even with the man responsible for his misfortune. Show is well handled, has oodles of exploitation opportunities.

Estimate: Good.

UNITED ARTISTS

Catherine the Great Historical Drama
Doug Fairbanks, Jr., Elizabeth Bergner, Gerald De Maurier, Flora Robson.

English-made historical picture about a queen whose prowess was international. Show has an American name to sell as well as an ace performance from Elizabeth Bergner. Picture will have to be ballyhooed all the way because of the costume background. Showmen will have to give it the same attention as "Henry the Eighth."

Estimate: Must be sold.

UNIVERSAL

Midnight Adult Drama
Sidney Fox, O. P. Heggie, Henry Hull.

Action revolves about a foreman of a jury who is determined that justice must be handed out. Later he finds his daughter has committed a crime similar to that which sent another woman to the chair. Ensuing developments concern themselves with the attempt to save the girl. Piece is hard drama all the way.

Estimate: Tough stuff.

Catherine the Great

Gun Justice Family Western
Ken Maynard, Cecil Parker, Walter Miller, Lafe McKee, Francis Ford.

Somebody else says he is our Ken and does our Ken get angry? You bet, and by the time the 59th minute is reached, he has outwitted the gang, won the girl and provided the final closeup.

Estimate: Yippee.

These Look Big

Catherine the Great

Cat and the Fiddle

Spitfire

What Do You Think?

It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.
WARNERS

Gambling Lady Adult Melodrama
Barbara Stanwyck, Joel McCrea, Pat O'Brien, Claire Dodd.
Melodrama with gambling background and likely to suit the audiences who like their action rough. Romance proceeds amidst a background of intrigue, shooting and double-crossing, with the general picture shaping the show for program groove. Stanwyck seems at home. Cast gives good support.
Estimate: Keeps you guessing.

Chesterfields

Hired Wife Adult Drama
Husband and wife enter into one of those contract affairs with the hubby finally realizing they are really in love with each other. Nothing much else happens.
Estimate: Tame.

Love Past Thirty Family Comedy Drama
A woman past 30 almost loses the man she loves to a young girl she has mothered most of her life. Before the damage is done, however, the woman spruces up, beautifies herself, wins him back. Show is a pleasant little independent number and should please.
Estimate: Pleasing.

Cheaters Adult Melodrama
Even the heroine refuses to believe in the hero's innocence, so he just has to win the big race. He does and saves the day. Racetrack background is familiar and show can't rate very much.
Estimate: Dish picture.

STATE RIGHTS

FOUND ALIVE Family Jungle Drama
Barbara Bedford, Maurice Murphy, Robert Frazer, Harry Griffin, Edwin Cross.
A mother doesn't want to lose her son in the divorce courts, kidneys him, runs away to a delta of the Rio Grande, is found three years later, with the husband eventually being reconciled. In addition, there are many wild life scenes, animal fights. Those who like this sort of thing will be satisfied.
Estimate: Exploitation opportunity.

HELL ON EARTH Adult War Drama
All foreign cast.
Foreign-made picture which may be deemed propaganda for peace. Picture hasn't much talk, contains bits of English, German, Jewish, French dialogue, shows how war brings together all men, proves that individuals have no fights against themselves. Piece can stand plenty of exploitation and tie-ups. Its production values are strong.
Estimate: Depends.

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INTERESTING ADVERTISERS in our READY REFER-
ENCE PAGE helps us to give you service •

Looks like a good bet.

Mimeographing Multigraphing Public Stenography
Addressing-Folding Enclosing-Mailing
Advertising Publicity Printing
**THE CHECKUP**

For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. Key: For example, 1-Jan. means the second issue of this publication in that month.

1-Feb. would mean the first issue, and so on.

---

**Columbia**

Dinner at Eight 1-June

The Late Christopher Bean 1-Nov.

Brother Rat 2-Nov.

The Prisoner and the Lady 2-Nov.

As the Earth Turns 2-Feb.

Police Car 17 2-Dec.

On the Counter 2-Dec.

Among the Clouds 2-Dec.

Police Car 17 2-Dec.


date

**Monogram**

**DISTRIBUTED BY FIRST DIVISION**

The Avenger 2-Nov.

Switzerland of Sigma Chi 2-Nov.

Brooklyn 2-Nov.

I Wonder Who's Boyfriend She'll Be Next 2-Dec.

Humor Risk 2-Dec.

The Sagebrush Trail 2-Jan.

Junior Miss 2-Jan.

Miss America's Man 2-Jan.

Let's Talk About Love 2-Jan.

West of Divide 2-Jan.

Murder in the Middle of the Road 2-Jan.


date

**Paramount**

Song of Songs 1-July

This Day and Age 2-Aug.

One Sunday Afternoon 2-Aug.

Torch Singer 2-Aug.

To the Last Laugh 2-Aug.

Golden Harvest 2-Aug.

The Sheik 2-Aug.

It's a Date 2-Aug.

Tillie and Gus 2-Aug.

Way Out West 2-Aug.

Take a Chance 2-Aug.

Hell and High Water 2-Aug.

White Woman 2-Aug.

Design for Living 2-Aug.

Cradle Song 2-Aug.

The Lucky Mr. Callahan 2-Aug.

Goodbye, Yellow Brick Road 2-Aug.

Dance Me to the End of Love 2-Aug.


date

**Radio**

Morning Glory 1-Aug.

Rat Terrier Romance 1-Aug.

One Man's Journey 1-Aug.

Midsummerman Jack 1-Aug.

The Moon and Sixpence 1-Aug.

A Midsummer Night's Dream 1-Aug.

Right Romance 1-Aug.

If I Were Free 1-Aug.

Flying Down to Rio 1-Aug.

Man of the World 1-Aug.

Meant to Be 1-Aug.

Shang a Lee 1-Aug.

Two Alone 1-Aug.

Keep 'Em Rolling 1-Aug.

Lone Star 1-Aug.

Long Lost Father 1-Aug.


date

**United Artists**

Bitter Sweet 2-Sept.

I Like It That Way 2-Sept.

Broadway thru Keyhole 2-Sept.

Emotions 2-Sept.

Henry the Eighth 2-Sept.

Bride's of Abandoned Women 2-Sept.

Roman Scandals 2-Sept.

Advice to the Lovelorn 2-Sept.

Gallant Lady 2-Sept.


date

**Universal**

Daybreak 2-Sept.

The Invisible Man 2-Sept.

The Front Page 2-Sept.

The Private Life of Helen of Troy 2-Sept.

The Big Bluff 2-Sept.

The Naked Truth 2-Sept.


date

**First Division**

(CHESTERFIELD)

By Appointment Only 2-Nov.

Dance, Girl, Dance 2-Nov.

I Have Lived 2-Nov.

A Man of Sentiment 2-Nov.

Rainbow Over Broadway 2-Nov.

Neptune's Daughter 2-Nov.

Murder on the Campus 2-Nov.

Picture Brides 2-Nov.

One Year Later 2-Nov.

Tarzan the Fearless 2-Nov.

Eat 'Em Alive 2-Nov.

The Road to Ruin 2-Nov.

He 2-Nov.

He Who Dares 2-Nov.

The Dawn of a New Life 2-Nov.


date

**Gold Medal**

Sling, Sinner, Sing 2-Aug.

The Big Bluff 2-Aug.

Important Witness 2-Aug.

Laughing at Life 2-Aug.

Curtain at Eight 2-Aug.

You Made Me Love You 2-Aug.

The Charming Deceiver 2-Aug.

Sin of Nora Moran 2-Aug.

Big Time or Bust 2-Aug.

Enlightened 2-Aug.

The Morning After 2-Aug.


date

**Masterpiece**

Neighbor's Wife 1-Oct.

Her Husband's Sins 1-Oct.

Riot Squad 1-Oct.

Secret Sinners Nice 1-Oct.

Wine, Women and Song 1-Oct.


date

---

**Fox**

Pilgrimage 1-Aug.

The Last Trail 2-Aug.

Parrish 2-Aug.

Good Companions 2-Aug.

The Child's Greatest Case 2-Aug.

Dr. Bull 2-Aug.

My Mind's Mess 2-Aug.

Power and the Glory 2-Aug.

Walls of Bed 2-Aug.

Worst Woman in Paris 2-Aug.

Berkeley Square 2-Aug.

My Lies Betray Me 2-Aug.

This Mad Game 2-Aug.

Oswald's Big Moment 2-Aug.

Hoop-La 2-Aug.

As Husbands Go 2-Aug.

Frontier Marshal 2-Aug.

Jingle and Sally 2-Aug.

Smoky 2-Aug.

I Was a Spy 2-Aug.

Mr. Skitch 2-Aug.

I Am Suzanne 2-Aug.

Orient Express 2-Aug.

Sleepers East 2-Aug.

Coming Out Party 2-Aug.

Ever Since Eve 2-Aug.

Caroline 2-Aug.

Devil Tiger 2-Aug.

Happiness is a Girl 2-Aug.

I Believed in You 2-Aug.

David Harum 2-Aug.


date

**Metro**

Penthouse 2-Sept.

Stark Mether 2-Sept.

Nineteen 2-Sept.

Bombshell 2-Sept.

The House of Dr, Ai 2-Sept.

Day of Reckoning 2-Sept.

Meet the Barons 2-Sept.


date

---
In the back of your head!

A knowledge that you need expert advice . . . but afraid temporarily to make the expenditure.

What will it cost?
Must I close down?
Who's an expert on it?

I would like information on . . . ✓

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Current Releases:

**6 GOLDSMITH PRODUCTIONS**

**Now Ready**

- **CARNIVAL LADY**
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  Directed by CHRISTY CABANNE

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  Earl Derr Biggers
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  Directed by PHIL ROSEN

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**Followed by:**

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  By Eleanor Gates

- **WITHOUT CHILDREN**
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In this Issue:
Observers See Censorship Linked with Fall Elections

VOL. 16—No. 6
PHILADELPHIA, MARCH 15, 1934
Price, 15 Cents

LANNY ROSS
From the radio to the screen comes Lanny Ross, singing star of the Maxwell House Coffee Showboat Hour. For two years, one of the most popular performers on the air, his thrilling voice and charming personality will be heard and seen from now on in PARAMOUNT PICTURES.

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OUT WHERE THE TEST BEGINS

IN DANBURY—IN DALLAS
(towns like your Main Street and mine)

"AS THE EARTH TURNS
has made good as the FIRST BUNKLESS PICTURE!"
Called "Motion Picture Without Hokum"

Eliminated for Screen Edition of Gladys Carroll’s Novel of Maine Rural Mores

representative explains selection of Dallas for World Premiere

BY SIDNEY C. DAVIDSON, Special Representative Warner Brothers.

eliminate the presentation of productions which are most valuable to the box office. When an individual is checked and his vital signs are taken at the door he is given a "report." He is briefly scanned, examined and measured to determine his potential for spending money, and a ticket is sold. This is "hokum." That is one of the several attempts that have been made to stay away from those that nerve values when Hollywood saves one picture as a matter of business.

As the Earth Turns is one of those books that Hollywood changes for screen purposes. Warner Brothers have not changed it. We have not put any "hokum" into it. Thus we come to the test that people have been asking for since the inception of motion picture business. The question is, whether the public will spend their money to see a good picture made from a good book without "hokum." The investment and experiment will cost $500,000. That question is to be settled in Dallas! Without previous fanfare and to the rest of the Nation and the rest of the motion picture industry, on March 2 Dallas finds itself in the position of judge in the test.


WE TESTED

DALLAS WILL DECIDE

Whether Theatre Goers want Film Stories . . . True to Life ... without Hokum . . . at the

"AS THE EARTH TURNS"

of GLADYS HASTY CARROLL's exceptional story of passion without bunk.

... Bringing Undying Fame to the Screen's Sincerest Lovers

JEAN MUIR

DONALD WOODS

FRIDAY

AT 7:30 P. M.

WE TESTED

Mar 15, 1934, pg. 4

With pages of publicity for the "first bunkless picture"...

-with ads like this—still plugging the "bunkless" angle...

-with telephone teams of clubwomen selling the "bunkless" idea...

...and

BROKE ALL-TIME HOUSE RECORD FOR
Stage Door and Jean Muir Will Broadcast by Telephone Thursday for Listening Millions

- with broadcast of long-distance telephone interview with Jean Muir . . .

- with double-size window cards like this

- with 10-page novelization in local paper opening day . . .

ARTh TURNS
The Opening Night Business at the Melba!
WE TRIED

★ TOMORROW NIGHT at 8:30 ★

The curtain at the Palace Theatre will rise ... and Danbury will be the first in all the land to greet the characters of Gladys Hasty Carroll's story ... “As the Earth Turns” ... they step from the pages of the book onto the screen ... A Symphony of New England Hearts Beating to the Rhythm of the Seasons

WARNER BROS. PRESENTS
THE WORLD PREMIERE
of the Motion Picture Classic of 1934

THURSDAY
FRIDAY
SATURDAY

GALA WORLD PREMIERE
TONIGHT at 8:30
by

RESERVED SEATS NOW ON SALE
No Advance In Price*

THURSDAY, FRI., SAT.
at 8:15 - 9:45 P.M.

■ with ads like this two days before opening

■ with day-before-opening ads like this

■ with full three-column opening-day ads like this...

... and DOUBLED RECEIPTS OF BIGGEST PREVIOUS OPENING
IT IN DANBURY
POPULATION 22,261

- with this mural display completely circling lobby . . . .
- with giant book pages turned by girl attendant . . . .
- with every snow bank "posted" with one-sheets . .

ARTH TURNS
- QUADRUPLED AVERAGE BUSINESS - AT THE PALACE!
ALL HONOR TO YOU,

JEAN MUIR

-including Screenland's highest tribute, the Honor Page, awarded by Delight Evans, famous editor, in the May issue, out March 20th

-FOR MAKING POSSIBLE—BY THE SIMPLE BEAUTY AND SINCERITY OF YOUR FIRST STAR PERFORMANCE

—THE AMAZING SUCCESS OF THIS FIRST BUNKLESS PICTURE

AS THE EARTH TURNS

Sell it that way and duplicate Dallas and Danbury profits! Get complete outline and material from these campaigns so you can start building now for national release date, April 14th. Order today from home-office Adv. Dept. of

WARNER BROS.
The Exhibitor

More Light, Please—

In those far distant years, when the local zoning and grievance boards get to work to make this industry a happy paradise for all, it will be interesting to note with what facility offending exhibitors are held in check, are penalized for code violations, are made to understand that the whole set-up is not just a mass of notes, announcements, names and opinions.

Perhaps the manuals to be distributed to the local boards will tell whether or not exhibitors and exchanges will be fined; whether or not the mistakes that have been happening in the past can be punished; whether or not exhibitors who are now suffering from competitive violations can secure redress; whether the advertising in advance clause is a reality or a myth.

And what, too, if the distributor or exhibitor who loses out in a case before the board wants to go further, to assert his right in court? What's to stop him from doing that? How long will members serve? It is unfair to ask that they continue to give effort and time for an indefinite period. What if they fall ill; what if they refuse to serve because of peculiar connections with a case in question; what if it is more convenient to drop out rather than be embarrassed by listening to a case; will alternates be appointed, and how; how will a situation that arose in connection with the Code Authority committee choosing local appointees wherein the alternates got on the board and practically ran it be averted; what insurance will there be that the quality of the board will not suffer from a lot of alternates; how shall these problems be taken care of?

By their bickering and exhibition of petty tactics, the Code Authority members responsible for local appointments have placed the code under a tremendous handicap. They could have averted all this by allowing the local exhibitor organizations and the film boards to handle appointments. The Code Authority has been in error. The blame can be placed at their feet. Nothing has been gained but a lot has been lost.

Let him have it. He has to have something to keep him happy.
**ERROR**

In the February 1st, 1934, issue of this publication, a statement was made regarding official of the Keystone State Moving Picture Operators’ Union. The statement therein contained was an error on the part of this publication.

(Signed) EDITOR.

**HERB GIVEN** is still preparing a big campaign on “Dawn to Dawn,” a 35-minute featurette which has been heralded by the critics everywhere. He has his usual line of outstanding shorts. “Dawn to Dawn” includes Julie Hayden in the cast. This, too, has a lot of exploitation values and should be an ontast for any program.

**L. E. Stone Back!**

International Seating Company, which has just launched a new product, U-16 Floating Comfort theatre chair, on the market, announces that it has signed L. E. Stone as its Philadelphia sales representative. Stone, who with his son, Earl Stone, owned the sales agency for the Steel Furniture chairs in the Philadelphia territory up until the absorption of that product by National Theatre Supply Company, enjoys the reputation of having sold more theatre chairs locally than any other single salesman. He is an important figure in the local industry and has a host of friends among theatre owners who will be glad to hear that he has again entered chair business. His acquisition is a stroke of good judgment on the part of this new company.

The exhibitors are now completely sold on Warner product.

**HARRY WEINER** went to New York, attended the home office Columbia party. Earl Sveigert, genial Paramount chief, still has his amusing self. J. Howard Smith only recovered. Charlie Dutkin still putting on weight. P. A. Bloch, what with the warm weather, thinking about how nice it will be to get his hands on his rabbit. Jack Kennedy, the Horlacher sage, having a birthday soon. Dorothy Dennis prettier every day.

**HARRY BODKIN**, the art collector, plays a piano, plays it well. Lion and the mouse-business. Harry Weiner, enthusiastic because of the business done by “It Happened One Night,” looks for similar returns from “No Greater Glory.”

**AL BLOFSON**, the First Division leader here, all enthused because of “Forgotten Men,” prepares for “Young Eagles,” first of his 1934-1935 serials. “Forgotten Men” has a great deal of action and drama. At Friedlander, sales manager, was the visitor in town here and was pleased with the progress of the exchange. “Beggars in Europe,” “Mystery Ship” are current Monogram releases.

**JOHN GOLDER**, at Hollywood, after seeing the raves on Mr. H. Hoffman’s “Take the Stand,” believes that he has a real hit to sell. A print is expected in shortly. The story has names to it and is considered even better than “Cheaters” and “When Strangers Meet.”

**CAPITOL FILM** is distributing “The Fighting Priest,” which is a record of Father Coughlin, the air evangelist. The story has gotten a lot of play over the Stanley circuit and is considered a showmanship natural. The story is filled with exploitation possibilities, and with the radio tieup offices expect something of real value to sell.

**GEORGE DILLON**, well known here, is now working out of Washington for United Artists. Many exhibitors around town who are reported for code violations are getting letters from Warner home office asking how come and what to do about it.

**UNIVERSAL** will hold regional sales conventions this year. At Blofson, with sales staff, will attend the Monogram sessions in Atlantic City early in April. Majestic has a lot of Polish pictures for distribution.

**CHARLIE STEIFEL**, the impresario of South Philly, keeps in touch with all improvements, wonders whether the rumors he hears are true. **Apex Garage is ready to serve you.**

**Early Bird Catches**

Apparently, the early bird is catching the box office worm. Several hours of the territory are turning toward the early bird-cut price idea to aid the box office.

In many instances, in the evening, this is a contact violation.
**Political Picture May Include Censorship in Fall Elections**

**Trade Wonders Whether Attitude of Various Candidates on Industry Problem Will Be Forthcoming—See Important Link**

The Pennsylvania censorship question, for decades a troublesome problem, may be linked up with the political picture that will confront voters here in the fall.

Film men, high in local circles, are of the opinion that support of showmen may be enlisted in the torrid fight that is certain to result when the ideas for voters' support are made later this year. That the assistance of the screens of the state is valued is not doubted by anyone.

While theatremen, generally, keep away from any commercialization of their screens for any such purpose, it is believed that some support might not be an impossibility if some candidates come out for an end of the present system of state censorship.

Month by month, bodies which were deemed the strongest supporters of the present system of censorship have been changing their minds. The action of the Philadelphia Methodists is but one example. Gradually, social bodies, like the motion picture industry, itself, feel that censorship at the source is more important than that the present censor system serves no purpose but becomes a football.

The political picture is still too involved to bring forth any facts which might affect the attitude of candidates towards censorship. But it is admitted that before any attempt can be made to secure cooperation of exhibitors, candidates will have to make public their attitude on a continuation of the present silly censorship system.

The word silly is used because of the antics of the censors, which results in eliminations on the same order as these, from other states:

SHOWS FOR BORAXO (Second order on Appeal)—Eliminate scene of girl seated on dummy's lap with legs apart. Allowing known in love school. Eliminate entire view of a girl with legs exposed making love to dummy in love school. Eliminate entire scene of explicit kissing between Count Romany and girl beside dance, and Coméd's remark: "Your husband isn't dead; he's hiding." Allow only that part of embrace where his sweetheart enters and discovers him with other woman.

GOOD DAME—Eliminate capitalized words in dialogue where man attempts to force girl to take part in a "dummy" in love school. Eliminate all views of girl in negligee at doer of hotel bedroom, and dialogue including: "Aren't we going to have breakfast together;" and reply, "Eliminate capitalized words in following dialogue: "THERE'S ONE THING I NEVER DID YET—ONE THING. Goodbye, honey."

Meanwhile, in New York State, a campaign against state censorship of pictures was carried along by the National Council of Freedom from Censorship, unit of the American Civil Liberties Union. A bill, which would abolish censorship, but which would keep the tax on film, is being endorsed by the body. The tax would remain at $3 per 1000 feet for original prints but a slash from $2 to $1.50 on duplicates would be in order.

The association, in a statement, says: "It is submitted that the judgment of a jury on so controversial an issue as obscenity, on which men's opinions differ, is the only fair test of current standards of morality, and vastly superior to the judgment of professional censors."
The Double Feature Question

A new problem has arisen in connection with double features. It is one that has added to a controversial subject, an issue which was not included in the code after proponents for double features delivered a strong case basing their claims chiefly on the fact that double features increased labor, kept theatres in business and the money remained in the industry.

The new problem concerns itself with the fact that certain distributors have incorporated in their contracts a clause prohibiting double features, while others have included such a clause only with those exhibitors double featuring in the past. That such a situation is unfair cannot be denied. If double features are right, they should not be restricted by clauses; if they are wrong, they should not be arbitrary matters to be regulated by some exchangemen.

Some exhibitors care not for contracts, others are double featuring but advertising one feature on their programs. This is a flagrant evasion where the contract restricts such a practice, yet nothing has been done by certain distributors where this has been called to their attention. This lessens respect for themselves by exhibitors who do honor their contracts.

The code does not bar doubles. More and more exhibitors want to turn to some modified form of double features because of three reasons: ONE—Shortness of features; TWO—Poor quality of certain pictures; THREE—Impossibility of playing weak pictures passed up by the first run. It is in this last department that the independent exhibitor suffers most. He must play the pictures even though a circuit can shelve a show without any cost to itself. It is a decidedly unfair advantage.

If double features were permitted, the exhibitor could arrange his programs to offset all these worries.

Recently a constructive idea was proposed for former single feature spots. It said:

1. Limit double features to one change of program each week.
2. Appoint a committee, including distributors and exhibitors, with one outsider, to decide which product could be double featured, including the major distributors, as well.
3. Double feature only those pictures, eliminating the possibility of doubling an attraction like “Roman Scandals” with another feature, which was done in a prominent theatre only recently.
4. Overcome the problem of too many poor shorts with intelligent double featuring, for a long program of shorts cannot always be good.
5. Handle the problem so that the majors as well as the inde distributors will benefit. Instead of sloughing off pictures, exhibitors will double them. Independent production will also be encouraged. This encouragement is a necessity, for independent exhibitors always regard independent production as a safeguard to their investments.
6. Regardless of who gets this extra playing time, the money still remains in the industry.

The plan would be so flexible that it could be modified in certain territories. Let the Code Authority regulate the problem. Let the public get to know the calibre of independent product.

Handled intelligently, the problem can benefit everyone, producer, distributor, exhibitor and public. Criticism on this plan is invited. Send your replies to this publication immediately.

JAY EMANUEL

Stanley-Warner Gives Al Jolson a Timely “Wonder Bar” Welcome

Some shots taken when Al Jolson, star of “Wonder Bar,” came to town to appear at the picture’s opening at the local Stanley. Seen with him are Leonard Schlesinger, zone manager; Jack Flynn, and other Stanley-Warner executives, as well as a group including the local scriveners, Elsie Finn, “Record”; Eric Knight, “Ledger”; and Phyllis Foster, (Ethel Felt) “Radio Press.” The “Wonder Bar” opening was a terrific success, the show breaking all records despite the cold and snow.
"Batting average of 20th Century retains its high rating. Theatre literally rocked with laughter. Box-office all the way!"
— Associated Publications

"A rowdy, funny flicker with Tracy and Oakie at their best!"
— Sidney Skolsky
Daily News

"Another hit for Darryl F. Zanuck! Tracy and Oakie a great team!"
— North American Newspaper Alliance

"The earthquake sequence is the most thrilling and effective ever seen!"
— Modern Screen Magazine

"A natural! It'll please the highbrows and have the lowbrows doubled up with laughter!"
— Billboard

"In Tracy and Oakie a splendid new screen team is born. Robust action, tangy lines, lusty laughs!"
— Motion Picture Daily

"One of the most exciting comedies I have ever seen!"
— Alice Tildesley
Philadelphia Public Ledger

"Tracy and Oakie are great! It moves and moves fast!"
— Alason Edwards
United Press

"The team of Tracy and Oakie should be incorporated immediately! Can't miss being a hit picture!"
— Hollywood Reporter

"So fast and funny only an earthquake could have topped it... and it does!"
— Jack Grant
Motion Picture Magazine

"May very well prove 20th Century's best money maker to date. Tracy and Oakie step out as a bet on the nose in the team class!"
— Daily Variety

and...
“I’ve seen all the 20th Century releases to date, and they get better and better!”
— W. W. Troxell
Wilber and Sun Theatres
Central City, Iowa.

“Excellent comedy! Very good indeed!”
— John Ludwig
Ludwig Circuit
Milwaukee, Wis.

“Well be splendid attraction in our territory”
— Charles Williams
MPTOA, Nebraska

“Very good! Tracy and Oakie at their best, with a fine supporting cast!”
— H. Knudsen
Paradise Theatre, West Allis, Wis.

“Fine entertainment! Should keep Tracy and Oakie together... they’re a great team!”
— Ray Felker, Broadway Theatre,
Council Bluffs, Iowa

“Great entertainment!”
— Ralph Goldberg
Paramount Theatre, Omaha, Neb.

JOSEPH M. SCHENCK
presents

Spencer TRACY
Jack OAKIE

in

Looking for Trouble

with
CONSTANCE CUMMINGS
ARLINE JUDGE • JUDITH WOOD

Directed by William Wellman

A DARRYL F. ZANUCK Production

Released thru UNITED ARTISTS
All Code Boards Now Expected to Be in Action by End of the Month

Look for Huge Annual Bill Covering Operation Cost—General Johnson Asks Working Hour Cut, Salary Raise—Cancellation Ruling Brings Bulk

All code boards are expected to be in operation by the end of the month. By that time, all boards will have been appointed.

That was the outlook this week as the Code Authority met in Washington to report to the NRA and give a picture of industry progress in a report by John C. Flinn, secretary.

Meanwhile, whatever expenses the Code Authority has been incurring are being paid from monies advanced by distributor producer members, it is understood, until a financing system is approved and set in action.

The distributors, generally, have gone on record as objecting to the ruling of Deputy Administrator Sol A. Rosenthal regarding the 10% cancellation clause. They are opposed to the ruling, in that they claim that it should not affect contracts signed before December 7, the date the code became effective.

A 10% cut in working hours was asked by General Johnson from all industries at the recent Washington conference. Increase in wages will also be looked for.

The industry code authority joined with the legitimate code authority in passing a resolution against free radio shows. It is estimated that the cost of code operation will be under $500,000 annually. This amount will be paid by the various branches of the industry.

Comerford Praises First Year of Administration

Points Out Benefits Resulting in Past Period

"More has happened to advantage the American people and perpetuate their liberty in the past year than in any other period of time in the history of the United States," says chairman M. E. Comerford, Pennsylvania Recovery Board, NRA, and prominent exhibitor.

Comerford is very enthusiastic over the first year of the Roosevelt administration. Speaking at his office in Scranton, he reviewed the work of the President in part as follows:

"It is now just one year since President Roosevelt took office and in celebrating that important anniversary we can certainly look with pride and satisfaction on what has been accomplished. While to some the progress may have seemed slower than they expected yet it was and is constructive and substantial."

"President Roosevelt announced in his inaugural address one year ago that he proposed to arrange the industrial, business and other affairs of the nation so that labor would be found for all willing to work. Since the passage of the National Recovery Act by Congress about nine months ago the President has certainly made wonderful advances in putting people back to work. Millions can gratitude testify to that fact."

"The President also declared that he would drive foreign nations to meddle in our financial affairs. The President's refusal to worship the gold standard is one of the outstanding gold in the nation into the possession of the government. The President's direction we are going forward daily. Our prosperity is assured, our happiness guaranteed and the Golden Rule will be given a new meaning. Under the President's direction all that stands for common decency, morality and the plain dealing will be felt and all will work at their trades and not be allowed to work sharp rackets to swindle the others."

"All of this is now being thrown out from the highest to the lowest and we will have a completely transformed official and business structure where the new deal will hold all that it stands for will be manifested and practiced daily."

"Under Roosevelt the Ten Commandments and the Golden Rule will be given a new meaning. Under the President's direction we are going forward daily. Our prosperity is assured, our happiness guaranteed and our freedom will be perpetuated."

Local Employees Union Goes to Mat on Cuts

Officers Let Out So NRA Hears About It

The local theatre employees union has gone to the mat with local theatres regarding dropping of employees.

With a large number of its members believed to be Stanley-Warner employees, the organization has gone to the local NRA labor board for protection.

In New York City, most of the large circuits have been coming to terms with the union there.

Favor Regulation

Members of the City Federation of W. C. T. U. chapters, Wilmington, adopted resolutions favoring the bill authorizing supervision of motion pictures by the United States government.

"Wonder Bar"

"Wonder Bar" puts Al Jolson back in the big money as far as his draw in pictures is concerned and which should make exhibitors happy.

Jack Warner has produced an ace musical, Bus Berkeley has contributed what must be considered the industry's peak in dance and photographic formations, Dolores Del Rio, Ricardo Cortez, Jolson, Kay Francis, Guy Kibbee, Hugh Herbert, Ruth Donnelly, Dick Powell furnish names, the Warner tunesters contribute some hits, and "Wonder Bar" emerges as a natural for extended playing time. The mirror scene is a knock-out. It is the peak Warner musical of all time. It performs a dual purpose, in that it restores Jolson into the big dough-show anywhere, anytime.

J. E.
Suggest Federal Restriction on Features to Aid Inde Producers

Main Stem Situation Grows Tougher As Slough Pictures Increase—Feel Governmental Check Would Help Trade Generally

Let the government regulate the number of pictures to be produced in the same manner as the government is now keeping check on production of crops, etc.—that is the idea that is gaining a lot of attention in the industry.

Additional pressure on independent distributors and producers in many spots, including New York City, has led observers to believe that some relief must be forthcoming or else the indies, bulwark of the inde exhibit strength, will be unable to survive. That is the impression circulating in high film areas at this time.

There, the observers point to the fact that sloughing of major product because of long runs in other houses and quick release of pictures has deprived indies of two consistent outlets, the Mayfair and the Rialto. Both these houses seem to be turning toward major pictures, whereas in the past they have been playing inde pictures to fair returns.

Even the Roxy, which had picture trouble of its own not many months ago, is now turning pictures away, while the Rialto is also getting major attention. The same situation can be duplicated in double and single feature spots, with the condition similar in neighborhoods, where exhibitors find themselves tied up with commitments, unable to give indies a break.

That the independents are turning out a better brand of pictures is denied by no one, but their improvement depends upon the returns and encouragement from all branches of the business.

While it was felt that growth of doubles would help the indies, this has not turned out to be the final solution. While doubles help the inde market, the impression grows that majors are going to carry exhibitors at reduced rates.

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Legit Season Longer

Because of the phenomenal success of the pit and two for one system at the Broad and Erlanger, it is expected that the legitimate theatre season at those two houses will extend past the usual closing time here.

The house gets its revenue from regular admissions, two for ones and service tax on passes, redeemable at the discretion of the management.

Houses have been turning in a good profit and rotating stock shows are used.

Production Contact

Big Convention Point

Exhibs at M. P. T. O. A. Meeting Will See Actual Shooting

Exhibitors attending the M. P. T. O. A. convention at Los Angeles, April 10-12, will have a chance to see productions in work, exchange ideas with studio folk and get first-hand information on the studios.

This will be one of the highlights of the 14th annual convention of that body.

The Ambassador Hotel is the official convention place, with a local committee headed by Ben Berenstein taking charge of arrangements.

A program of business sessions, trips through the studios, etc., is being arranged.

All problems of the industry will be discussed, with a program now being arranged to include all such matters.

Special trains from all parts of the country will carry exhibitors at reduced rates.

Who Wants the Censors?

Another popular belief has been blown to bits.

When trade folk tried to find a reason to justify the existence of the Pennsylvania State Board of Censors, some used to whisper: "Well, perhaps the church folk like the idea."

Well, apparently, the church folk, or a lot of them, at any rate, DON'T LIKE THE PRESENT SYSTEM OF STATE CENSORSHIP.

The Methodist don't.

In a report of the social service commission of the Philadelphia Annual Conference, Methodist Episcopal Church, the following is especially important.

Terminating the motion picture industry "one of the most potent social influences" in shaping the morals of modern society, the commission asked that censorship be exercised before or during production of each film, instead of afterward. "THE PRESENT METHOD OF DELETING CERTAIN OBJECTIONABLE FEATURES AFTER THE FILM IS MADE," it is pointed out, "OFTEN RESULTS IN EMPHASIZING THE VERY THINGS WHICH SHOULD NOT HAVE BEEN IN THE PICTURE."

Well, that disposes of the popular belief that the Methodists were strong for the present form of censorship, if the report of the Philadelphia commission is any indication.

Who wants the censor board, then?

Intelligent Pennsylvanians don't. Film folk don't. The churchmen indicated above don't. Leading liberal newspapers don't. A large part of the populace, if popular opinion is credited, doesn't.

The reason for the Pennsylvania State Board of Censors is still a mystery.

The washroom incident started the popularity of Huey Long on the decline. No question but that the episode hurt his standing in the national eye a great deal.

And who can tell but that the tiny word "MAGNESIA" may do the same for the Pennsylvania State Board of Censors.

It would be funny if the eventual abolition of the board could be traced to the contents of a bottle.

Film Daily Book Out

The 1934 "Film Daily Year Book," reference work of the industry, was issued this week.

It contains 1056 pages and includes everything everybody wants to know about the industry, from the reference angle.

M. P. T. O. Intends to Protect Members' Rights

Hint Suit in Connection with Western Electric Equipment

The local M. P. T. O., in line with the efforts of exhibitor organizations throughout the country, intends to find out, through the courts, what chance it has to recover allegedly excess charges from Western Electric.

The suit, when filed, will seek to declare contracts signed by Western Electric users void, and have the alleged excess charges returned.

Power of attorney is now being secured by George Phineas Aarons, counsel for the organization.

The suit will be similar to those filed in other parts of the country.

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Gaumont British Picture Corporation of America

Announces the appointment of SAM ROSEN as Special Representative in the Philadelphia Territory

Now Available for Immediate Booking:

"THE GHOUl" ★ Starring Boris Karloff
"LOVE IN MOROCCO" ★ Starring and Directed by Rex Ingram
"WALTZ TIME" ★ Starring Evelyn Laye and Johann Strauss' Waltzes
"THE GHOST TRAIN" ★ Starring Jack Hulbert
"ORDERS IS ORDERS" ★ Starring Jimmie Gleason and Charlotte Greenwood
"DICK TURPIN" ★ Starring Victor McLaglen

With Headquarters at...
1321 Vine Street, Philadelphia
Telephone: RITtenhouse 4595

Gaumont British Picture Corporation of America
Main Offices: 226 W. 42nd Street, New York
CODE

10,000 Mark Likely
In Code Assents

It is likely that the 10,000 mark will be passed in code assents. Final returns were in by March 10, the last day for signing by the industry.

Majors Fight
10% Cancellation

Legal suit loomed on the decision of distribution companies to fight the ruling that the 10% cancellation clause applies to contracts signed before December 7 as well as after. A meeting was held. A court case looms.

Allied Heads
File Consumer Brief

Allied chieftains filed a brief before the NRA section which heard complaints of the code's effects on small enterprises.

Industry Report
Shows Business Pickup

Appearing at Washington, John C. Flinn, for the Code Authority, released statistics to show that things were picking up in the industry, that more people were at work, that more salaries were being paid. Trade leaders looked forward to a further cut in hours of employees in line with the edict of General Hugh Johnson.

Rosenblatt Has
Until April 7

Sol A. Rosenblatt, industry code administrator, has until April to make public his report on industry salaries and trade practices, NRA has given okay to the extension.

PRODUCTION

Federation Applies
$10 Reel Dues Charge

The Federation of the Motion Picture Industry, Harry H. Thomas, president, is assessing members $10 per negative reel to raise an annual budget of $50,000. A small charge is being made for a positive reel. The organization views with interest the spread of double features.

Star System Check
Asked by AMPA Group

A check on the star system of reviewing has been asked by the AMPA, trade advertising and publicity group. Body feels that current method of reviewing pictures is unfair and doesn't give idea of merit of shows.

Salaries to Execs
Causes No Stir

Salaries paid to motion picture heads, as revealed by the report of the Federal Trade Commission, caused no commotion in industry ranks. The trade, generally, has had an idea of what the chieftains were making, and while the exposé may have been exciting to outsiders, tradesters took it calmly.

Rembusch Suit
Dismissed by Court

Another of those suits came to an end when the Frank J. Rembusch conspiracy and monopoly action against producers and the Hays body was dismissed on motion by counsel for defendants. Hearings lasted three weeks, cost both sides plenty.

Voting on Coast
Reveals New Honors

The annual Academy awards on the coast will be picked from the following:

Best performance, actress: Katherine Hepburn, "Morning Glory;" Mary Robson, "Lady for a Day;" Diana Wynward, "Cavalcade;" Actor: Leslie Howard, "Berkeley Square;" Charlie Laughton, "Henry the 8th;" Paul Muni, "I Am a Fugitive." Best direction: Frank Capra, "Lady for a Day;" George Cukor, "Little Women;" Frank Lloyd, "Calvacade;" Best production, "Farwell to Arms;" "Calvace;" "42nd Street;" "I Am a Fugitive;" "Lady for a Day;" "Little Women," "She Done Him Wrong;" "Smiling Thru," "State Fair," "Henry the 8th." Votes on original stories, best adaptations, best cinematography, art direction, sound, etc., will be announced as well March 16.

Radio Getting
Movie Minded

Radio accounts are getting movie minded. Regardless of what anyone may say about free shows, commercials are using more and more movie stuff, finding audiences eager to listen, copy more interesting to create. During the past few months, use of studio co-operation has increased many times, with more in sight.

Columbia Producers
Plays: Others, Too

Now Columbia joins the list of producers backing plays. Paramount has long been active, as part producer, or financially interested. Even Western Electric, through subsidiaries, has had a part in financing. Metro, RKO, while not actively interested, are just as busy buying stage hits for production.

EXHIBITION

Mrs. Belmont Wants
Some Film Reforms

Mrs. August Belmont, society leader, is now president of the Motion Picture Research Council. She will work with Dr. A. Lawrence Lowell to eliminate block booking and promote the use of pictures for cultural and educational work.

DISTRIBUTION

Merger Mart
Still Active

The boys are still at it. Merger between RKO and Fox is kept hot even though report has had no effect on the morale of the company and has never been denied or substantiated by anyone. Industry opinion generally frowns on mergers unless such a move would benefit the business, not apparent in the above mentioned case.

Poster Rental
Companies Fight Back

Poster rental companies, which have been checked by major distributors who refuse to sell them accessories for leasing purposes to exhibitors, have gone to bat and are now making up their own block paper. These original contributions will be in two colors, will be very attractive. With exhibitors' support, poster rental companies feel they can force a change of mind on part of majors.
QUEEN by right of her blazing genius!...

Today she reigns over Stardom! ... Again the amazing Hepburn ... superb in a role completely and daringly different!

... as the fighting, thieving, loving spitfire of the hills! A wildcat girl who stole men's hearts and prayed for their souls! Only Hepburn would dare such a role.
Monogram to 20

W. Ray Johnston, president, Monogram Pictures, believes that by limiting the Monogram schedule to 20 carefully produced features he will materially assist the Motion Picture Federation and its allied distributor and exhibitor members in their dual booking policy. Johnston said: "As one of the associate companies in the Motion Picture Federation, Monogram is naturally interested in doing everything it can to aid the two feature program policy adopted by the Federation. "

"By producing fewer pictures we are able to inject greater values into these pictures and make them ideal companions for any program. While our original plans were to produce 36 pictures a year, we feel that in concentrating upon a smaller number we can get greater values and inject more production quality into each release."

Handling Reins Alone

WHEN ARTHUR TRACY came to town, Sid Stanley and his assistant Jack Rose, at Fay's, got up a parade, tied up with WIP and Gimbel's and the town was "Street Singer" conscious. . . . The 40th Street and Market house has been going in for names, and with some good indie pictures as well as some majors, has been making a nice go of it.

WHEN AL JOLSON came to town for the opening of "Wonder Bar," bands turned out, so did thousands of people, and theatre was jammed. . . . Jolson and Leonard Schlesinger were hosts at a dinner for the press at the Warwick Hotel. Harry Gribbon was present in the local dailies with Al Jolson and no one could tell who was most impressive, he or Jolson. . . . Harry M. Warner was in town for the premiere of "Second Player" and he held a hand for the turnout, because the house packed them in to the sidewalks. . . . Needless to say, Lenny proved an excellent host and Jolson was sure sold on S-W hospitality in this territory.

PALACE, LANSFORD, had a fire. . . . The rebuilt theatre was pretty well wrecked by the flames. . . . Penn, South Philly, has early morning shows.


TEN YEARS AGO . . . Jack Greensberg became secretary of the Film Board. . . . He succeeded B. S. Willis. . . . George Meeser was appointed general manager for the Shauger houses. . . . Bill Crozier was managing the Savoy, AC. . . . Jake Fox returned from a vacation in Bermuda. . . . "Covered Wagon" ran a year at the Criterion, New York City.

"Hunch Back of Notre Dame" was doing a fine business. . . . Iz Perlin was managing the Ritz, Hunting Park Avenue.

NINETEEN YEARS AGO. . . . Charles E. Ochsleager was getting up plans for alterations to his theatre at Point Breeze Avenue and Fourteenth Street. Operators' Union, Local 307, was planning a movie ball. . . . Tioga Theatre opened to public, seating 1,700 persons, under the management of Mark Wilson. . . . Belmont Amusement Company, operating Belmont Theatre, 52nd above Market, obtained injunction from Judge Patterson in Common Pleas Court, No. 1, restraining Locust Theatre, 52nd at Locust Street, from showing "Samson," claiming violation of contract. . . . Fairmount Feature Film Company, headed by George Ben- nethum, took new quarters on the first floor of 1304 Vine Street. . . . Samuel Levick bought from Harry Pierns the movie theatre at 2007-11 North Fifth Street.

Double Increase

Double features are increasing in the territory.

It is estimated that the number of houses using doubles is heading toward the 75 mark. This does not include houses using two features on a Saturday matinee program.

Many houses use doubles one, two, three and even four changes a week.

In the city, itself, doubles are growing.

Exhibitors Should Tell Which Names Are Poison

Exhibitor claims that certain names are poison at the box office can only mean anything when they reach ears of the producers. For that reason, his publication is asking exhibs to write to it, telling which names don't mean anything on the marquee, and which, when revealed to the public, means plenty of stayaways.

Please fill out the accompanying blank. All replies will be kept confidential. Returns will be sent to the producers. Perhaps the results will mean less names that are labeled "poison" to the box office.

I THINK THE FOLLOWING NAMES ARE "POISON" AT THE BOX OFFICE. THE PICTURES I PLAY AT MY THEATRE WOULD MEAN MORE WITHOUT THEM IN IT.

(Write names here) .......................................................... ..........................................................

Exhibitor.......................................................... City..........................................................
WASHINGTON GOLD (22-Karat) DINNER SET

Of a Quality and Perfection Fit to Grace the Table of the White House

A Square Design . . . Service of Eight . . . Platter, Vegetable Dish, Casserole, Creamer and Sugar, Cups, Plates, Saucers, Soups, Desserts and Bread and Butter Plates.

PRICE 10½¢ NO INCREASES SAMPLES ON REQUEST

Platinum-Edged Silhouette Dinnerware Set

Black Colonial Design . . . Sold Only in the Largest Department Stores . . . Must be Seen to be Appreciated.

SERVICE OF EIGHT 53 PIECES PRICE 10¢

Cherry Blossom Glass Dinnerware Set

Will Please and Satisfy the Most Critical Lady of the House . . . See it at the Viola Theatre, Philadelphia . . . Capacity Business and Still Building.

SERVICE OF FOUR ALL FLASH PRICE 6½¢

FOR FURTHER INFORMATION MAIL THIS COUPON TO

STREIMER AD SERVICE

DIRECT FACTORY REPRESENTATIVES

352 West 44th St., New York City Phone—LAckawanna 4-5045

NAME ___________________________ THEATRE ___________________________

ADDRESS ___________________________ CITY ___________________________

WASHINGTON GOLD BANDED DINNERWARE

SILHOUETTE PLATINUM LINED DINNERWARE

CHERRY BLOSSOM GLASS DINNERWARE

MARINE GOLD (22k.) BLUE SPRAY DINNERWARE

Check Item (X)

REPEAL OR BEVERAGE SET

TWO TONED GLASSWARE

JADITE KITCHENWARE

CRYSTAL GLASSWARE

This ad is from a magazine or catalog page from 1934, advertising various dinnerware sets, including Washington Gold, Platinum-Edged Silhouette, Cherry Blossom Glass, and more. It also provides information for ordering and a coupon for further details.
REPORTS emanating from Forest City indicate quite conclusively that Roxyl must begin a 2-week tour with his famous gag for Paramount. . . . His nephew, native of Forest City, Zack Freedman, will act as his assistant. . . . Mt. Carmel has gone in for double featuring. . . . Bobby Rollins gave a good account of himself at the Keystone, Williamsport. . . .

Three day vaudeville policy at the Capitol Theatre, Hazleton, revealed a stage hungry patronage.

LOLLY HAUSE, manager, Capital Theatre, Bloomsburg, is planning a gala celebration for the sixth anniversary. . . . Ed Wynn at the Temple Theatre, Scranton, enjoyed an appreciative audience. . . . Tom Pawley, manager, Sayre, Sayre, has arranged a benefit show for the nurses’ periodical at the local hospital. . . . Mitchell Comery, recent manager, Kingston Theatre, Kingston, has been transferred from Mt. Vernon, O., to Bellefontaine.

JERRY CADORET, Comerford executive, enjoyed a sort of a family reunion, when his cousins Billy Melrose and Marie Mears appeared on the vaudeville bill at the Capitol Theatre, Scranton. . . . Ushers dressed in special tropical uniforms, with armbands bearing the title “Mandlay” did much to exploit the picture for Joe Elicker, Riviera, Scranton. . . . Floss Roberts, wife of Comerford’s chief booker, has sojourned at Miami Beach, Florida.

JIM CLARK HOST AT
Big Industry Clambake
Trade Being Asked to Set Date for Fete

James Clark, guiding executive of Horlacher Delivery Service, may be host at a giant industry clambake to be held in the future.

All that is necessary to clinch the deal is the setting of details.

The committee which will shortly be appointed to handle the affair would like to hear from exhibitors regarding suggestions as to the time and place.

Fill out the following coupon, and send it immediately to THE EXHIBITOR, 219 North Broad Street, and it will be turned over to the Horlacher chieftain.

NAME............................................
ADDRESS........................................
I THINK WE OUGHT TO HAVE THE CLAMBAKE (date)..................
at (place)........................................
ANY SUGGESTIONS..........................

THE EXHIBITOR

THE LINEUP” HAS MELODRAMA

William Gargan, Marian Nixon and others are seen in the Columbia show, “The Lineup.”
COLUMBIA PICTURES presents

COLLEEN MOORE in
Social Register

with

CHARLES WINNINGER • PAULINE FREDERICK
ALEXANDER KIRKLAND • ROBERT BENCHLEY
ROSS ALEXANDER • MARGARET LIVINGSTON

Supervised and Directed by
MARSHALL NEILAN

Associate Producers:
William C. De Mille

From the play by
John Emerson
and Anita Loos

Special musical compositions by
Posters Rental Units
To Make Their Own Paper

National-Kline Moves as Protection for Exhibs

Poster rental units are going to the bat for exhibitors.

Unable to secure paper from various companies because of checks recently put into effect, National Kline Poster Company, with other similar units, is going to print, at request of exhibitors, one-sheets, three-sheets, etc., on all releases of Fox, Paramount, RKO, Universal and any other organizations which have failed to co-operate with the poster outfits.

Posters will be in two colors of type letters, attractively laid out. They will be mounted and leased.

Co-operation of exhibitors is asked in order that a prospective monopoly which may result in sky-high prices be broken up, a statement from National Kline says.

A plea has been sent to all theatres asking for complete co-operation.

LETTERS TO THE EDITOR

Praises Censors

Gentlemen:

Your “6-Point Review” are indeed interesting and helpful to me. They contain more meat for the exhibitor than anything that has thus far been done in helping the exhibitor place his pictures. It is a great step forward for your publication and a distinctive feature in your hat.

However, there are two articles in the March 1 issue that are disappointing. In the article “Magnesia: A Horrid Word for the Censors,” you ridicule the efforts of your Censors to make pictures fit and clean to look at and listen to. In the editorial column you betray the fact that you are placing too much weight on the dollars that are being taken from the exhibitors, and that in the future you are going to do “clean up the movies.”

I have perused the “Magnesia” article and must state that I am not aware of a single article that is not fit and uniti to be shown and spoken in public. The half-wit who wrote this article (if he has any) to write that article must be fit by all decent-minded people. Every single word that is in the pictures are reviewed in that list, and all the things are shown under the name of decency that such a fool could not understand. I’ll wager he never owned a theatre; and if he did, he never took any interest in anything but the receipts at the box office.

Before I read this article about “Magnesia: A Horrid Word for the Censors,” I did not fully realize what a real necessity the Censor Board is. They are truly keeping the industry from consuming itself! They are directly responsible for keeping the exhibitor place his pictures. It is a great step forward for the decency of our pictures. They are the best people in the community to attend the theatre because they do not want to be by themselves. They are truly the decent class, they do not want to be by themselves. They are truly the decent class, they do not want to be by themselves.

JOE DE FIORE Park manager, tells me business is picking up, a. Ben Schindler, manager, Avenue, put on the Carnera-Loughran fight pictures. . . George Jones had song hits from “The Cat and the Fiddle” playing at the Parkway, broadcasted from WDEL. . . Lee Black was rigging up a lot of stuff for Manday. . . Edmund Davenney, assistant, owns a fine collection of pipes, brought down an opium pipe. . . And you would have thought there’d been a real kidnapping when “Miss Fans Baby is Stolen” came to the Opera House when “Morty” Levine turned loose his barrage. . . “Morty” had a baby coach in the lobby, a “traffic cop” out asking everybody if they’ve seen Miss Fans Baby and some 5,000 blank tables with screaming headlines. . . Jack Flynn dropped in on the boys to see how everything was going along.

EIGHTY-SECOND ANNIVERSARY concert of the Ringgold Band, one of the oldest musical organizations in America, took place in the Capitol Theatre, March 11. . . When “David Harum” shows in the near future in Reading, readers of the book will be astonished to notice the liberties taken with the story, liberties which improve the tale.

READING city officials, having turned a deaf ear to the great majority of tax assessment appeals, are defending some 400 odd appeals in court this month. . . No decisions will be handed down until all cases, including various theatres, are heard. . . Wilmer & Vincent have asked that the Capitol, $300,000 assessment, be scaled down to the $150,000 or $160,000, which two experts gave as the actual value of this house, now closed. . . Loew’s Colonial, assessed at $279,050, and operating, was valued by appraisers at $232,000 to $235,000. . . City’s experts said actual value of this house is $300,000 to $450,000.

READING PICTURE THEATRE managers were guests at a dinner given Frank Perrotto, Reading, in honor of 15 years’ faithful service as service engineer for film houses in this district. . . Gold medal was presented Perrotto by Reginald Meeker, division superintendent of Electric Research Products Co., which was represented also at the dinner by Elmer Z. Wilsche, district supervisor. . . An address extolling Perrotto for his ability and meritorious service was made by Meeker.

THE EXHIBITOR

Patman Bill Up

Hearings on the Patman Bill, which will allow for cataloging of films, a nine member picture commission, with many prohibitions on film, will begin in Washington, March 19.

The bill is being taken seriously by the industry.

50,000,000 Radio Fans are waiting for this film!
**Hypnotize**

Your Box Offices into the big money with this sensational sure-fire attraction . . A proven dough show . . Now available for the first time

**Free! • Free! • Free!**

**ALREADY BOOKED BY**

The Entire Atlantic Theatres Circuit

and

Many Other Leading Theatres in the Territory

Available Now for Immediate Dating!

**ENDORSED BY**

Thousands of Theatres, Schools, Organizations, etc.

Special Trailers
Big Exploitation
Tremendous Publicity
Radio Hook-ups

An Attraction Which Never Played Any Theatre for Less Than $50 Daily

A Performance of Hypnotism from 45 Minutes to 2 Hours in Length

**PROFESSOR GERALD M. P. FITZGIBBON**

Eminent Hypnotist :: Author :: Entertainer

For Further Information: Write—Phone—Wire

**S P E E - D E E - K L E E N**

Room 608 . . Keystone Building
S. E. Corner Broad and Vine Streets, Philadelphia

**FREE! FREE! FREE! FREE! FREE! FREE! FREE! FREE!**
EXHIBITORS ENTHUSE OVER TRADE SHOWS

No question that the Warner trade show idea caught the fancy of exhibitors everywhere and meant a lot to the company as well. Showing the pictures the way they did indicates that Warners have a lot of confidence in their product, and this spirit is passed along to showmen. United Artists, too, deserves a lot of credit for trade showing practically every picture. Confidence of company means confidence of trade in general. Some companies, who don’t subscribe to the Warner-UA idea, ought to catch on and sell that all-confident idea to exhibitors and the trade. It will pay them.

CHECK ON MICKEY MOUSE

Someone ought to hand Walt Disney a palm for intelligence. Word has gone out that the Disney studio frowns on all-Disney bills, in that the shows might take the edge off the single releases. In a business where cycles are always damned and copies of hits are prevalent, such an intelligence is almost overwhelming.

SALARY REVELATION NO THRILL

The trade refused to get excited about the revelations of the Federal Trade Commission concerning salaries of movie executives. Most of the information had been known before. The impression seems to be that the movie chieflains are not overpaid, as compared to other industries, and if a guy delivers, he is worth the dough. If he doesn’t deliver, however, that’s another story.

PARAMOUNT HAS SOMETHING IN FRANCES DRAKE

Out of the crop of younger lights that Paramount is developing, Frances Drake stands out like a light. In “Bolero” she makes an outstanding impression, and seems to have something that will help the box office after a few more pictures. Evelyn Venable, another of the younger stars, seems to be improving, but when it comes to box office appeal, Drake looks to be the strongest of the lot.

BETTER FEATURES ARE ON WAY

No one can deny that the pictures are generally getting better. The trouble is that so many of them are so good that they suffer from comparison. If anything, star shows don’t seem to have the box office prowess that they used to. Of course, they are better bets than the average run of good films, but the gradual improvement in all departments has pushed up the quality of all pictures quite a bit.

COUNTRY IN GENERAL DUBIOUS ON BOARDS

It will take a lot of good work by local boards in some sectors to overcome the handicaps under which the groups will begin to work. Word has been spread around that the antics of distributor-producer representatives on the appointing committee have been such as to sour exhibitors in the know regarding anything connected with the code. In San Francisco and Omaha there has been almost open revolt against the boards appointed and there have been rumblings of discontent in other spots. Generally, there is not so much squawk against the makeup of the boards as there is against the tactics used in appointing them.

EXHIBITORS GETTING EQUIPMENT MINDED

Equipment manufacturers and servicing units expect a big upturn in the spring. With sound machines having reached the point where they have been pretty well worked to death, with projection equipment in many instances nearly falling apart and with many houses having dodged repairs and decoration for the past few years, the accessory division of the business expects to benefit. Exhibitors who find the going tough are sold on the idea of better business following a general sprucing up. So the spring should be a boom to these companies.

LOW PRICED COOLING UNITS WANTED

If cooling and ventilating units come down to reasonable figures, more houses will install them during the spring. Last year, a lot of theatres who usually took it on the chin found out that a good ventilating and cooling apparatus was a godsend and helped business no end.

HOBART MANN.
with this great ad campaign by Steig, world-famous caricaturist. It takes the lines off your face and puts 'em in front of your box-office!

**NEW YORK**—Packed Rivoli at opening yesterday despite zero weather and record snowstorm!

**BOSTON**—Doubles gross of previous week!

**WASHINGTON**—Beats previous week 30% despite blizzard!

**BALTIMORE**—“Heavy attendance ups sugary gross” reports Variety!

**AKRON**—Biggest week since house re-opened last summer!

**BINGHAMTON**—Smashes all records! Audiences wild with enthusiasm!
THE FOUR YORK THEATRES have arranged a tieup with the local railways company, whereby for two weeks, beginning March 23, company will take home all the patrons to the evening shows at the four theatres. ... Patrons at the theatres after six o’clock will be given coupons good for one ride that night from the center of the city to the end of the street car line. ... In addition on the inside of the car will be a placard “Ride This Car to Your Favorite Movie,” and giving the current attractions at the four houses.

WITH FOX PICTURES not being shown in Warner houses in York, Auditorium, Dallas, about eight miles from the city, is going into the local papers every time they show one. ... Sidney Poppay at the Rialto reported the biggest kiddie business during his reign as manager there, March 3, when he played the first chapter of a new Western serial. ... He went into the schools with 2,000 special heralds and drew in the neighborhood of 1,500 kids into the theatre that day.

“Gambling Lady” Possesses Barbara Stanwyck

Joel McCrea, Pat O’Brien and others are in support of the star in the Warner picture.

### Celebs Attending

A score of notable figures have been invited to attend the 14th annual convention of the Motion Picture Theatre Owners of America in Hollywood, April 10-11-12.

Among those who have been asked to attend are General Hugh S. Johnson, Sol A. Rosenblatt, Senator William G. McAdoo, Senator Hiram Johnson, Mayor Rossi of San Francisco, Frank Walker and Postmaster General James A. Farley. Will Rogers has been asked to preside as toastmaster at the convention banquet.

**Booking Theatres Everywhere**

EDWARD SHERMAN
VAUDEVILLE AGENCY
Real Estate Trust Bldg.
PHILADELPHIA
Pensypacker 7595
MAYFAIR THEATRE BLDG., NEW YORK
BR. 9-1905

CREATING .......

an atmosphere of richness

Lobby appearance is a very important part of theatre showmanship. TYL-A-MATS dress up your lobby, creating an atmosphere of luxuriousness, of comfort ... your patrons feel that you have their interest at heart when first impressions are made by TYL-A-MAT lobby installation.

TYL=A=MATS

O. W. JACKSON CO., Inc.
225 W. 34th St. New York, N. Y.

ON MY WAY TO NEW YORK AND THE PICCADILLY

... best hotel I know!
Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable.
Like the Manager, like the rates—$2.50 single, $3.50 double, for a room with bath!

THE HOTEL - PICCADILLY

45th St. - W. of Broadway - New York
WILLIAM MADLUNG, Mgr.
Ernest Truex heads a laugh cast in the Educational-Fox release.

Wilmington Theatremen
Band To Kill Booth Bill

Would Have Made Current Provisions Mandatory

Wilmington theatre men, independents and chain managers, lined up together and have succeeded in having tabled an ordinance which, if passed, would have required all theatres and public places exhibiting motion pictures to employ one operator for each projection machine and would have stipulated that not less than two operators be on duty in the projection booth at all times.

Ordnance, introduced in behalf of the Motion Picture Machine Operators’ Union, Local No. 473, was sprung so quietly that it took most of the theatre men by surprise. Fight of the union has been going on against the New Rialto Theatre openly for some time and until now the other theatres have taken the attitude that it was none of their affairs. Therefore it was introduced, given its first and second readings, before all of the theatre men got wise to the plight they would be in if required by law to comply with union requirements.

Lyle Trenchard, district manager, Warners, all of the Warner managers and all of the independents flocked to the council chambers to oppose the measure. Albert B. Williams, recording secretary, a Warner operator, and Philip Jones, president, local, were on hand. A committee meeting behind closed doors with the managers and the union men was called. The attitude of the Warner and independent managers were that they had no objection to the safety features stipulated in the ordinance but that they did not want to be tied down by law. Upon questioning the union men, it was discovered that the measure was really aimed at theatres that had no such agreement with the union. A. J. Belair, manager, New Rialto, was cited as manager who had failed to comply with the terms, so he was asked if he would do so. Belair, it is reported, readily agreed to comply with the same requirements that the other theatre men were meeting, but said he wouldn’t promise to put union men on the job.

With this turn of affairs, it was announced publicly that it was decided to table the measure.

Mead Goes Fishing

George Mead, general manager, Standard Ticket Register, is going fishing on the 100-acre island of Claude Parker, former Buffalo exhibitor and owner of the Chesapeake Bay possession. Mead sails for Europe later.

“Together Again” Ahead

Maury Cohen, producer, Invincible Pictures, has added James T. Mack, Rosita Marstini, Tom Ricketts, Clarence Geldert and Lloyd Ingraham to the cast of “Together Again,” which he is producing at the Mack Sennett studios with Frank Strayer directing.

“Wonder Bar” Is a Warner Extravaganza

Al Jolson, Ricardo Cortez, Dolores Del Rio, Guy Kibbee and many others may be seen in “Wonder Bar.”

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DRIFTS of winter that won't go with the rains of spring!

Obesity flourishes during the long winter months. Rich, warming foods and lack of green vegetables and exercise bring it accompanied by that "stuffy" feeling when we're so susceptible to colds. In this run-down condition we're prey to every germ.

You owe it to yourself and to your job to keep fit. A few minutes each day of relaxation and moderate exercise under the skilled hands of our Attendants will be the best Health Insurance you can buy.

Take a Tip - - - Take a Trip to - - - YOUNG'S HEALTH INSTITUTE

219 North Broad Street, Philadelphia

COLONIC IRRIGATION By Registered Male Nurses
Gaumont British Distributes Some Names

Scenes from "The Ghoul," with Boris Karloff; "Orders is Orders," with Jimmy Gleason and Charlotte Greenwood, and "Love in Morocco" directed by and starring Rex Ingram are seen here. Sam Rosen is the local special representative.

Heard In

UP - STATE Stores Helping Window Displays

A NOBLE WORK for humanity was done by Manager Harry Lambert, Colonial, Harrisburg, when he compiled data on the best methods of holding a girl. . . . He had offered free movie tickets to "Hold That Girl," which ran three days at his theatre, to the man sending him a letter that described the best method for holding a girl. . . . Charles Eisinger, doorman, Victoria, Harrisburg, and Ralph A. Sheets, Enola, have the reddest faces in town. . . . Sporting sun-tans, acquired while in Miami. . . . Harrisburg theatre managers are getting plenty of co-operation from merchants who seem to like the window display ideas offered by the ambitious movie men. . . . Clever exhibit on "The World Changes" appeared in a large show window of a Market Square furniture store for a week before the picture opened at the Colonial.


TWENTIETH ANNUAL firemen's memorial services for volunteer firemen of Lewistown and neighboring communities were held Sunday afternoon at the Rialto Theatre, Lewistown. . . . M. E. Comerford, president, Comerford Theatres, Inc. and owner, Ritz Theatre, Danville, visited manager George A. Nevin, Ritz Theatre, March 8. . . . He was accompanied by Ned Kornblithe . . . Comerford said he was on his way to his Scranton home from Washington. . . . Kornblithe and Manager Nevin met for the first time in six years.

THAT THE "PERSONAL APPEARANCE" appeal is not losing its grip among motion picture patrons was demonstrated when little Ann Little, more popularly known as Betty Boop, of the famous Max Fleischer cartoons, appeared on the stage at the Colonial Theatre, Harrisburg, on March 8. . . . In person at the Rialto Theatre, Lewistown, Host Gibson, western movie star, and June Gale, screen and stage actress, appeared. . . . Full houses greeted Ed Wynn and his company of sixty-five singers, dancers, comedians and specialty stars at the Hershey Theatre, Hershey.

Majestic Opening Hinted

Rumors that the closed Majestic, Harrisburg, is to open in the near future as a movie house which C. Floyd Hopkins, Wilmer and Vincent manager, Harrisburg district, has failed to verify, were strengthened recently.

Claudette Colbert and Clark Gable may be seen in the Columbia show.
Celebrate His Week

Andy Smith
Warner division sales manager, whose week will be celebrated April 8-14. During “Andy Smith Week” exhibitors will be able to date in such shows as “Wonder Bar,” “As the Earth Turns,” “Registered Nurse,” “Harold Teen,” “Journal of a Crime,” “Gambling Lady,” “I’ve Got Your Number,” “Jimmy, the Gent,” among many others. That exhibs will help make it a real big affair is certain.

MID-JERSEY


BECAUSE a few children have been falling asleep in Camden theatres and have been locked in, it is urged that all exhibitors inspect their houses before closing up for the night. . . . Camden has had a few instances.

TRENTON

CHARLIE SWEET, Stacy manager, and Mrs. Sweet are enjoying a cruise to Nassau, Havana and Miami. . . . John Bodley is making a rousing success of his Kiddie Club at the Gayety. . . . Another box office stunt promoted by Bodley is a movie contest with patrons voting for members of the cast in the contest in the Wednesday, Thursday stage shows by local talent. . . . Frank Henry has acquired the Bishop Estate stock in the Ridio, Princess, Greenwood, Bijou and Victory houses.
“Palooka” Has the Great Schnozzola

Jimmy Durante, Lupe Velez, Robert Armstrong, Stuart Erwin are current in the UA-Reliance release.

ATLANTIC CITY

Apollo Opening

Big News

OPENING OF NEW APOLLO under management of George F. Wielland and P. Mortimer Lewis big event. ... SRO sign set out for 7 and 9 o’clock shows March 10. ... No heavy ceremonials, but a trailer was screened out by William Braun, Braun Electrical Co., the booth and vice versa. ... Plan was worked and 45 ft. proscenium arch, makes any kind of big event. ... SRO sign set out by William Braun, Braun Electrical Co., the booth and vice versa. ... Plan was worked and 45 ft. proscenium arch, makes any kind of big event. ... SRO sign set out by William Braun, Braun Electrical Co., the booth and vice versa. ... Plan was worked and 45 ft. proscenium arch, makes any kind of big event. ... SRO sign set out by William Braun, Braun Electrical Co., the booth and vice versa. ... Plan was worked and 45 ft. proscenium arch, makes any kind of big event. ... SRO sign set out by William Braun, Braun Electrical Co., the booth and vice versa. ... Plan was worked and 45 ft. proscenium arch, makes any kind of big event. ... SRO sign set out by William Braun, Braun Electrical Co., the booth and vice versa. ... Plan was worked and 45 ft. proscenium arch, makes any kind of big event. ... SRO sign set out by William Braun, Braun Electrical Co., the booth and vice versa. ...

THE BRITISH CONTRIBUTE A SPECTACLE

“The British contribute a spectacle. ...”

EXHIBITOR

May 15, 1934

33

TICKET REGISTER

TICKET MACHINE BARGAINS

ALL MAKES ELECTRICALLY OPERATED ... REBUILT ... GOOD AS NEW ... MECHANICALLY PERFECT ... GUARANTEED.

Write for Prices!

Write Immediately for Our Latest Introductory Offer.

STANDARD TICKET REGISTER CORP.

WRITE FOR PRICES!

FOR THE

OFFICIAL LETTER SERVICE TO THE

MOVIE INDUSTRY

ACCURATE LIST OF THEATRE

AND EXECUTIVES

WRITE FOR PRICES!

W. Z. PORTER

Advertising and Letter Service

1208 Vine Street

BELL TELEPHONE: RITTENHOUSE 7195

STANDARD TICKET REGISTER CORP.


WRITE FOR PRICES!

FOR THE

OFFICIAL LETTER SERVICE TO THE

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STANDARD TICKET REGISTER CORP.


WRITE FOR PRICES!
FRED HERMANN, Capitol, devoted most of his energies during the past two weeks to the promotion of the Ed Wynn show at Irem Temple. . . . Fire in the old G. A. R. building, which houses the Family Theatre, drove out 150 patrons last week. . . . Blaze, which started in a partition, was discovered by Clarence Deitrich, janitor, who notified William Piatt and Aston Sutcliffe, motion picture machine operators. . . . Al Cox, with an eye to news, billed pictures of the Dillinger escape from that Indiana prison during the week. . . . Local W.

C. T. U. during the week adopted resolutions, calling upon Congress to place the movies under U. S. control. . . . Popeye is giving Mickey Mouse plenty of competition in these parts. . . . So popular is the famous pen and ink comic that he is running in two houses, Capitol and the Irving, the same week.

JOHN GALVIN, Penn, was host to a dozen transients during the week after they entertained over WBRE. . . . Fred Hermann has

It's unusual to catch three of the four York theatre managers together in the morning. In fact so unusual when one of the boys at the Capitol saw it, he got out his camera and snapped the above. Left to right they are Harry Travis, Capitol; Irving Dunn, Ritz, and Cleon Miller, Strand.

HARRY BIBEN
VAUDEVILLE AGENCY
(603-4 COLONIAL BUILDING)
N. E. Cor. 13th and Market Sts.
Phone, Rittenhouse 9494-5
PHILADELPHIA

Booking
STANLEY WARNER THEATRES
Philadelphia

NEW JERSEY MESSENGER SERVICE
MEYER ADLEMAN
250 N. Juniper Street, Philadelphia
SPR. 9355 LOC. 8787 RACE 9444

THROUGH STORMS AND SNOW Your Film MUST GO!
... and the Record of Never Having a Missout is Still Held by ALL Our Jersey Clients

YOU CAN SHOO
Mr. Sum. R. Blues
Increase your income during the HOT WEATHER with a BERLO CANDY VENDOR
“Ask Your Fellow Exhibitor”
Get in touch with:
GEO. P. AARONS
301 N. 13th Street
LOCUST 4245
OR CALL POPLAR 6109
BERLO VENDING COMPANY
1518 N. Broad St., Phila.
Specializing in Candy Vending Equipment for the Theatre Trade!

NEW YORK BALTIMORE
SCRANTON WASHINGTON
ALLENTOWN CLEVELAND
PITTSBURGH CINCINNATI

Block Booking Fight Delayed
While clubwomen are already taking a definite stand against the block booking plan, A. J. DeFiore, president, Independent Theatre Owners of Delaware and the Eastern Shore of Maryland, expects to wait until he can lay the problem before his association before he maps out his fight.

The Exhibitor
Heard In
Wilkes-Barre
Popeye Big Fare Here

Jersey Bills Up
Jersey exhibitors are confronted with three bills, to set up and finance state NRA boards. Two provide for a state allotment for a recovery board and the other assesses industries to give finances to the code.

YOU CAN SHOO
Mr. Sum. R. Blues
Increase your income during the HOT WEATHER with a BERLO CANDY VENDOR
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NEW YORK BALTIMORE
SCRANTON WASHINGTON
ALLENTOWN CLEVELAND
PITTSBURGH CINCINNATI

THROUGH STORMS AND SNOW Your Film MUST GO!
... and the Record of Never Having a Missout is Still Held by ALL Our Jersey Clients

NEW JERSEY MESSENGER SERVICE
MEYER ADLEMAN
250 N. Juniper Street, Philadelphia
SPR. 9355 LOC. 8787 RACE 9444
SPRING is in the air!

Look over your equipment... your carpets... draperies... seats... walls... lobby frames... marquee... screen... and ticket booth.

What do you need...
What will it cost...
Must you close down.
Who is an expert...

I Would Like Information on:

Architects who know theatres
Artificial flowers
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Carpet for the aisles and foyer
Chairs and chair repairs
Chair covers
Decorating: lobby—marquee—auditorium
Dry cleaning
Electric signs
Horns and Speakers
Lighting Equipment and Electrical Work
Lighting Fixtures
Lobby Frames and Ticket Booth
Marquee and Ballyhoo Front
Premiums
Printing and Posting
Safes—both Money and Film
Safety Devices
Screens
Slides
Sound Equipment and Repairs
Special Trailers
Stage Scenery
Summer Draperies
Tickets and Ticket Registers
Uniforms and Costumes
Vaudeville and Stage Presentations
Vending Machines

Tear out and mail to:
JAY EMANUEL PUBLICATIONS
219 N. Broad Street, Philadelphia
COLUMBIA

The Lineup

William Cargan, Marion Nixon, John Miljan, Paul Hurst, Noel Francis.

A lad, check girl gets involved in a fur racket, with the sweetheart, one of two detectives who pal together, helping get her out of the scrape. Show has a cops and robbers background, falls into the melodrama programmer classification.

Estimate: Familiar.

The Ninth Guest

Family Mystery Melodrama

Dan O'Herlihy, Genevieve Tobin, Vince Barnett, Edna Maxwell, Helen Piott, Edward Field.

Eight people, all enemies are invited to a party. A lot of murders take place. Why they do and how the mystery is solved is especially intriguing. Show is well produced. For those who like mystery murder stuff it will satisfy.

Estimate: Plenty of thrills.

Speed Wings

Family Action Drama


Action yarn about a lad who goes yellow when air supremacy is at stake and good old Tim McCoy who sees to it that he becomes a man. Show has punches all way, will satisfy Tim McCoy who sees to it that he becomes a man. Show has punches all way, will satisfy the thrill lovers without any trouble.

Estimate: Speed.

FIRST NATIONAL

Journal of a Crime

Adult Drama

Beth Chatterton, Adolph Menjou, George Barbier, Claire Dodd, Philip Reed, Frank Reicher, Leila Bowott, Noel Madison.

Intriguing show which shows a wife killing a rival for her husband’s affection, the husband knowing of it and living with her, an innocent man killed for the crime she committed, and a surprise finish. Picture has angles for the women.

Estimate: Novel yarn.

Registered Nurse

Adult Drama


Hospital yarn with the wife loved by two men but held back by a husband who is in a sanitarium. Husband escapes, comes to one of the doctors, asks for an operation, but before it is performed, finds out the wife, now a registered nurse in the hospital, loves someone else, so he jumps out of the window. Show is well directed, rates high in hospital series.

Estimate: Satisfactory.

FOX

Bottoms Up

Pat Patterson, Spencer Tracy, John Bolea, Herbert Mundin, Sad Silvers, Harry Green.

High rating musical with a backstage atmosphere, good songs, good acting and plenty of comedy. Show introduced a new face in Pat Patterson, who gets good support, but who will have to be sold. Picture has usual musical comedy assets to sell and has individual performances from Tracy, Silvers, Mundin, Green that help out a lot. Show should do a nice business.

Estimate: Okay musical.

George White’s Scandals

Family Musical


Fortified by names, dance numbers, good songs, plenty of comedy, “Scandals” seems headed for the bigger dough division. There may be deficiencies but these are minimized when the selling angles are considered. With all these entertainment elements, show will undoubtedly sing a sweet tune at the box office.

Estimate: Money.

METRO

Lazy River

Family Melodrama

Robert Young, Jean Parker, C. Henry Gordon, Irene Franklin, Maudie Khane, Joe Cawthorn, Ray Hatton.

Background, the Louisiana country, rings true but story seems a throwback. Smuggling of Chinese is tied in with the young lad who loves the girl but who had a hasty marriage in his youth, plenty of intrigue and a final closeup which brings the two together. Picture is a departure from the usual Metro style.

Estimate: Melo.

The Showoff

Family Comedy

Spencer Tracy, Marjorie Evans, Henry Wadsworth, Lois Wilson, Grant Mitchell, Clara Blandick, Alan Edwards.

Remake of a talkie-silent and all Tracy. Story is generally familiar to movie audiences, but where Tracy means anything it should account for itself nicely. Picture is otherwise well cast and produced.

Estimate: All Tracy.

PARAMOUNT

Come On Marines

Family Musical

Richard Arlen, Rance Howard, Ida Lupino, Toby Wing, Lana Andre, Grace Bradley, George White.

Melodrama that was never movie material in the first place and which won’t satisfy audiences. Picture makes an attempt to include angles that will make for good showmanship, but the punch, wherein a baby is locked in an ice box while a man and animal fight it out in the fire, may be too strong for mass audiences. Title is a good one, but seems wasted on a story of this type. Best that can be said for the show is that is in some spots it may be liked. On the whole, though, it would have been better had the money spent on it been devoted to a more likely box office attraction.

Estimate: Well, well.

She Made Her Bed

Adult Melodrama


Melodrama that was never movie material in the first place and which won’t satisfy audiences. Picture makes an attempt to include angles that will make for good showmanship, but the punch, wherein a baby is locked in an ice box while a man and animal fight it out in the fire, may be too strong for mass audiences. Title is a good one, but seems wasted on a story of this type. Best that can be said for the show is that is in some spots it may be liked. On the whole, though, it would have been better had the money spent on it been devoted to a more likely box office attraction.

Estimate: Well, well.

Whaf Angel

Adult Melodrama


Melodrama of the water front variety and rough stuff generally. Plot deals with the gullied lass with the soul of white, the hero who understands love and understanding the big hearted pal who turns over his friend to the police when he finds out the gal doesn’t love him. Show has atmosphere, but generally won’t mean very much.

Estimate: Rough stuff.

RADIO

This Man Is Mine

Adult Comedy Drama

Irene Dunne, Constance Cummings, Ralph Bellamy, Kay Johnson, Charles Starrett, Vivian Tobin, Sidney Blackmer, Len Mont.

Well photographed and acted adult comedy-drama, with sophistication the main asset. Picture is more a photographed stage play but has individual performances that should clinch it for smart audiences. Dunne’s name may help in the star department. Woman from the past enters the scene, almost breaks up a happy home.

Estimate: Intelligently produced.

What Do You Think?

It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcome. Write in now and tell us whether you like this or not.

Estimate: Familiar.
### UNITED ARTISTS

**House of Rothschild**  
Adult Drama  
84m.  
George Arliss, Boris Karloff, Loretta Young, Robert Young, C. Aubrey Smith, Arthur Byron, Reginald Owen, Florence Arliss, Alan Mowbray, Holmes Herbert.  
High rating, impressive picture, with Arliss contributing another sterling performance. Story tells of the history of the Rothschild family, with Arliss as the central figure, surrounded by a lot of names who will help the box office. No question but that Arliss' grosses have been spotty, but with the backing given him in this picture the show ought to make money. It will need intensive selling, but the picture includes everything claimed for it.  
Estimate: Credit to 20th Century.

### UNIVERSAL

**Countess of Monte Cristo**  
Comedy Drama  
73m.  
Paul Lukas, Fay Wray, Patric Kelly, Reginald Owen, Paul Page, Robert McWade.  
Comedy drama of crooks and a fake Countess, love and romance and no standout performance. Intriguing title may be an asset, but generally story gets too involved to help much. Settings are nice but the assets don't balance the deficiencies.  
Estimate: So-so.

**Honor of the West**  
Western  
60m.  
Ken Maynard, Cecilia Parker, Fred Kohler, Frank Farnum.  
Our Ken plays two parts, one good and one bad. It doesn't make any difference because western devotees will love this one as much as the rest.  
Estimate: Yippee.

**Let's Be Ritzy**  
Comedy  
76m.  
Down to earth tale that should be pleasing to most audiences. A young couple finds the going tough on a $30 weekly salary, the husband poses as a wealthy South American, the wife nearly succumbs to a wealthy man but everything is ironed out. Comedy elements are especially strong.  
Estimate: Nice little show.

### WARNERS

**Jimmy the Gent**  
Comedy  
70m.  
James Cagney, Allen Jenkins, Betty Davis, Allan Diekof, Alice White, Arthur Hohl, Mayo Methot.  
Breezy Cagney yarn with Jimmy as a tough guy in the missing heir racket who gets a bit refined on account of a girl and with that Warners does a lot of rapid-fire comedy all the way. Picture is a comedy whirlwind, and although it slows up a bit toward the conclusion, starts at a fast pace, holds it most of the way. Cagney fans will like it.  
Estimate: No trouble.

**Dream of My People**  
Religious  
60m.  
Late Cantor Rosenblatt in a travelogue of the new Jerusalem, but will be especially valuable in the sections where the Jewish people predominate.  
Estimate: Good bet for Jewish nabes.

**Ridin' Thru**  
Western  
55m.  
Tom Tyler, Ruth Huint, Lafe McKeen, Philo McCullough.  
Horses are being stolen, and Tom Tyler makes up his mind to find out. He does and wins the girl. Western is up to the usual standard.  
Estimate: Open air usual.
Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
Warners Thrill Industry with Big Sock
Test Campaigns on "As the Earth Turns"

Select Dallas, Texas, and Danbury, Conn. for Experiment—
One "No Bunk" — Other "Romantic" — Opportunity for
Showmen to Choose the Best

WARNER BROTHERS ADVERTISING, publicity and exploitation divi¬
isions, under the guidance of S. Charles Einfeld, director of advertising and pub¬
licity, thrilled the industry during the past fortnight with two sock test campaigns
on "As the Earth Turns" that came through with colors flying and which practically
guarantee every showman playing the picture swell returns if the campaign best
suited to his theatre is followed.

TWO CITIES in different parts of the country were selected for the tests, Dallas, Texas, city of 260,475, and Danbury, Connecticut, town of 22,261.
Two entirely different campaigns were conceived and put into effect.

THAT FOR DALLAS was based on the idea of "No Bunk." Danbury’s
was sold on the principle of romance, together with the fact that it was a story
typical to the Connecticut country. Both campaigns proved very successful. In
Danbury, the biggest snowstorm since 1888 failed to keep the townspeople out.
The house, with a reserved seat increased admission policy, broke all records, with
the result that the picture will be brought back. In Dallas, the results were over¬
whelming.

WARNER OFFICIALS, themselves, do not know which campaign is the
better. They feel, however, that exhibitors can examine both, figure out which
will mean the most money. For that reason, both campaigns are revealed here.
Read them, decide which is best for your house.

THE DANBURY CAMPAIGN

DANBURY is a typical in-the-country Connecticut town, with 22,261 popu¬
lation, with a drawing population of probably 15,000 more when the roads are
good. But the blizzard came and that immediately proved a handicap. That didn’t
deter the Warner exploiteers, however, for the men went hell-bent for big records.

EVEN THE SNOW was made use of with cards stuck in the big drifts,
announcing the world premiere of "As the Earth Turns." Campaign was based
on the romantic idea of the story, with a milk and honey background with which
to work. Copy sold the town on the fact that it was a drama of the soil with no
villains, etc., but a faithful reproduction of the novel. House was sold out, with
the gate going to $1000 for the night, a marvelous tribute to the salesmanship
ability of the exploiteers who handled the campaign.

STRESSING the show along romantic lines was a difficult thing to do in view
of the frigid atmosphere, but with the entire town awake, the romantic campaign
scored.

Special lobby work, giant pages of the
book, big ad space, before day of open¬
ing and after opening, with lines reading:
THRILL TO THE SYMPHONY OF
NEW ENGLAND HEARTS . . .
BEATING TO THE RHYTHM OF
THE SEASONS . . . IF YOU HAVE
FELT THE ECSTASY OF MOON¬
LIGHT, IF YOU HAVE KNOWN
THE MIRACLE OF SPRINGTIME,
A WATERFALL . . . YOUTH
AFIRE, IF YOU BELIEVE IN THE
BEAUTY AND STRENGTH OF A
WOMAN’S DEVOTION . . . these
all helped.

(Please Turn Over)
Selling "As the Earth Turns"  (Cont’d)

THE DALLAS CAMPAIGN

IN DALLAS, the problem was one of "No Bunk."

Tie-ups were engineered with the Chamber of Commerce, the Film Guild, Civic League, the dailies, even the critics. Latter were sold on the idea of frankness, that here was a campaign totally devoid of the usual hokum, and it was up to the critics to sell the show. They did. The town turned out, some local angles cropped up and were immediately used to perfection.

A SPECIAL TRAILER selling the picture's advantages, boosting the truth element, asking audiences if they want pictures like "As the Earth Turns," whether they wanted hokum or sincerity, etc., was used to good effect. A letter from the Film Guild plugging Jean Muir, the star, her performance, the sincerity of the show; the presence of Gladys Hasty Carroll, the author, at the opening, etc., went out to all members.

PAGES AND PAGES of publicity with the build-up apparent for Donald Woods and others were used. Presence of the author of the work drew lots of space, with much made of the fact that this was her first visit to Texas and hospitality in the Texas sense was to reign.

PASSION WITHOUT BUNK; LOVE AS REAL PEOPLE LOVE—these were selling lines on the one-sheet. A phone conversation between a local celeb and the star, Jean Muir, was broadcast to millions of listeners.

ARTICLES TELLING why Dallas was selected as the spot for the world premiere drew plenty of columns. A local girl sold the movie rights, which lent another angle to plug. A 10-page novelization in a local daily helped. A phone conversation between a local celeb and the star, Jean Muir, was broadcast to millions of listeners.

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S. CHARLES EINFELD, in directing a "Earth" Campaign, is really performing, with his valued aids, a service to the business. Showmen want help but they want it in compact form, proven. In these two campaigns, Einfeld has shown showmen it can be done. It is up to them to do it.

"Jimmy the Gent" Is a Tale of a Gentleman

James Cagney, Allen Jenkins, Bette Davis, Alan Dinehart are current in the Warner show.
T HE "Come On Marines" press-book, while not an elaborately printed job, is chockful of money-making, show-selling material. Very little time, trouble or effort has been devoted to fronts because of economic conditions in recent years. But the Paramount boys apparently believe that now is the time to make fronts attractive without spending too much to get the desired effect. I think they are absolutely right. If, however, your particular theatre does not lend itself to a real front because of space limitations, we suggest this one. On the first publicity page is a three column combination line and half-tone mat. Ask your printer what it would cost to print up about 2000 2½ square eight page booklets or a fold-in.

If the price is right, take the five individual line drawings, one on a page. On the cover, print "The Marines have discovered new definitions for military terms. To them any order is confused with love-making. 'Come On Marines' shows you how front because of space limitations, we suggest this one. On the first publicity page is a three column combination line and half-tone mat. Ask your printer what it would cost to print up about 2000 2½ square eight page booklets or a fold-in.

If the price is right, take the five individual line drawings, one on a page. On the cover, print "The Marines have discovered new definitions for military terms. To them any order is confused with love-making. 'Come On Marines' shows you how
Sherman Handles 240

Eddie Sherman, live wire vaudeville booker, is handling an average of 80 acts weekly, involving about 240 people.

This tops many leading circuits, and ranks with the biggest vaude house line-ups in the business.

Sherman has some of the biggest houses in this area, including the Carman, Fay's and the Hip, Baltimore, as his top notchers.

By putting so many people to work he is certainly doing his part.

Lee Tracy, Carmel Myers, Patricia Ellis are in "I'll Tell the World," "Countess of Monte Cristo" and "Let's Be Ritzy," from Universal.

Prof. Fitzgibbon Now Ready for Bookings

Professor Fitzgibbon, internationally known hypnotist, is ready for bookings at all theatres free of charge.

That is the news that astounded local exhibitors this week.

The professor, whose act has played many leading houses, is being offered by a commercial organization, on a special tie-up, available to all.

Previously, the act used to get $50 daily, but this cost is saved the theatres, because of the angles involved.

The Spee-Dee-Kleen Company, Keystone Building, Broad and Vine Streets, is handling the professor, and the act has been endorsed by thousands.

If exhibitors want to boost their box office grosses, get in touch with the professor at the Spee-Dee-Kleen Company.

Back to Fundamentals

Al Jolson, a recent visitor, confessed that "The Jazz Singer," which started it all, was made in 11 days.

A large number of features take about the same time these days.

National "Blonde" Rights

E. H. Goldstein, executive vice-president, Majestic, has completed purchase to all serial rights of the story "Unknown Blonde" as it appears in the New York Sunday Mirror and will arrange to place the material in newspapers all over the country. Mirror stories are the result of a tie-up Majestic made several weeks ago with the New York Mirror in connection with its latest production "Unknown Blonde" which has arrived cast for an early premiere on Broadway.

Delaware Measure Would Bar Divorcees in Films

Delaware motion picture theatre owners and managers read their morning paper the other day and wondered if they were reading things right when they observed an article under a Dover date line to the effect that Dr. Robert B. Hopkins, a representative from Milton, in the General Assembly was preparing a bill to be introduced which, if passed, would bar all films in which divorced actors or actresses take part.

It is the good rural doctor's idea to create a board of censorship of three members to be appointed by the Governor. Their duties would be to censor films showing in any part of the state, and it would be incumbent upon them to weed out those in which divorcees appear. A violation of the law would cost an exhibitor $100 fine; a second offense would close his theatre for one month and a third offense would close it for three months.

"Joe" DeFiore, Wilmington, president, Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland who has George Schwartz of Dover keeping a weather eye on legislation for the organization said he is just wondering what kind of films would be shown if such a bill were passed with some rare chance should go through. He said:

"I'm not greatly alarmed, for after all it is mostly the producers' worry about such bills as this one. I intend to notify them that such a measure is to be introduced. However, I've been trying to figure out just what films we could play without showing a divorcée, and the only ones that I can think of would be Mickey Mouse pictures, and at that I'm not sure about Minnie Mouse. She might be divorced for all I know. Why they get divorces so quickly we might contract for a dozen or so films, and the stars in every one of them might be divorced before we are able to play them."
"Forgotten Men" Aides

"Forgotten Men," ace war film from First Division, after a sensational five week run at the Europa, which topped "The Big Drive," is available for dating.

Show has a big campaign that can be followed to good returns. Picture has the benefit of current picture-daily tie-ups, and is a natural for co-operation from legion, war veteran units.

Aviation Minded

Manager Glase is never lost when it comes to aviation features for the Embassy or the nearby State, Reading. Al Nowitsky, manager State, has often flown himself. At the State Nowitsky had Captain Smiles O'Timmons, one-armed and one-legged aviator and parachute jumper, to address his house. Friday nights and Saturday afternoons, and at the Madeira Flying Field, near Reading, Captain O'Timmons wears the State colors—or advertising—when making his aerial derbies.

UA's campaign on "The House of Rothschild," as indicated in the New York City dailies, shows that the company is getting behind the show with a vengeance. The ads used prior to the two a day opening at the Astor could truly be called terrific.

PRR Tieup for "Bar"

Stanley-Warner tied up with the Pennsylvania Railroad, distributed leaflets tying up the idea of the Wonder Railroad of the World with the Wonder Musical, "Wonder Bar."

Some views of the First Division Boston office, considered to be the finest in the modern scheme of design by many trade observers. The office, which serves the entire New England district, is the ace exchange in the company's lineup of fifteen branches. First Division has been quietly expanding during the past few seasons and now covers practically all territory east of the Mississippi.
For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. Key: For example 2-Jan. means the second issue of this publication in that month. 1-Feb. would mean the first issue, and so on.

First National—Warners

Gold Diggers
Footlight Parade
Ever in My Heart
Colleen Moore
House on 56th Street
Female
Havana Nights
From Headquaters
Son of a Sailor
Dark Hazard
Lady Killer
Convention City
The Shakedown
Masacre
Fashions of 1934
Hi Neighbor
Easy to Love
Mandaly
As the Earth Turns
Bedside
Heat Lightning
I've Got Your Number
Wonderful Wizard
Gambaling Lady
Hansel
Her
Journal of a Crime
Registered Nurse
Jimmy the Gent

Monogram

DISTRIBUTED BY FIRST DIVISION

The Avenger
Torch Singer
To the Last Man
Golden Harvest
Catherine the Great
I've No Angel
Journey's End
Way to Love
Toni
White Water
Delight for Living
Cradle Song
Duck Soup
Lone Cowboy
Thundering Herd
Sitting Pretty
Girl Without a Room
Alice In Wonderland
Miss Phoebe's Baby is Stolen
Her Double Life
8 Girls in a Boat
TH UNDER CROOKED SAYS
SEARCH FOR BEAUTY
FIRE FROM A FRIGHTENED PEOPLE
All of Me
Death Takes a Holiday (Strange Holiday)
Good Dame
Six of a Kind
No More Women
Come On Marines
She Made Her Bed
Wharf Angel

Paramount

The Late Christopher Bean
(Her Sweetheart)
The Prisoner and the Lady
Esquina
Shes a Lady Behave (The Vinegar Tree)
Dancing Lady
Sons of the Desert
Who Cares?
Going Hollywood
Too Much Harmony
Fugitive Lovers
Tollie and Gus Everything
This Side of Heaven
Man in White
Cat and the Fiddle
Mystery of Mr. X
Lucky Rabbit
Lock and Key

Radio

Rafter Romance
One Man's Journey
Midsummer Night's Dream
A Chance at Heaven
Ann Vickers
Ace of Aces
Acme Detective
Little Women
After Tonight (Woman Spy)
Right to Romance
If I Were Free
Flying Dust to Rio
Man of Two Worlds
Me and My Gal
Son of Kong
River specialties
Hips Hips Hooray
Keep Em Rolling
Long Lost Father
The Lost Patrol

Metro

Night Flight
Bumpling
The Chief
Day of Reckoning
Meet the Baron
Dinner at Eight

United Artists

The Bowery
Buckey Thru Keyhole
Emperor Jones
Henry the Eighth
Blood Money
Roman Scandals
Advice to the Lovelorn
Gallant Lady
Mousin Rouge
Nana
Paulette
Sorrell and Son
Looking for Trouble
Catterina
House of Rothschild

Universal

Only Yesterday
My Man
Invisible Man
King for a Night
Counsellor at Law
Horse Play
Beloved
By Candlelight
Bomboy Mall
Madame Spy
The Poor Rich
Cross Country Cruise
I Like It That Way
Wheels of Destiny
The Crosby Case
Love Birds
Midnight
Gun Justice
Countess of Monte Cristo
Honor of the West
Let's Be Ritty

First Division

(CHESTERFIELD)

Dance, Girl, Dance
I Have Lives
A Man of Sentiment
Rainbow Over Broadway
Norous But Nice
Murder on the Campus
Cross Streets
Picture Brides
One Year Later
Tara's Fearless
Eat Em Alive
The Road to Ruin
He
Throne of the Gods
Under Secret Orders
Forgotten Men
Texas Tornado

Gold Medal

SING, SINNER, SING
The Big Bluff
Informant Witness
Laughing at Life
Curtain at Eight
You Can't Have You
Charming Dilettante
Sincere Nora
Big Time or Bust
Evelyn Thy Daughter
The Morning After

Masterpiece

Her Forgotten Past
Rumors
Secret Sinners
Wine, Women and Song
What's Your Health
Dancing Man
THE MOST IMPORTANT DATE IN EXHIBITOR HISTORY—APRIL 10th-12th

Every word of this announcement is of vital interest to the showmen of America. On April 10th in Los Angeles an unprecedented opportunity offers itself to theatre owners. The FOURTEENTH ANNUAL CONVENTION OF M.P.T.O.A. organized under the most favorable circumstances as regards economy and combination of business and pleasure, promises to be a significant event in the history of motion pictures.

ITS PURPOSES
With greatly reduced fares, and low expenses it has been made possible to plan a real business convention, together with the opportunity of a lifetime to go behind the scenes, learn how talking pictures are made, and to survey coming product.

MAJOR AIMS
To exchange and review actual experience with the functioning of the NRA Code for the Motion Picture Industry
a. The local Grievance and Zoning Boards
b. The trade practice provisions
c. The labor provisions
d. Discussion of how the Code can be improved.

PRODUCER MEETS EXHIBITOR
Here is a real opportunity for round table discussions between the people who make pictures and the people who sell them to the public, exchange of views, experiences and opinions, to bring about a better appreciation of both of the other fellow troubles and problems.

BEHIND THE SCENES
This is the first exhibitor convention in Los Angeles since talking pictures and therefore it is the first opportunity of theatre owners personally to see and examine the actual production of the talking pictures they will play in their own theatres the coming season. Know the technical processes used in manufacturing the product you sell at retail to your patrons.

CONVENTION TOPICS
a. Improved methods in theatre operation, to raise the standards of exhibition, theatre management and theatre advertising.
b. Organized efforts to increase interest in and attendance at motion picture theatres.
   1. Cooperation with local and national public groups sincerely interested in motion pictures.
   2. In competition with other forms of amusement, such as radio, dancing, carnivals, amusement parks, etc.
c. Protection through organization against unfair and discriminatory taxes on theatres and theatre admissions, censorship, drastic regulatory legislation and ordinances.
d. Double features—an evil or a blessing.
e. Efforts to restrain cut-throat competition between theatres.
f. Modern theatre construction, remodeling and equipment.
g. Labor problems.
h. Public relations programs for the local exhibitor.
i. Famous speakers will address the convention on subjects of interest to exhibitors.

THE FACTS
1. Name of organization: Motion Picture Theatre Owners of America National Headquarters: 1600 Broadway, New York, N. Y.
3. Place and Date: Los Angeles, April 10th to 12th, 1934.
5. Minimum rates: $5.00 single, $7.00 double.
6. For hotel reservations communicate with Ben Berenstein, Chairman, Arrangements Committee, 1914 South Vermont Ave., Los Angeles, Cal.
7. Lowest fares ever offered due to special convention rates. For railroad information and reservations communicate with M. P. T. O. A. National Headquarters, 1600 Broadway, New York, N. Y.
9. Arrange for return trip and route you want, rail or boat.
11. Access to the studios is assured for convention delegates and their guests.
12. Forenoons will be devoted to business sessions, afternoons to trips through the studios and evenings to social affairs, banquet and entertainment.

KEEP THIS PAGE FOR REFERENCE
YOU WILL RESEAT

...and when you do...you will demand...the acme in comfort...low initial cost...ease of installation...minimum maintenance...enduring quality...color scheme to match your decorations at no extra cost...a chair that will not cause distress to your patrons by ripped clothing.

SO...you will naturally select U16 because for the first time in history you can have all these features in ONE chair.

The complete FLOATING COMFORT of U16 is unexcelled. Designed by automobile body engineers on the principle of unit construction, each chair is an individual unit of interchangeable parts.

YOU SHOULD SEE THIS CHAIR AND BE CONVINCED!

It is on permanent exhibit in the U16 Showroom in the Paramount Building, New York,...or at any of the company's representatives in the key cities.
Welcome!

MR. CHARLES ROSENZWEIG
As General Sales Manager of
FIRST DIVISION EXCHANGES, Inc.

YOUR LONG EXPERIENCE
YOUR FINE REPUTATION

As a motion picture sales executive is known the country over. We wish you success—selfishly—and also as a reward for the fine record you have made in the motion picture industry.

We join hands with you and pledge you our unstinting effort in making a success of the big business push for the

HARRY THOMAS Month of May

BY THE ENTIRE ORGANIZATION OF
First Division Exchanges, Inc. HARRY H. THOMAS
President

Executive Offices: RKO BUILDING, RADIO CITY, N. Y.

Branches in: NEW YORK CLEVELAND DETROIT CHARLOTTE
ALBANY ATLANTA BOSTON PHILADELPHIA
BUFFALO WASHINGTON PITTSBURGH LOUISVILLE

Entered as second class matter September 13, 1924, at the post office at Philadelphia, Pa., under the Act of March 3, 1879.
THE GREATEST PICTURE OF ITS KIND . . . BOOKED INTO THE GREATEST THEATRE ON EARTH

FRANK BUCK'S "WILD CARGO"

NOW UNDER THE BIG TOP AT RADIO CITY MUSIC HALL
AND SOON ALL AMERICA WILL BE ONE GIGANTIC CIRCUS TENT

VAN BEUREN PRODUCTION
DIRECTED BY ARMAND DENIS
RKO RADIO PICTURE
A Spirit To Capture

THE SPIRIT of the good old days when even the smallest independent used to have exploitation shows and blast the trade with gigantic announcements of their possibilities is being recaptured by the competition between some of the major companies, notably Warners and United Artists.

There is no need here to review the recent histories of both companies. That the competition has benefited both outfits is certain.

Each company refuses to let one show go past unnoticed. No matter how weak or strong the picture may look after completion, huge campaigns lend a "socko" tinge to it, bombasts of publicity, advertising, etc., result and the trade, as it always has in the past, stands almost convinced that each show has big possibilities, that each picture can not be shoved aside as a slough number.

The effect on the industry is that which should be sought by every company. Largely a business in which the man who shouts the loudest always seems the most important, the motion picture world is always impressed by grosses, by the manner of selling, by the enthusiasm with which every new production is born.

Other companies have caught the UA-Warners idea and have used it on a few pictures to good success. But until they stop branding some shows as slough pictures and get behind each one, no matter how weak or strong, they are keeping dollars from themselves and the exhibitors' box offices.

Why Daylight Saving?

IT WILL BE interesting, this year, to note whether or not advocates of daylight saving use the added-leisure angle to help renew a condition which has proved a thorn in the side of theatremen.

With 9,000,000 unemployed and 3,000,000 more on CWA relief rolls and many others working part time, it can hardly be said that that extra hour of sunshine is necessary to help offer leisure time to the workers of this country. The trouble, since shorter hours came into effect, will be what to do with added leisure.

But this industry, which usually can never get itself to look far ahead, will probably allow daylight saving advocates to be as successful this year as in the past.

Daylight saving is not the necessity it may once have been. But because of the short-sightedness of the motion picture industry and others, we shall probably continue to have it.

Jay Emanuel
Deletions of Pennsylvania Censor Body Include Interesting Slashes

Excerpts from Elimination Lists Presented for First Time—"Liverwurst" Falls Beneath Clippers' Eye—Others Offer Some Odd Angles

Once again the Pennsylvania State Board of Censors has gone afar for material to delete from current pictures.

This time, "Liverwurst" has been barred by the board in several instances. "Hassenpfeffer" is also under the ban, according to the eliminations this time.

To be explicit, THE EXHIBITOR presents some recent eliminations ordered by the Pennsylvania Board. As far as is known, this is the first time that such information has ever been published in the columns of any trade journal. THE EXHIBITOR felt that such information was necessary for the guidance of its readers.

ADVENTURES OF THE NEWSREEL CAMERAMAN—OUTDOING THE DAREDEVILS—Eliminate all views of liverwurst.

JOURNAL OF A CRIME—Eliminate side view of piece of scenery where the nude figures are discernible.

LOVE ON A LADDER—Eliminate capitalized words in "I THINK WE'LL PLAY BRIDGE. Goodbye," Eliminate speech by woman: "You're right.

TORCH TANGO—Eliminate closeup view of tear gas bomb in box. Eliminate dialogue: "It's a tear gas bomb. When that explodes, there won't be a dry eye in the house.

CHEATERS—Eliminate capitalized words where they appear.

The EXHIBITOR now expects that the houses are afraid that functioning of the local zoning and grievance boards will affect their run if they persist in the lower admissions.

During the past few weeks, many local houses tilted their balcony admissions five cents or more, others cut out early birds and other price slashes. This means that houses, in case of zoning disputes, want to come before the committees with clean hands.

There is no doubt but that there has been an overdo of bargain prices. With the local committees at work, a stop to this practice is expected to be permanent.

Several Stanley-Warner theatres, including the Liberty and Leader, have raised prices in the balcony from 15-20 cents. The circuit's figures indicate that buying power of the people has increased a bit, so the return to the normal price was encouraged.

WAGE and HOUR SCALE—Assistant to chief of service (not assistant to the manager) returned from taking a trip into the woods. "I'm tired. I'm going to bed."

Employees Union Active

Local employees went up to the mat at the Earl Theatre recently in connection with the discharge of Nathan Snyder, ticket taker. Union claims union activities caused his dismissal. Conferences between Joe Feldman, Earl, and John Slavin, union head, came to nothing.

Complaint is being made to NRA Regional Labor Board. In the event that the body doesn't act, union claims it will call for a strike at the Earl. It claims a majority of the Earl employees as members.

Complaint to Warner Brothers executives is believed to have been responsible for the re-employment of several Stanley-Warner workers who were recently discharged. Conferences resulted in the members going back to their places.

Employees Union Lists Demands for Its Members

Local 19190 Asks Closed Shop, Overtime, No Staff Meetings

Theatre Ushers, Doormen, Cashiers Union, Local 19190, through vote, has decided upon the following demands to be met by theatres hiring any of its members.

They are:
1. Recognition of the union as the representative of the members enrolled in its organization in all matters pertaining to their wages, hours, working conditions.
2. Closed shop.
3. Abolition of the stagger system.
4. Time and a half for part-time workers.
5. Elimination of theatre staff meetings.

WAGE and HOUR SCALE—Assistant to the manager (chief of service and utilitarian) 65 cents an hour, based on a 48-hour week; chief of service (not assistant to the manager) and maintenance (duties of general character) 70 cents an hour, based on a 40-hour week; assistant chief of service, doormen, ticket takers, janitors, watchmen, 60 cents an hour, based on a 40-hour week; ushers, cashiers, janitresses, matrons, 50 cents an hour, based on 40-hour week.

The union will incorporate these demands in the contract to be offered all employers of union members.
Boycott Against Immoral Movies May Prove Serious Factor Here

Schwartz Speaks

A publicity release from the Motion Picture Producers and Distributors of America, Inc., office of New York City, says:

Since通告, Schwartz, chairman of the Pennsylvania Board of Censors, has been appointed by Dr. Marvin Nathan, Dean of the High School Evening Extension High School, to give a series of lectures, on present day talkies at the Fitzsimmons Junior High School, in Philadelphia.

Civil Liberties Union Requests Data on Slashes

Seeks Weekly Reports of Deletions, Reasons

Pennsylvania Civil Liberties Committee has sent an open letter to the Pennsylvania State Board of Censors requesting detailed reports on all films censored, and with a complete contextual matter of the deletions, and the reasons for such eliminations.

Such action by the committee, which includes on its membership lists many of the most intelligent leaders in various branches of civic, private and professional life, brings to the open a plea which exhibitors have been voicing for many years.

The censor board, regardless of requests, has always disregarded such demands, and it will be interesting to see what the developments will be in this case. In most other states eliminations are public property and exhibitors find the eliminations are considerably less than in Pennsylvania.

The letter follows:

March 29, 1934.

OPEN LETTER TO
Mr. Samuel H. Schwartz, Chairman,
Pennsylvania State Board of Censors,

Dear Mr. Schwartz:

The subject of bureaucratic censorship of motion pictures has long been of great concern to this Committee and to all people of liberal opinion in this Commonwealth.

Repeated attempts have been made to obtain a list of motion picture reviewed each week and to secure data regarding the deletions ordered by your Board. Our Committee has gathered the impression that reports in the form of unusually severe censorship might be the result from any disclosures of such information from the picture producers.

The public, however, in whose interest the censor board was ostensibly created, has been unable to voice any intelligent praise or criticism, or, in fact, to make any appraisal whatsoever of the value of this "protection" of their interest.

Since the passing of the Censorship Act in 1914, the Pennsylvania Board of Censors have been working behind closed doors in violation of the spirit of democratic government, and in abuse of the civil rights of the interested public. We, therefore, call upon your Board to make a weekly detailed report of all films censored, with the complete contextual matter of the deletions, and the reasons for such eliminations.

Exhibitors Hail New S-W Booking Practice

Exhibitors, generally, have placed their stamp of approval on the new booking practice recently instituted by Stanley-Warner.

Under the newer system, shows receiving first run are immediately dated in all over the circuit allowing the independents to give independents their availability as well. Previously, the system has been to wait for many shows to collect and then allot time to them, holding up the subsequents, the exchanges and the indees. Now, with a faster booking service arranged by Stanley-Warnerrites Schlesinger, Davidoff, Herchenrider, Capner, etc., the exchange knows where it stands on the show and immediately can tell when the inde accounts get the picture.

That this is a new evidence of S-W cooperation is certain. The new policy benefits everyone concerned and probably will be followed permanently.

Such publication is necessary in order that proper action may be taken, with appropriate consideration of what is actually being done to motion pictures, and in the light of all the facts. An early reply is requested informing us if, and when, we may expect this information.

Very truly yours,
J. V. STANGER,
Executive Secretary.

Boards Still Held Up

With another indefinite delay in sight at this writing (March 29), official selections of the Philadelphia zoning and grievance boards have not yet been announced.

Unofficially, however, it was expected that the grievance board would find M. E. Comerford, Lewen Pizor, Michael Landow, Frank McNamme as its members. Setup of the zoning board has been reported unofficially, but since some of the members have been changed from week to week, during the constant bickering, publication of these names will await official declaration.

It is virtually assured that the boards will be functioning here by the middle of April. Philadelphia and New York are the last two to be okayed by the code committee appointed for that purpose. Colonel Harry B. Salter, Trenton, is expected to be the impartial representative on the grievance board.

Holy Name Union of Catholic Diocese Considers Action—Sentiment Re-echoed Throughout State—Block Booking Attacked

A boycott of films considered immoral by the Holy Name Union of the Catholic Archdiocese of Philadelphia will probably prove to be a serious factor which will be reckoned, interviews secured by THE EXHIBITOR with leading film men reveal.

First trade paper in the industry to bring to the fore the campaign of the Church against such films, THE EXHIBITOR now feels that working of such a boycott would have a direct effect on every box office in the territory.

In Philadelphia area alone, 70,000 members of the Holy Name Societies would be affected, a survey shows.

The subject was recently discussed at a meeting of Catholic leaders, and the sentiment here is being re-echoed throughout the state.

Monsignor Hugh L. Lamb, chancellor of the archdiocese and spiritual director of the Union, described "the illibleness which is disseminated in most current films."

"All of the work of our Catholic schools and priests can be, and often is, undone in an hour by one picture seen by children," he said, addressing the twenty-fifth anniversary meeting of delegates from societies throughout the city.

"The hierarchy of America, and through it, one out of three of the citizens in our larger metropolitan centers, are mobilized for action, which means, apparently, a boycott as the only immediate remedy."

Edward J. Gallahy, editor of the American Ecclesiastical Review Catholic publication for priests, attacked the "block booking" system, which, he said, takes from theatre owners the privilege of selecting films. He called attention to recent sessions preached in Catholic churches and to Protestant church organizations for movie reforms.

"The Archbishop of Cincinnati has declared that a moral wrong is committed by Catholics who attend immoral movies," he pointed out. "As members of the Holy Name, they feel we are just as concerned about obscenity on the screen as we are and have been about obscenity of speech."

Exhibitors find no fault with any campaign against obscene movies but theirs is a difficult position, much as under present buying conditions they are compelled to play everything they buy, with little cancellation privileges given them, especially in this department.

In Hershey

"Parish Notes," published by St. Joan of Arc Church, Hershey, where the Hershey Community Theatre is located, contained comment by Father Park pertaining to clearer moving pictures, which prompted publication of an editorial on the subject in The Evening News, Harrisburg daily newspaper.

"Every advocate of decency in moving pictures rejoices in the recent comment in Father Park's Parish Notes," the editorial states in Part.

"He fortifies his own appeal for cleanliness on the silver screen with a brief recital of the movement under way in his church nationally to fumigate the movies."
We are proud to announce the—

**Marine Blue (22-Karat) Gold Dinnerware Set**

An exclusive pattern of unapproached quality and perfection

**SERVICE OF EIGHT**

53 PIECES

**SAMPLES ON REQUEST**

Now being featured at

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—starting April 4th

**Repeal or Beverage Set in Green**

Wines and Drinks — and how to serve them are timely topics

Cash in on it with this exquisite set

20 or 28 Pieces **Priced Within Your Limit**

Must be seen to be appreciated!

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**Pennsylvania Exhibitors!**

**Dave Starkman**

—is our representative in your territory. He's in your neighborhood every day.

SEE HIM!

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**ALL MADE IN U. S. A.**
CODE

Code Manual Clear and Definite

Code Authority manual, on operations of grievance and clearance boards as presented by John C. Flinn, executive secretary of the Code Authority, is clear and definite, enabling the industry to properly follow the instructions when submitting their complaints and the procedure thereof.

Code Changes In Prospect

Division Administrator Rosenblatt is convinced that certain provisions of the Code must be changed, and it is assumed that the official government observers will be useful in preparing radical changes of the Code when it is re-opened.

Manuals, Elections Next Code Matters

With manuals on operation of code local boards already in the hands of the various bodies, election of secretaries follows. Secretaries will be paid. Meanwhile, exhibitors kept watchful eyes on how many Film Board secretaries might be local board secretaries.

Union Plans to Include All Help

According to reports from New York, attempts will be made to unionize all theatre help. Previously, ushers were included, but the move to take in all departments is linked with national expansion.

EXHIBITION

M. P. T. O. A. Convention Plans Tentatively Set

A skeleton program for the Annual Convention of the MPTOA in Los Angeles has been arranged by the Convention Committee. The entertainment features of the program are in charge of a committee headed by B. N. Bernstein of Los Angeles. The general plan is to hold business sessions in the forenoon and trips throughout the studios in the afternoon, and the social affairs and entertainment in the evening.

The convention banquet is planned for Thursday evening at the Ambassador Hotel with nationally famous speakers and entertainers.

Many exhibitors will no doubt stay over to see more of the city and make side trips to Caliente, San Diego, Catalina, Tia Juana, Grand Canyon, etc., following the convention.

Because of the proximity of the convention to the centre of motion picture production, the social and entertainment features that are being planned far surpass anything formerly attempted at similar conventions.

Catholic Campaign Has Box Office Effect

Certain to have an effect on box offices is the campaign of Catholic laymen against salacious pictures. Committee to recommend clean pictures, denounce those offending have been organized, with priests speaking from pulpits on the topic.

Samuelson Selects Allied Vice Prexies

Sidney Samuelson, president, Allied States Association, has selected several regional Allied vice-presidents in Walter B. Littlefield, Boston, Mass., for eastern region; Ray Branch, Hasting, Mich., for midwestern region; Harry A. Cole, Dallas, Texas, for southern region; Aaron Sagerstein, Chicago, III., for central region. A meeting of Allied chieftains is planned this month. Two more vice-presidents are to be added.

M. P. T. O. A. Plans Coast Conferences

The M. P. T. O. A. convention at Los Angeles, April 10-12, expects to see round table conferences on production between producers and exhibitors. M. P. T. O. A. leaders think that this will help the situation.

England to Get Its Own Roxy

Roxy now takes his wares across the sea. From London comes reports of a new 6,000 seat, along the lines of his American propositions. Londoners await the house with interest.

DISTRIBUTION

Block Booking Agitation Everywhere

Fights against block booking are beginning in all parts of the country. What is seen as a new line of attack is indicated in the assertion that it is not the individual's fault that salacious pictures are current but rather because the theatreman must play everything he buys, with little cancellation privileges.

Fox Reports A Nice Profit

Fox shows a 39-week profit of $1,410,793 after all charges. This is contrasted with a net loss of $7,295,100 for a 40-week period, and another loss of $557,122 for a quarter following. The profit was attributed to new spirit, and more to new financial structure.

“Fox Follies” Now “Stand Up and Cheer”

After exclusive use of word “Follies” had been given to Fox, company changes the name of “Fox Follies” to “Stand Up and Cheer.” Meanwhile, Warners’ “Fashions” was continued by some exhibitors to be advertised as “Fashion Follies of 1934.”

PRODUCTION

No Dillinger Film From Any Major Studio

Will H. Hays, president, Motion Picture Producers and Distributors of America, Inc., announces that no motion picture based on the life or exploits of John Dillinger will be produced, distributed or exhibited by any company member. This embraces all the major companies in the motion picture industry.

This decision, Hays stated, is based on the belief that such a picture would be detrimental to the best public interest. Action supporting this decision was taken by the board of directors of the Motion Picture Producers and Distributors of America, Inc.

Industry Views Academy Selections with Interest

Industry has viewed the selections of the Academy of Motion Picture Arts and Sciences with a great deal of interest. Acting honors went to Katherine Hepburn, May Robson, Charlie Laughton, Paul Muni. Picture honors were awarded to “Calvache,” “Farewell to Arms.” Short honors were given to “Three Little Pigs,” “So This is Harris,” Other honors went to Frank Lloyd, Charles Lang, Robert Lord, Sara Y. Mason and Victor Heerman, ERPI and RCA Photophone.

Mascot Enters Feature Field

Mascot, which has been making a name for itself in the serial field, invades the feature realm, with a group of 20. These will include four exploitation specials to be released one every three months, starting June 1, 8 westerns and 8 action melodramas. One of the serials will have a feature version.

No Cut in ’34-’35 Production Apparent

There will be no cut in production next season if current reports may be credited. Warners and Metro will both produce about the same. Monogram is cutting down to 20. No company intends to make less than in this season’s quota.

Glances Outside the Territory

The EXHIBITOR Apr 1’34 7
Monogram

DELIVERS

AS PROMISED

AND ON TIME

One year ago Monogram met in Atlantic City and promised to deliver to you a certain number of pictures backed by definite star values and exploitation tie-ups.

Monogram has kept its promise. It has come through in every instance and lived up to the announcements it made at that time. The line-up of pictures mentioned below is proof of that statement.

Monogram is ready to give you an even greater program of attractions for 1934-35, including at least four big specials.


BROKEN DREAMS  From the story "Two Little Arms," by Olga Printzlau. A Robert Vignola Production, with Martha Sleeper, Randolph Scott, Buster Phelps, Beryl Mercer and Joseph Cawthorn. Supervised by Ben Verschleiser. Screen play by Maude Fulton.


37 MONOGRAM EXCHANGES TO SERVE YOU

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Foreign Distributors:
RITCHIE EXPORT CORPORATION,
R. K. O. Bldg., Rockefeller Center, New York, N.Y.
Rosenzweig With FD

Charles Rosenzweig, formerly associated with RKO, announces his affiliation with First Division Exchanges. He will take up his duties as general sales manager in the executive offices of the organization, April 2.

Rosenzweig acted in the capacity of vice-president and general sales manager during his association with RKO. More recently he was general sales manager of Columbia Pictures.

Harry H. Thomas, president of First Division announces that this is one of the first moves in the further development of the activities of the company. At Friedlander has been elevated to the position of assistant to Thomas.

Harrisburg Organ Back

Pipe organ music, missing from Harrisburg theatres since the advent of sound, is to be revived at the Victoria, Harrisburg, according to Manager O'Rear.

Upon receipt of instructions from the New York office of Wilmer and Vincent, owners, Victoria, Manager O'Rear engaged an organ specialist to put the idle Victoria pipe organ in playing shape.

A point of interest in regard to the 10% cancellation clause came to light recently when P. S. Harrison, in his reports, revealed that Sol A. Rosenberg, Deputy Administrator, had ruled that an exhibitor who buys United Artists on one worksheet, even though with individual contracts, is entitled to a 10% cancellation.

Film men, however, were of the impression that the distributors would fight his ruling in regard to the time the cancellation privilege went into effect.

RKO Manager Hits on New Idea in Date Drives

Frank McNamee, local Radio chieftain, hit on a new idea in drives when he formed three teams in his exchange, each named after a local exhibitor.

The drive is for dates only, on singles, two-reelers, features, etc., and the exhib angle makes it a natural for plenty of support from exhibitors.

The teams have been named after David Barrist, Lewen Pizor and Jay Emanuel. They line up as follows:

Barrist—John Phean, Ely Epstein, Sam Leiko.
Pizor—Vince O'Donnell, Jack McFadden, Charles Zagrans.
Emanuel—Harry Tyson, Addie Gottschalk, Mike Shulman.

In each case, the rest of the office staff has been divided among the three factions, with everyone working for the success of each other's team.

Drive lasts from March 17-May 25. That it will be a success is assured. McNamee deserves a lot of credit for springing a new one on the trade. The office force is all peppe up and it looks as if Philadelphia should win the date drive, exhibitors appreciating Manager McNamee's fairness. The fact that RKO is delivering some money pictures right now also seems to assure success.

Charlie Goodwin Offers Gold Primer

For the information of those exhibitors who are contemplating the purchase of a gold-decorated dinner set premium, Charlie Goodwin, Quality Premiums, offers the following primer:

1.—There are no bargains in gold. Gold prices are set by the federal government. Ten cent china contains less gold than thirteen cent china. 2.—Gold dinnerware as a premium was originated by Quality Premium Distributors and every set of 22K Gold dinnerware being distributed in this territory is sold and serviced by Quality. 3.—Only Quality's is full-decorated 22K Gold dinnerware sold only by Quality. 4.—Scores of theatres are now using the genuine full-decorated 22K Gold dinnerware sold only by Quality. 5.—Only Quality's is Full Gold Decorated with gold handles, gold border lines, etc. Less gold on the china means less gold in the box office. 6.—Consult your jeweler and ask him the values of Quality's 22K Gold set.
Expect Tilt in Operator Scales as Result of Code Tightening

Exhibitors Who Have Been Underpaying Booth Help May Be Forced to Raise Wages—IATSE Prices Followed By Theatres

Gradual lifting of operators scales in this territory until they conform to the code requirements is seen by local film men, following reports that such a move may be expected in all parts of the country.

That unionization of all houses will follow is not expected, inasmuch as the code does not call for such a recognition, but the code does provide that the scale be regulated by that secured by the IATSE local.

Washington advises are to the effect that the scales will be set by that followed by the IATSE union in similar situations.

That a large part of the territory's theatres are not manned by members affiliated with the IATSE is well known. Hitherto, a lot of the smaller exhibitors have been getting away with plenty in the eyes of circuit and larger independents who have been tooled to the line. That this will end is inevitable, inasmuch as the increase in scales, in accordance with labor demands and code requirements, will force the houses which have been underpaying to raise their scales to normal.

In such moves, the operators will get the support and sympathy of those theatres which have been paying standard scales for many years while their opponents, un molested by the unions, have been untouched by union demands.

The MPTO locally is in favor of equalizing operator salaries.

Horalcher Gets High Recognition from State

Horlacher Delivery Service has been given signal recognition by the Public Service Commission.

Protests Distrib Methods

Dear Sir:

As a subscriber to THE EXHIBITOR, I am enclosing a letter which has been sent to me by Columbia to various residents in Boylston.

This matter I deem is of such vital importance to the exhibitors that the widest publicity should be given same, and I request that you carry the letter in the next issue of THE EXHIBITOR.

This letter was sent out because of the fact that I did not buy Columbia Pictures this year, and it looks to me as if the "hidden ghost" of Willematie, Conn., has been resurrected, and Columbia is resorting to old practices which the exhibitor compelled to be discontinued.

Very truly yours,

JOSEPH A. WOODOCK.

THE LETTER

Columbia Picture Corporation
729 Seventh Avenue
New York
Office of the Vice-President
February 28, 1934.

Dear Mrs. Baker:

Isn't it a fact that you frequently miss seeing pictures which you hear so much about—pictures you really want to see?

I am writing you personally because I am sure you want to see such outstanding productions as "Lady For a Day," which has been hailed by our foremost critics as one of the greatest ever produced; and the Frank Borzage masterpiece, "Man's Castle," which they agree is the greatest love romance since "Sevenths Heaven." "Let's Fall in Love" is another picture that agree is the greatest love romance since "Seventh Heaven." "No Greater Glory" is destined to be one of the screen's mightiest, soul-stirring triumphs; "Black Moon," considered one of the best musicals ever released.

Among the other fine productions included in Columbia's program are "It Happened One Night," in which Clark Gable and Claudette Colbert will be seen together for the first time; "No Greater Glory," destined to be one of the year's mightiest, soul-stirring triumphs; "20th Century," considered Broadway's greatest comedy hit and the perfect starring vehicle for John Barrymore; "Sisters Under the Skin" with Elissa Landi and Joseph Schildkraut; "Black Moon," considered one of the best stories that ever appeared in the "Cosmopolitan" Magazine; "Peg," easily one of the most gripping stories ever to be published in the "Saturday Evening Post"; "Once to Every Woman," another "Cosmopolitan" success.

Many notable appearances in these pictures. Among them are John Barrymore, Warren William, Elissa Landi, Clark Gable, Leslie Howard, Carole Lombard, Claudette Colbert, Richard Dix, Mary Brian, Sue Carol, Anna Sothern, Spencer Tracy, Gary Kibbee, Mary Wobson, Helen Twelvetrees, Jack Holt, Colleen Moore, Gregory Ratoff, Ray Raye, Gene Raymond, Marian Nixon, Leatrice Joy, Francis Ford, and many others.

Call Managers' Week, the six day period marking the end of Lent saw a varied and wide array of stunts, tie-ups, etc., to help business, and the results were exceedingly gratifying.

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Zone manager Leonard Schlesinger kept in close touch with every part of the field during the week, and he reported, at press time, that it looked like records would be broken during the six day period. Civic leaders, etc., were used in all parts of the district to help boost the Managers' Week, and special merchandising ideas contributed to the rising gross.

Schlesinger hopped to York and Lancaster at the beginning of the week and came back well convinced that the week would be extremely successful.

Schlesinger was exceedingly enthused over co-operation of the film companies, who, will benefit from the increased activity, and who will probably aid in the banishment of the pre-lenten bugabo Foo.

The drive indicates that if an idea is sound and is properly executed, it can triumph over all conditions.

Stanley-Warner Breaks Down Pre-Lenten Bugaboo

Business Indicates Usual Trade

Bogie Is Hollow

Stanley-Warner broke down the pre-lenten bugabo Foo this week.

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"A Film to Cheer Over"

Says—

ERIC M. KNIGHT
widely-read critic of the Phila. Ledger
March 18, 1934

The film is "Dawn To Dawn," which I am tempted to call one of the most remarkable attempts in independent cinematography in America.

It is not so much that this story is far removed from the usual sunshine-and-sugar theme-structure of the screen, but rather that it has been produced with a deep understanding of humanity and with an infinite refinement of detail that is seldom exhibited even in what we love to call our "best cinema."

Ugliness and pastoral beauty are jammed together; if the camera goes lyric over the curve of a hill and the bow of a tree, it is no less eloquent when it speaks of the slattern home with dirty white-wash and soot-covered lamp-chimneys.

Here is an American film of remarkable depth, beauty and vigor, talking of the soil and the people in it in a manner that is miles above the usual picture-postcard artiness of Hollywood. Intense, compact and produced with a beautiful feeling for both the subject and the medium used to express it.

... and you'll cheer too when you see...

"DAWN to DAWN"

AND IT’S BACKED BY ROAD SHOW ACCESSORIES, OIL PAINTINGS AND PAPER

2nd of 13 Broadway Gossips
Featuring SETH PARKER
EARL CARROLL
PATSY RUTH MILLER
Now Playing Boyd, Philadelphia, with "Riptide"

DISTRIBUTED BY
HERBERT W. GIVEN, Inc.
1339 Vine Street
Philadelphia
Branches In:
NEW YORK
WASHINGTON

Also distributing Exploitable Features ... and Novelty Shorts of Outstanding Merit.

Correction

Contrary to recent announcement, I. Manoff is not successor to Reliable Decorative Company, as this company is undergoing a natural liquidation.

Each of the partners will operate separately under newly formed companies.

M. P. T. O. A. Convention Plans Practically Set

Coast Committees Fix Up Rousing Time for Delegates

Plans for the 14th annual convention of the MPTOA at Los Angeles, April 9-10-11-12, are nearly set.

Coast committees have laid the foundations for what should prove to be an interesting and valuable convention period. B. N. Berenstein is chairman. Convention banquet will be held on the last day. There will be many side trips as well as other entertainment features.

Seven standing committees have been named to function during the convention.

The committees are as follows:
(1) Credentials and Rules; M. E. Comerford, Chairman; Jas J. McGuinness, Benjamin Pitts, Charles E. Williams, A. F. Baker.
(2) Resolutions; Edward G. Levy, Chairman; Oscar C. Lam, Ed Marks, Harry Hicks, M. A. Lichtman.
(3) Grievances; Lewy Pizer, Chairman; Nat M. Williams, J. H. Michael, H. W. Harvey, Sidney Lust.
(7) Public Relations and Community Affairs; Fred Wehrneberg, Chairman; Nat M. Williams, W. L. Ainsworth, W. S. Butterfield, Sidney Lust.

S-W Buys Beatty

Mascot Pictures Corporation announces several important first-run and circuit bookings on "The Lost Jungle," starring Clyde Beatty, and "The Mystery Squadron." Tony Lucchesi, president, Gold Medal Film Company, has also sold the Beatty serial to the entire Warner Bros. circuit of Eastern Pennsylvania and Southern New Jersey.

Majestic on Own

Majestic will terminate all dealings with independent producers and will organize its own producing unit to complete the balance of the 1933-34 program and for the further continuation of the company's producing schedule. Statement to this effect was issued by Herman Gluckman, president, following a series of meetings of the company's board of directors and franchise holders held in New York.

Gluckman leaves for the coast shortly to put the company's new plans into effect.

Facts!

1. Gold prices are set by the U. S. Government, not by New York premium dealers.

2. There is less gold in 10-cent China than there is in 13-cent China.

3. Quality's 22-K Gold Dinnerware, after 24 weeks, is still the most phenomenal money maker the industry has ever known.

4. Every 22-K Gold China Premium distributed during the past 24 weeks in this territory was sold and serviced by

QUALITY
Premium Distributors, Inc.
1305 Vine Street
PHILADELPHIA
Censors Cracking Down

Examples of the censor board cracking down have arisen recently in fines being handed out to exchanges who are alleged not to have made eliminations called for in prints.

In the upstate area particularly, fines have been requested, within the last fortnight, for alleged violations of pictures censored many months ago. Several exchanges are in receipt of letters from the upstate courts asking for fines and costs without further delay.

Some exchanges are refusing to pay, claiming eliminations were made. Observers see the cracking down as definitely linked with the inability of the censors to take it in the matter of criticism.

Erection of a motion picture booth and incidental improvements to permit showing sound pictures at the Majestic Theatre, Harrisburg, on and after April 1, are provided for under a building permit taken out at City Hall. . . . Situated in the business section of Harrisburg, the Majestic has been a liability for a number of years, opening its doors periodically for stock, road shows and various entertainments.

Although Miss Ruth Hale, usher at Colonial, Harrisburg, will not become a man when she reaches her twenty-first birthday anniversary, April 16, fellow employees report a man is going to play an important part in her life by presenting her with an engagement ring. . . . Mary Funk Knol, Colonial, Harrisburg, cashier, newleywed, spent another honeymoon in New York City. . . . Mrs. Mary Ellinger Carpenter, former usher, Victoria, Harrisburg, has a baby boy usher now. . . . A boy, usually dismissed from a farmer by Manager Jack O'Rear, Victoria, made its appearance in the streets of Harrisburg two days before opening at Victoria of "David Harum." . . . Two "big" features were featured at Clifton, Huntington. . . . Idea of Strand, Sunbury, management, in announcing starting times of shows and starting times of features in newspaper ads, should be followed by all theatres. . . . Sunday midnight showing of "Cat and theiddle" was presented at Legionaire, Milton.

Employees of Loew's Regent Theatre, Harrisburg, are saddened over a streak of bad luck that has struck among them. . . . First, Mrs. Mary Belle Zeiders, cashier, was sent to the hospital for a serious operation, then Robert Etcherberger, assistant manager, received word of the death of his sister, Mrs. Margaret Anderson, 22, in Baltimore. . . . Mrs. Katherine Fry, who was Miss Sheely while cashier at Loew's several years ago, has returned to substitute for Mrs. Zeiders. . . . Etcherberger left immediately for his home in Baltimore. . . . It was a tough blow to Bob because he and his sister were real rals. . . . His place is being filled by Ski Yovanovich, affable Chief usher, Loew's.

First Division Employees Inaugurate Annual Thomas Month Date Drive

Fifteen Exchanges and 200 Workers Take Part in Big Push for Dates.

Harry H. Thomas

The efforts of Thomas, as president, in guiding and building First Division Exchanges from a lowly state righter to a semi-national distributor with thirteen branches, is being marked by the annual Harry Thomas Month.

Copyright Suits Up

Judge George A. Welsh, Eastern District of Pennsylvania, has entered an order upon Samuel H. Stiefel in the suits instituted against him by RKO Distributing Corporation and RKO Pathé Pictures Inc., because of alleged exhibition of their pictures at the Elks Home, here, without a license therefor. Plaintiffs in the case filed a list of questions which they demanded Stiefel to answer. He filed objections to them and after an argument before Judge Welsh, objections were dismissed and Stiefel directed to answer.

Judge Albert Watson, Middle District of Pennsylvania, in an order entered on March 27, dismissed the objections of Edward Nanawicz, John Nanawicz and Mrs. John Nanawicz, operators, Dreamland Theatre, Eynon, to suits instituted by World Wide Pictures Inc., and Universal Pictures Corporation, and Universal Film Exchanges Inc. Nanawiczes attacked propriety of the suits and maintained there was no cause for action. Judge Watson after hearing argument, dismissed the defendants' exceptions, and directed them to file answers to the bills of complaint within 20 days.

Frank Fogel, local counsel, and Gabriel L. Hess, general counsel, represented plaintiffs.

Wolf Booking Hiltons

Frank Wolf, live wire booker, is handling Daisy and Violet Hilton, Siamese twins, with their own show for several months to come. Show opened in Wheeling, West Virginia, and is routed until July, when troupe hits AC.

He Has A Month

Following its annual practice, First Division Exchanges have set aside the month of May to honor its president, Harry H. Thomas. This means that the entire force of nearly 200 employees will give their best efforts in obtaining new business, new contracts and all dates that exhibitors can possibly give in order to make this month the most successful one in the year.

The slogan during Harry Thomas Month is "Say It With Dates." This year a bonus will be awarded to the office bringing in the most business during the month of May.

First Division Exchanges has risen from the ranks of a single exchange in New York City to the status of a full-fledged national organization today. More than ever First Division is placing emphasis on its regular line-up of first-class pictures which include such hits as "Rain Over Broadway," "In the Money," "Mugger on the Campus," "I Have Lived," "Notorious but Nice," "Dance, Girl, Dance," "By Appointment Only," "Man of Sentiment," "Cross Streets," "The Quitter," "Stolen Sweets," "Twin Husbands" and others that play the Loew and other chain circuits. First Division also releases Monogram productions in Philadelphia and New York.

"Young Eagles," a serial glorifying the Boy Scouts of America and which will be ready for release shortly, is First Division's newest exploitation special.

Every exhibitor, booker and chain buyer should give Harry Thomas a great big handful of dates in May.

Dembow to Coast

George Dembow, former Vine Streeter, and now with National Screen Service, is to attend the MPTOA convention on the coast. He will also attend to some company business.

Hugh McNamee Up

Hugh McNamee, brother of Frank McNamee, local Radio chief, has been appointed assistant U. S. District Attorney in the Cleveland district.

LANCASTER

JACK FLYNN and Harry Goldberg were looking over the three Warner houses in the city . . . Miss Agnes Nichols, for five years box office attendant at the Capitol Theatre, has resigned to go to Philadelphia . . . Lancaster department stores are tying up their spring advertisements with strong picture news . . . "Eskimo" did nice business for Ray O'Connell at the Grand.
WILMINGTON
Manager's Week
Big Noise

“LEW” BLACK, manager of the Aldine Theatre, Wilmington, a 43-year veteran of the Warner Bros. force in that city, celebrated his 43rd birthday, March 23. Black has been in the Aldine business in Wilmington for 5 years, during which 1 1/2 years have been with the Warner concern.

MANAGER LEVINE, Opera House, put on six cartoon films for the first three days of Manager’s Week and the last three, Lew Black’s tie-up with the Wilmington Florist Club, and along with it came a board showing several packages of seed of a local florist. All Warner show programs were announced by the Master of Ceremonies at the big Black Cat dance hall. Jimmy Kearney was all smiles and blushed the other day at the Queen over a “blessed event” in his new household. Jimmy, of course, wanted a boy for his baseball nine, but it was a girl. The Queen has a very affable, courteous and intellegent doorman in R. J. Beecher. Spied Edman Devenney, assistant manager, Aldine, with wife on arm, off duty, headed, it seems for a shopping tour.

A. J. BELAIR, manager New Rialto, seems very happy these days. Len Schindler got a press notice for the Carrera-Loughran fight pictures on the sports page of the Evening Journal. A. J. DeFiore, Park, was adding some Easter lilies to his front and surroundings. Everybody is commenting on the improvement to the interior of the Strand, A. A. Seligman made. Ran up behind William Penn Saturday before Easter Sunday by the Warner boys.

DRYS of Holly Oak M. E. Church, near Wilmington, under the lash of the Rev. Dayton McClain, Antisaloon League superintendent, turned from a tirade against the dimittive 15-cent bottles of booze to the movies, adopting a resolution asking for better and more moral motion pictures.

SIX YEARS HAVE BEEN WITH THE WILMINGTON THEATRE, and of the Warner concern.

HIGHLIGHTING the social season was the recent performance of the Clifford Street Folies, presented by Mr. and Mrs. Nat Abele, a review in 3 acts and some scenes. It took place at the Strawberry Mansion Opera House, March 18, and will never be seen again.

The fine Italian hand of Signor Davido Barristo was seen throughout, especially in such highlights as “How I Killed Rasputin,” by Prince Smilowitz. Ask Davido to tell you about it. Space limits us here.

LOUIS COHEN, beaming exhibitor at the Wisshickson Theatre, upped himself and got married. The bride was exceedingly popular.

MARCUS BENN surprised everyone, hopped away for Bermuda for a spell. A lot of local boys were thinking of going to Hollywood for the MPTOA convention.

JACKSON'S BOWLING HAS FILM MEN TALKING

If John T. Jackson, Lebanon exhibitor, were on Vine Street more often, some exchanges could make good use of him as a member of their bowling teams. His season’s average is 195, and that’s stepping, in Lebanon or elsewhere. Jackson, who has been in the business for 25 years, started with a house in York and Lebanon. Now he has the Colonial, Jackson, Capitol in the latter city. A showman to his finger tips (and that includes 225 pounds), he continues to be one of the leading exhibitors of the territory, and, as suggested above, a swell bowler.

“POW” Korson came back from his cruise, reported a nice time, looks well.

ON THE SICK LIST: Harry Blumberg, the genius of National Theatre Supply Company. Herman Rubin, the man who looks like a mountain and Paramount salesman, lost a tooth, still weighs 567. Harold Biderman, who used to be a local boy, is now a vice-president of NBA. And a big Mason, besides.

FOLKS WERE SORRY to hear of the death of Jimmy Martin, a member of the Stanley-Warner publicity forces. Albert M. Cohen, attorney, has offices on the 9th floor of the P. S. F. S. building. He knows what heaven is like.

KATHRYN FOLEY, Universal, kept her marriage a secret. It took place last September, and was everyone surprised. She’s now Mrs. Warren Winterbottom. The P. A. Blochs finally got away for their southern cruise. Having a nice time. One of the major film exchanges will have a blessed event shortly. Ethel Freedman likes opera. Harry Spiegel, Johnny Roberts, Sam Gross hopping away for Bermuda. Jack Greenberg needs those gold sticks. Putting on weight. Harry Freeman, the Fox publicity chief, getting to be quite a social lion. Beverly West, Mae’s sister, doing nice business in Jersey. Mrs. Izzy Epstein now back from Florida. Hubby very happy.


HEARDED IN

Hal LeRoy, Rochelle Hudson and others are current in the Warner picturization of the cartoon strip.
STROLLING DOWN the street, Oscar Neufield, at Peerless, revealed that the company is handling physical distribution for General Electric one and two-reel subjects for which to pick. . . . Oscar and Bill Hecnan plan interesting news about the exchange soon. . . . Harry Goodman, at Metropolitan, is working on a new idea, will have more to say about it later. . . . Harry Blumberg, at National Theatre Supply Company, was glad the snow was off the ground, thought business might pick up a bit now. . . . At Quality Premium, Dave Barrist and Charlie Goodwin extolled the virtue of gold premiums, promised startling news for the future.

NATIONAL KLINE POSTER COMPANY has some attractive samples to show patrons. . . . New paper. . . . Made up in forms that should appeal to all exhibitors. . . . Ask the Libros boys or George Kline about it. . . . Around the corner in Fox, the big news was that Edgar Moss was expected home shortly, a lot of flowers would be on hand, and that Edgar had seen “Stand Up and Cheer” and was raving. . . . Al Davis, the sales manager, has taken several trips through the territory, has been meeting old friends daily. . . . Upstairs, in RKO, the drive was the big topic. . . . And at Universal, Prince Rashi Landow thinks “The Black Cat” may be a surprise. . . . So do others. . . . Dave Barrist and Charlie Goodwin extolled the virtue of gold premiums, promised startling news for the future.

DOWNTOWN AT THE FORT, Herb Given’s, the rave given “Dawn to Dawn,” by Eric Knight, the Public Ledger critic, was the big event. . . . Not only did Knight rave but he also commended first of the Hoffman Liberty pictures. . . . And that “Take the Stand” would be in the house shortly. . . . Tony Lucchesi, at Gold Medal, is still ill. . . . The trade hopes for his recovery soon. . . . Jim Clark, the big Horlacher executive, was out of town for a few days on business.

GEORGE WASHINGTON LESSY, the Cedar and Diamond exhibitor, is now a full fledged member of the 56 clubs. . . . He joined last week under protest. . . . And is sporting a gold edge membership card.

WHEN THE CODE comes into effect price of Vine Street-printed showcards, posters, etc., goes up. . . . All companies will be affected. . . . Exhibs will have to co-operate, as present scale is lower than code provides.

THRONG of exhibitors attended the showing of “Bottoms Up” at the Fox. . . . Those present judged it a nifty comedy, were glad Fox was delivering something saleable at the box office. . . . Apex Garage ready to serve you.

“DANCING MAN,” from Masterpiece, got its first run at Keith’s. . . . Binnie Harris says he is all out of cameo souvenirs. . . . He asks his friends to wait until he sends them to him. . . . Claire Harris is now a bit better than she was. . . . Mitzi-Dotzi writing stories for those autographed autographs of Arthur Tracy. . . . Sara has new outfit. . . . Getting thinner. . . . Lew Kellman gave Helen diamond studded watch, also a ring. . . . Watch out.

PLANS are apparently shaping up well for Jim Clark’s clambake. . . . A horde of agents came into the offices, indicating that the time is ripe for a Clark supervised slushing of the clams. . . . When it will be held is a mystery. . . . THE EXHIBITOR started the ball rolling. . . . It is up to the local industry to do the rest.

SAM GROSS, the demon Fox branch manager, celebrated his third anniversary as branch manager here, says the Fox pictures get bigger and better with every breath. . . . A blessed event is expected soon in the Gross family. . . . Bets are now being taken on the outcome.

HIGH UP in the Columbia salesman ranks is Bill Behfell, the working girl’s friend. . . . $25 came to him as a week’s bonus during the drive. . . . And he thanks his exhibit friends for their co-operation.

EVELYN LAYE, Gaumont-British star, sailed for the Berengaria for London where she will start immediately on her next picture “When Strangers Meet.” . . . Lea Littlefield, Hale Hamilton, Sheila Terry,增资. . . . Directed by Christy Cabanne.

JOHN GOLDER hopped to Scranton, found all the boys well. . . . Exhibs are expressing a lot of interest in “Take the Stand” and the other Hoffmans. . . . Al Blofson took a look at “Stolen Sweets.” “Twin Husbands,” felt optimistic. . . . The exchange is getting behind the Harry H. Thomas month of May drive. . . . Plenty of dates from exhibitors. . . . Capitol exchange is getting a lot of time on “The Fighting Priest,” the short, depicting the progress of Officer Coughlin. . . . Stanley-Warner gave the short plenty of time and a lot of indie exhibits have, too. . . . Harry Weiner all puffed up over Columbia’s “No Greater Glory.” “Expecta a lot from “Sisters Under the Skin,” too. . . . First Division may hold a trade show shortly. . . . “Lost Patrol,” from RKO, did a nice business at the Stanton. . . . Who is the leading exhibitor who is behind in one of the current date drives in which he is tremendously interested? . . . Sam Kassay, cartoonist, receiving applause for his Belafonte Center Democrat series.

HITS UNIONS
Theatrical labor unions were held responsible for the “moribund” state of the legitimate theatre by J. Howard Reber, a lawyer prominent in amateur theatrical circles, in an address before 350 members of the Matinee Musical Club, Chicago, on Tuesday. Reber said that former Prime Minister Ramsay Macdonald has called the union movement “the greatest menace to our national welfare.” He further said that the United Mineworkers, having won a 25% increase in pay, are now demanding another 25% increase, and that the union movement is “the last mouth.” Reber ended his address with the prediction that the union movement will soon be in control of the government. He then left for New York to confer with other leaders of the movement. The theatrical labor unions were then held responsible for the “moribund” state of the legitimate theatre by J. Howard Reber, a lawyer prominent in amateur theatrical circles, in an address before 350 members of the Matinee Musical Club.
SOLD OUT WEEK IN ADVANCE! All re
shattered at the two-a-day, $2 Astor Theatre

Apr 1'34 pg. 16

Read these brief excerpts from the marvelous reviews accorded "The House of Rothschild" by the New York newspaper critics:

"SUPERB!" "4 stars (highest ranking possible)! Arliss has never equalled his playing in this picture. Beautifully mounted, masterfully directed!" — Kate Cameron

"GRIPPING!" "Not only motion picture entertainment but significant drama. Arliss at his best. Cast gives exquisite support!" — Regina Crewe

"MAGNIFICENT!" "This brave picture is the most impressive film the great Arliss ever made. Forty splendid players support him. A picture of genuine importance, stately beauty and stirring dramatic force!" — Bland Johaneson

"BRILLIANT!" "Filmed with a magnificent dignity. Should prove to be one of the most important and talked-about productions of the year. Unfolded with absorbing clarity and a richness of characterization." — Rose Pelswick

"EXCELLENT!" "Narrative invariably skillful in its telling. Arliss decidedly at his best in this excellent cinema adventure!" — Richard Watts, Jr

"GRAND!" "Arliss outshines any performance he has contributed to the screen! Dialogue smart and witty, direction and staging excellent!" — Mordaunt Hall

"VIVID!" "A smashing good picture! High dramatic force and distinction in its presentation!" — Eileen Creelman

"FIERY!" "Impressive and compelling, beautifully performed and directed! A timely and fiery document! Played by a company too fine to single out any one player for individual praise!" — Wm. Boehnel

"FASCINATING!" "Impressive characterization brought vividly to life! A fascinating study skillfully cast!" — Thornton Delehanty

JOSEPH M. SCHENCK presents

GEORGE ARLISS
in a DARRYL F. ZANUCK production

The HOUSE of ROTHSCILD

BORIS KARLOFF • LORETTA YOUNG • ROBERT YOUNG • HELEN WESTLEY
And a Distinguished Supporting Cast of One Hundred

Released thru UNITED ARTISTS
**Heard In**

**CROSSTOWN**

**Two Houses Decide to Close**

STANLEY-WARNER HOUSES are no longer plugging the idea of benefits with various organizations, . . . Lobby and screen copy have been discontinued, . . . This has been taken to mean that the circuit is not encouraging such benefit tie-ups.

MESSRS. SOBEL and Frere are out of the Eureka Theatre, . . . C. Folk Kline now managing for owner Rosinsky.

LOTS OF PEOPLE on the sick list, . . . Death of Ben Loeb, Capitol manager, was mourned by many film friends, . . . Europa will be altered when the lease expires, . . . Arrival of Joe Penner at Earle big news, . . . Jack Rose out of Fay's, . . . Assistant manager Jeffries now helping out Sid Stanley, . . . Lodgerite Harry Murdock a real authority on the old soil, . . . Jeff Keen, of the News, still staying away from the Shubert shows, by royal command, . . . Lucky fellow, . . . Sunday night benefits still around aplenty, . . . Stanley-Warner houses, in a few instances, doubled "Passion Play" with Good Friday show.

NOTICE went up at the Met and the Walnut, . . . Both are expected to close shortly, . . . Former under Edgar Wolf management, made out well during the regular season, thanks to his energetic supervision.

LENTEN LULL wasn't as bad as the changeable weather, . . . Park Theatre got in a condensed version of "Rigoletto." . . . Show was presented twice, . . . Seen in Park Central cocktail room, New York City, Eddie Sherman and Lou Berman, toasting, drinking, etc., . . . It must be that the dove of peace hovers over everything.

SOUTHERN THEATRE, which has to deal with the bold, bad boys of South Philadelphia, found out recently that an organized crew of kids had set up a box office in back of the theatre and were sneaking in children for 5 cents a head. . . . A checker who was checking the house happened to notice that a lot of kids were in the house, . . . And didn't remember seeing them pay, . . . Investigation revealed an open fence, some shrewd kids, and a final race for the exits before they were grabbed, . . . Narberth houses didn't feel any too well toward that measles epidemic, . . . Schools were ordered closed and children were barred from theatres.

SUPERIOR AMUSEMENT CORPORATION has the Roxey, Easton, . . . Astor, Newville, now under C. E. Piersol, director, . . . Kenney and Fessler handling the Reading Park in Luzerne, . . . Formerly Rosinsky has the Eureka back, . . . Louise Pulosi operating the Swy- cersville Strand, . . . Capitol, Reading, closing.

MAESTRO ARTIE COHN, at the Earle, worked overtime for the Joe Penner engagement, . . . Penner played here a year ago at $850, . . . Now gets nearly 10 times that much, . . . Joe Feldman, managing director, says Mary Pickford follows, . . . Eric M. Knight, the Public Ledger scribe, had his first book published recently, . . . Name is "Invitation to Life," . . . It is said to contain lots of picture material.


NINETEEN YEARS AGO, . . . Dave Sablosky, Steve Talbott were on the entertain¬ment committee of the Reel Fellows who gave an entertainment at the Allambra Theatre, Twelfth and Passyunk, . . . Theatre burned for occasion by Stanley Mastbaum, . . . Meyer Magill bought the Imperial, Sixtieth below Walnut, . . . Lewis Swaab and R. V. Carrick were preparing for trip to Panama Exposition and Universal City, . . . Joseph W. Gardner bought the Empire Theatre, . . . Mass meeting held at Forrest Theatre on Broad Street to protest censorship was sponsored by Motion Picture Exhibitors League of which Charles Segall was President, . . . Mr. Segall opened the meeting and the first speaker was W. Stephen Bush, Moving Picture World, . . . Other speakers were Samuel F. Wheeler, Jacob William Binder, National Board of Censors.

**"Green Eyes" Nears**

Chesterfield has purchased for early produc¬tion the "Murder of Stephen Kester" by Har¬riette Ashbrook. When complete the story will probably bear the title "Green Eyes".

_**Monogram All Set**_

**As this was being written, Monogram, under President W. Ray Johnston, was making final plans for the annual convention, 4th in a row, at the Ambassador, Atlantic City, April 4-7.**

_The banquet takes place April 7, in conjunction with a dinner-dance._

Al Blofson, First Division manager, will be in attendance from this district._

**Waller Fire Checked**

Quick action on the part of Harold Culver, projectionist, and other employes of Waller Theatre, Laurel, Del., prevented a panic and kept the flames confined to the booth, March 20.

Hot piece of carbon which accidentally fell upon one of the films caused the fire. Culver, who was on duty in the booth, quickly closed doors and windows of the fireproof booth to prevent a spread of the flames, while firemen who were summoned, stood ready to fight the blaze should it have gotten beyond the booth.

Waller Theatre, owned by T. J. Waller, was recently remodelled and is a thoroughly modern house.

**To my Exhibitor Friends:**

Contrary to what has been printed or what you may have heard, I have not retired from the Decorating and Drapery business. With the dissolution of the Reliable Decorative Company, I will soon be established and in a position to continue to render the same personal service and advice on your Decorating Problems.

Watch for my coming announcement!

_Jack Sedman_ (JACK SEIDMAN)
GOVERNOR A. HARRY MOORE has signed the Waugh Bill to confirm the State's authority to levy against industry the cost of administering State industrial recovery codes. . . . Authorities the Governor to appoint a board to administer the law. . . . Wilkinson's State Theatre closed March 26. . . . William Keegan, general manager, W. C. Hunt theatres, and Mrs. Keegan enjoyed a trip to Miami.

Delaware Censor Bill Proving Big Problem

Full Regulation for Board Under State Plan

Wilmington motion picture theatre owners were ready to try to present a solid front at Dover to fight the Hopkins Motion Picture Censorship Bill which has already been favorably reported in the House, despite the ridiculous provision for banning all films in which the principal actor or actress have been divorced or convicted of any crime involving moral turpitude.

When Dr. Robert Hopkins, Milton, Del., first announced he would introduce such a bill some of the exhibitors were inclined to take it as a joke. However, when it was introduced in due form and hastily reported favorably, they sat up and took notice. A. J. DeFiore, president, I. M. P. T. O. of Delaware and the Eastern Shore of Maryland, conferred with the four independents, A. B. Sellorman, Benjamin Schindler, A. J. Bellair and John Hopkins (colored), and finding that they generally felt that the "indies" shouldn't bear the whole burden of the fight while the Warner and Loew's managers remained aloof, took up the matter with George Jones, Loew's manager, and Lyle Trenchard, Warner district manager.

The bill would provide three members for a board of censorship who would be paid $5 a day for each day's service and board meeting. Board would have "full and complete power and authority to regulate and control the showing of motion picture films in the State of Delaware." This clause along the exhibitors see as "full of dynamite." The bill would provide for a license fee of ten cents a 100 feet or fraction thereof of film and it would be unlawful to show any pictures that did not have the approval of the board. Then it gets into the "nitro glycerine" class with the proposal that it would be unlawful to show any picture which is "obscene or disrespectful of any race, class, or person or professions" or to show any picture "which has for its principal actor or actress any divorced person or any person convicted of any infamous crime or crimes involving moral turpitude." For violating any section of the act a penalty of a fine of not more than $1,000 would be imposed.

Re-presentative Robert P. Elliott, Wilmington, is said to be preparing an amendment which would make the provision of the Hopkins bill regarding the divorcees read to apply to any principal actor or actress "who has been twice divorced."

DeFiore has written to each Delaware member of his association urging them to contact their senators and representatives to oppose the bill. Already he has been assured by Oscar Gray, of Georgetown, that the down-state lobby is being well organized.

Radio came in also for its share of worries, too. Rep. Edgar Minner, Felton, Del., has introduced a bill to regulate radio broadcasting, requiring stations to be licensed by the state at $500 a year, and banning profane, obscene, contemptuous or derogatory language on the air.

The hero is killing the villain—that's good!

He will marry the girl—as certain he should.

Gee, what a picture—it would be a treat

If I could get set in this slithering seat!

But say, such a theatre!—how often I'd come

To see pictures here—but I really get numb.

I miss all the thrills, for this house needs repairs

They'd double business with comfortable chairs!

American Seating Company

Makers of Dependable Seating for Theatres and Auditoriums

General Offices: Grand Rapids, Michigan

BRANCHES IN ALL PRINCIPAL CITIES

Americans Do Our Part
"Forgotten Men," which ran 15 weeks on Broadway, and six here at the Europa, has joined the select class of "Three Little Pigs" and "She Done Him Wrong," both of which played return engagements at better houses, higher admissions and bigger percentages. "Forgotten Men" has played repeats in A houses to bigger returns. The show is a clicker everywhere.

"Palooka" Opening
Another Perry Hit

The Aldine's up-and-coming P. A. Charlie Perry, went to bat for "Palooka" and the result was a neat campaign.

The highlight, illustrated, was the manner in which Perry got a group of the boys who sold hot dogs, sandwiches, etc., at the Bass-Locatelli fight at the local Arena, with about 10,000 present, to wear the "Palooka" sweatshirt. In addition, the sweatshirt was worn for many events following.

Package slips were distributed by Gimbel Brothers department store to the tune of 30,000. Gimbel's gave a window for a display. WIP announced formation of a Palooka Boys Club, with membership card and autographed drawing of Joe Palooka by Ham Fisher.

Ad copy in the dailies concentrated on the Stieg motif and show got off to a swell start.

"Nuts for "Six"

Paul E. Glase, Embassy Theatre, Reading, had his ushers distribute, at shows preceding the dates for "Six of a Kind," starring six "nut" actors, small bags containing nuts. On the bags were printed:

"Laugh Week at the Embassy Theatre—if you find an extra nut in this bag, it's my little brother. Gracie Allen."

"Selling Tracy"

When Arthur Tracy, "The Street Singer," appeared at Fay's Theatre, Sidney Stanley, live wire manager, tied up with this window on Chestnut Street for a pippin display. Exhibitors playing Universal's shorts will probably benefit from the local appearance.

When George Jones, manager, Loew's Parkway, Wilmington, happened to run into a little opposition to his plans for publicity, he usually has an "ace in the hole."

George was planning his Easter Egg Hunt for Easter Monday, and was getting co-operation in publicity from the Morning News, but ran into opposition on The Evening Journal and Every Evening. At once he called up Mayor Speer and asked him how he would like to have Loew's Parkway sponsor a nice municipal Easter Egg Hunt in one of the parks. Mayor gave George permission to use a particularly attractive little grove in Brandywine Park, well out of the way of traffic. Therefore, Jones simply left the publicity to the Mayor's office, and went on about his Easter Egg Hunt plans, which included the coloring and numbering of several dozen eggs, with luck numbers drawing Easter bunnies.
I THINK

By E. M. OROWITZ (EMO)

In our last issue we mentioned the elaborate, comprehensive and complete special bulletin prepared by and for RKO theatres to sell Frank Buck's new picture, "Wild Cargo." Since then, the RKO-Radio press-book has been issued. Bob Sisk, Barrett McCormick, et al, are deserving of the resultant credit which will accrue.

Aside from the cutout holder, we particularly recommend the four-page pink newspaper special.

I THINK I would get in touch with the biggest store in my city, preferably a department store. Get the advertising manager and propose this plan. You will give him the last three columns for his own store ad if he will contribute $5 a thousand and either send them out to his mailing list or distribute them in the store. Without any co-operative ads it will cost you $12.50 for the first thousand, anyway. Assuming that you are considering ten thousand the total cost is $85. By deducting $50 it costs you much less than if you had no co-operation.

The store will naturally want to make the tie-up complete and provide a window display in addition to a similar display in his sporting goods department.

The name of Frank Buck is not only a good box-office attractor but will help you materially in getting the attentive ear of the department store executive who may have been aloof in the past, insofar as tie-ups are concerned.

Norma Shearer's return to the screen is a natural. The cash prizes for the best title slogan for "Riptide" lends itself to many commercial opportunities. In deciding upon your advertising text, anywhere, clarify the title so prospective patrons will get its meaning quickly. You will find several exceptionally fine lines in two or three "Riptide" ads in the press-book to carry out this thought. Don't just paste up the first one you see.

"Stand Up and Cheer" has all the ear-marks of being a big money-maker, if merchandised effectively. On page eight of the press-book, you will find five teaser ads. These single column ads may be utilised in so many ways that space does not permit listing them all. You'll get my angle fast if you chop off the reverse line under each one. Then 'phone your newspaper advertising manager.

Show him the proof and simultaneously suggest a "Stand Up and Cheer" Day or Week or Sale. Merchants have tied-up on so many things for years that when the depression came along co-operative pages were definitely eliminated. The snow is gone, Spring is here, a new season—merchants are hopeful because things are picking up. That "Stand Up and Cheer" title is box-office. To slap the picture on the screen without giving them a real advance campaign is an injustice to that piece of property and to your box office.

I THINK there are merchants or corporations in your town, whose records show a proportional increase in business over the corresponding period of last year. I THINK they're searching for an idea through which to herald the fact. What better lead, what is more appropriate or timely than "Stand Up and Cheer."

For the exhibitors playing Monogram's "Mystery Liner" I THINK I would prepare an inexpensive card, inserted in a small white envelope. Imprint on the envelope K-7 and directly underneath S-505. K-7 is a weekly thriller of war spy stories enjoying a tremendous listening audience late Sunday nights. On the card, I would print—if you enjoy K-7 on the radio, you'll be thrilled with S-505 on the screen in "Mystery Liner," etc. etc.

"Success At Any Price" Has Doug, Jr.

Witness Doug Fairbanks, Jr., Colleen Moore, Genevieve Tobin in the Radio picture.

THESE CANNY SHOW-SHoppers

Tell Philadelphia show-goers what you are offering—or else how are they going to know which show to pick?

They are enthusiastic show fans, but they are canny show shoppers.

Cash in on the thought and consideration you take of what you select to show them each day.

Tell them what you are showing—

Tell them the quickest, surest, most economical way—

Tell them in

The RECORD

Amusement Directory

A listing in Philadelphia's best-known and most-consulted directory costs only 30 cents a day (longer listings, 15 cents per line additional) and carries your showing to 176,000 families daily and 270,000 on Sunday.

To place your listing or for further information call the

PHILADELPHIA

RECORD

CLASSIFIED DEPARTMENT

WALNUT 2300
For "Dinner"

Berny Seamon, at the Germantown Theatre, offered this lobby display for "Dinner at Eight."

Harrisburg Stores Help

The two leading department stores of Harrisburg have been cooperating with Harrisburg theatre managers in newspaper ads that aim to advertise hats and frocks worn by actresses in current motion pictures.

During showing of "Nana," Loew's Regent, copies of hats worn by Anna Sten in the picture were advertised in the newspapers and shown exclusively at Pomeroy's department store, which maintains a "Cinema Shop" department. Another department store advertised "Fashions of 1934" while this picture was running at the Colonial. Ad featured pictures of Bette Davis.

PROCLAMATION

WHEREAS, there has been inaugurated a "JOY WEEK" in York from March 23rd to March 30th, inclusive and

WHEREAS, each Manager of Warner Bros. Theatres has selected by careful consideration and thoughtfulness the best in entertainment for your enjoyment:

I, Harry B. Anstine, Mayor of the City of York, do hereby urge the Citizens of our Community to participate in the celebration of this event by joining in the happy throngs attending the Theatres during this period.

Harry B. Anstine
Mayor

Politicians are usually a little wary of encouraging any amusement during Holy Week, but when a delegation of five theatre men, including Bill Israel, district manager, invaded the office of Mayor Harry B. Anstine, York, they came out with the proclamation you read above.
WARNER ORGANIZATION goes into the new quarter in high gear. . . . Lot of the boys are going to cut into the Bonus melon for their extra effort. . . . Ace attractions are breaking around the Warner neighborhood houses. . . . Looks as though Easter week is going to be sensational. . . . Harry Goldberg, publicity chief, tags this month as "April B. D. S." . . . B. D. S. means "before daylight saving." . . . It's the last big month before theatre business begins to taper off as the result of longer daylight hours.

BEN BLUMBERG, skipper, Broadway, scored a real bull's-eye with his 30-store A. and P. tie-up on "Dinner at Eight." . . . Got both window and inside displays. . . . As well as heralds in every package that left the stores. . . . Bernie Seaman (German-town) was one of the first of the boys to wise up to the fact that Joe Penner shorts spell box-office. . . . He booked an old one while he was still in Wilmington. . . . Dave Seaman (it's a brother act) made money "while the beards grew" for the Commodore. . . . Persuaded the sponsors of the recent U. of P. whisker "derby" to hold the final judging on the stage of his house. . . . Arthur Block (Park Theatre) gave the Strawberry Mansion residents a taste of grand opera. . . . With a 30-minute version of Verdi's "Rigoletto." . . . Al Jolson's personal appearance on the opening night of "Wonder Bar," preceded by a dinner for the newspaper scribes at the Warwick Hotel, got a swell break. . . . Zona Manager Schlesinger is having the Liberty (Tacony) readied up for its re-opening. . . . And the residents and merchants of the Northeast are tickled to death. . . . Manager's Week, which climaxed the month of March, had the Warner men putting forth every bit of showmanship they could devise.

AL SCHWARTZ (Warner, West Chester) had the Burgess of the town playing host to his patrons during Manager's Week. . . . Manager Stutenroth, Holme, played host to a representative group of Mayfair and Holmesburg business men recently. . . . Gave them a preview of "Convention City." . . . Ed Muehlemann (formerly Alhambra) panicked the kids at the Lindy with a Mickey Mouse Matinee. . . . Marty Goldenberg's herald on Manager's Week is being carefully preserved by patrons of the Colonial. . . . Front cover bears a swell likeness of the manager. . . . Boyd Theatre-Daffy News "Riptide" slogan contest went over big. . . . Slogans of every description poured into the payer's contest edition.

HARRISBURG PSYCHIC
Answering questions from the stage of the Colonial Theatre, Harrisburg, for a week, starting March 23, Jane Morley, advertised as a woman with powers of "psycho-analysis," was an excellent box office attraction.

ORPHEUM THEATRE, oldest legit, not yet in service this season, has been rechristened "Masonic Temple Theatre." . . . Lessee is wanted for the house, but a responsible man is looked for.

MANAGER WILLIAM O. HECKMAN, back again at the Rajah, Reading, is giving every woman patron every Tuesday afternoon one piece of a 39-piece set of dinnerware. . . . Every Thursday night at Rajah a German comedian holds forth on the stage, singing and wise cracking, at a "Musical Grocery" show.

Delaware Charters
United Artist Corporation De Colombia.
Columbia Pictures of Brazil, Inc.
Warner Bros. First National Films of Peru, Inc.

CREATING . . . . .

an atmosphere of richness

Lobby appearance is a very important part of theatre showmanship. TYL-A-MATS dress up your lobby, creating an atmosphere of luxuriousness, of comfort . . . your patrons feel that you have their interest at heart when first impressions are made by TYL-A-MAT lobby installation.

TYL=A=MATS

O. W. JACKSON CO., Inc.
225 W. 34th St. New York, N. Y.
Schindler's Young Timers
Maybe everybody wouldn't think of bringing small town ideas to larger cities, but Ben Schindler, manager, Avenue, Wilmington, doesn't see why they wouldn't work, particularly in a section where the patronage is largely of one element. Schindler has fostered the idea of having the young people among his patrons organize the Young Timers, an organization for fostering interest in motion pictures and theatrical affairs among the young people.

Supplement to “Rothschild”
UA has gotten out a supplement to the regular press sheet material on “The House of Rothschild.” This carries the New York exploitation campaign and back up each statement with a sample of the ad or stunt mentioned. These are in all our exchanges and are available to all exhibitors for the asking.

For “Riptide”
For “Riptide,” Loew’s Regent, Harrisburg Manager Charles McLeary covered the city and vicinity thoroughly in one of his well known exploitation campaigns.
Taxicabs carried banners for a week prior to opening; an interesting contest was run in the Harrisburg Telegraph, daily newspaper; a sound truck, covered with large banners, patrolled the city; 10,000 shopping bags were distributed at stores and market houses; 5000 blotters were distributed to office buildings; 10,000 tabloid heralds were delivered at homes; 100 window cards were placed in leading stores; co-operative advertising, in which eight merchants commented on the picture, appeared in newspaper; large department store ran special ad on hats worn by Norma Shearer, with window display, and a radio review of picture was broadcast over Harrisburg Station WKBO Wednesday night preceding opening.

Charging for Broadcasts
Loew’s WKBO Night Owl Jamboree, to be a weekly Saturday night feature at Loew’s Regent Theatre, Harrisburg, was inaugurated on the Loew stage, night of March 24, at 11 o’clock, immediately following regular show.
Program includes the appearance on the stage of radio artists who broadcast over Harrisburg Station WKBO. Music is furnished by the orchestra engaged by the broadcasting company. The program is put on the air from the theatre stage just as it would be broadcast from the studio. An admission price of 35 cents is charged.

Assistant Wanted
Wanted: Assistant manager with theatre experience. Write particulars.
 Box AV, THE EXHIBITOR
United Artists Has a Saga of Phone Men

Spencer Tracy and Jack Oakie have Constance Cummings and Arline Judge to aid them in “Looking for Trouble.”

Spencer Tracy and Jack Oakie have Constance Cummings and Arline Judge to aid them in “Looking for Trouble.”

Heard In

ATLANTIC CITY

Ready For Big Easter

ALTHOUGH PALM SUNDAY itself was fair and springlike, surprise snowstorm of the preceding days destroyed the chances of a big day. . . . Steel Pier preparing extensive program with two pictures, one in Casino Hall and one in Ocean Hall. . . . Eight or more acts will shuttle between the two stages. . . . Sally Rand, in person. . . . Pier also has Atlantic City Automobile Show from Easter Saturday for a week. . . . Local Warner managers and other attaches are displaying great activity in ballyhooing current attractions. . . . L. B. Finn, Stanley manager, is using 500 tabloids on “Wonder Bar,” also showing evolution of the dance in window tie-ups; has candy tie-up, and is using Modern Screen Magazine with imprint of “Wonder Bar;” is playing a ballyhoo record as an exit march; has lined up a parade of cars bannered with “Wonder Bar,” and has a tie-up with a department store. . . . Finn also has a trailer entitled “Spring Festival of Hits.” . . . At the Virginia, Manager Floyd West has lobby fixed up like a gambling den with roulette wheels, bird cages, cards, dice and other sporting paraphernalia for “Gambling Lady.” . . . I. Perlin, with “Bolero” at his Colonial arranged for a dance contest at the Atlantic City Convention Hall Ballroom, named “The Colonial Theatre’s ‘Bolero’ Dance Contest.” . . . For “No More Women” E. Strietfeld, art director, Warner group, created a realistic diver’s outfit that attracted much attention on the streets. . . . Spring is already stirring pulses in the Warner outfit. . . . Fred Montgomery, assistant manager, Stanley, is reported to be in love; James Newell, Colonial doorman, seriously considers becoming engaged. . . . Report Lou Schienholz looking around for a mate only partly correct; his goal is several mates. . . . Peggy Woodward, Stanley box, doubled at the Virginia for Dot Farley, on the sick list for nearly two weeks. . . . Max Schwartz, owner, Royal, is just getting around after sustaining injuries in a Philadelphia subway train accident some three weeks ago.

Friends Consider Films

Permission to adolescents to patronize only desirable photoplays, it was agreed at the yearly Meeting of Friends at Fifteenth and Race Streets, represents the best method of controlling presentation of immoral pictures. Discussion was precipitated by Anne J. F. Hallowell, following the report of the Committee on Religious Education.

Big Dowling Dinner

At current writing, dinner to be tendered to Eddie Dowling by Philadelphians is expected to be one of the biggest in years. April 4, at the Penn A. C., it will be attended by many film men.

“No Greater Glory” Is an Exploitation Ace

Lois Wilson and a cast of stars are seen in Frank Borzage’s production of “No Greater Glory,” for Columbia.
Look over your equipment... your carpets... draperies... seats... walls... lobby frames... marquee... screen... and ticket booth.

What do you need...
What will it cost...
Must you close down...
Who is an expert...

I Would Like Information on:
- Architects who know theatres
- Artificial flowers
- Banners and Flags
- Carpet for the aisles and foyer
- Chairs and chair repairs
- Chair covers
- Decorating: lobby—marquee—auditorium
- Dry cleaning
- Electric signs
- Horns and Speakers
- Lighting Equipment and Electrical Work
- Lighting Fixtures
- Lobby Frames and Ticket Booth
- Marquee and Ballyhoo Front
- Premiums
- Printing and Posting
- Safes—both Money and Film
- Safety Devices
- Screens
- Slides
- Sound Equipment and Repairs
- Special Trailers
- Stage Scenery
- Summer Draperies
- Tickets and Ticket Registers
- Uniforms and Costumes
- Vaudeville and Stage Presentations
- Vending Machines

Tear out and mail to:
JAY EMANUEL PUBLICATIONS
219 N. Broad Street, Philadelphia
Radio's Walter Huston In a Horse Tale

Walter Huston, Frances Dee are in "Keep 'Em Rolling," from Radio, a story of men and horses.

YORK
Managers All So Busy

ALL ACTIVITY during the past two weeks has been centered around manager's week. . . . First they invaded the sanctuary of the city Mayor and talked him into issuing a proclamation setting aside the week of March 23 to March 30 as the dates of the contest, and as "Joy Week," and then managed to have a facsimile of that proclamation printed in a local newspaper. . . . Then they arranged with the local street railways company to transport free of charge their patrons to the evening shows. . . . They showed special trailers announcing the contest and urging the patrons to attend the theatre managed by the manager they liked best. . . . Harry Goldberg, head publicity and advertising department, and Jack Flynn, assistant zone manager, for Warner Brothers, were visitors in the city March 23.

Irving Mirisch, manager, Majestic Theatre, Gettysburg, had as his guests more than 100 members of the Adams county safety patrols organized at the various schools by the Gettysburg Motor Club. . . . Travis capitalized on the popularity of Father Coughlin, when he played a short, "The Fighting Priest." . . . He sent letters to ministers and priests throughout the city calling their attention to the picture and asking them to mention its showing from the pulpit. . . . A prominent hosiery shop in the city joined with Harry to plug "Moulin Rouge," by giving him a full window display on the picture replete in stills and cutouts. . . . Harry did a nice business on "Eskimo." . . . He conducted a special newspaper campaign on the picture, got out heralds, and sent letters to the school teachers telling them of the picture. . . . For manager's week he had his employes send out under their own signatures letters calling attention to the significance of the week and asking them to attend the Capitol during that week. . . . He also instituted a system of call cards for physicians who attend the show, giving them slips to hand the usher to be filled out giving the location of their seats in the theatre.

Universal Has Several New Ones

Paul Lukas, Constance Cummings in "Glamour"; Genevieve Tobin in "Uncertain Lady" and Lee Tracy and Isabel Jewell are the Universal folk currently seen in pictures playing around.

Still Want Cuts

Reading theatre owners have their eyes turned towards the Court House, and for very good reasons. The courts are still hearing appeal cases from high tax assessments on houses that haven't paid dividends for some years and on other theatres that are not in operation.

Premiums

There are many imitations but there is only one 22 KARAT GOLD DINNER SET with a success record. It's the Dainty Thin Square Model! QUALITY PREMIUM DIST. 1305 VINE ST. PHILA.

Sound Service

WE SOLVE YOUR SOUNO PROBLEMS
C.A. McCork
SOUND ENGINEER
262 N. 13TH ST.
PHILADELPHIA
Day Phone: RIT 4529
Right Phone: SHE 0805

Theatre Equipment

Penn Theatre Equipment Co
509 North 13th Street
PHILADELPHIA
Phone, Rittenhouse 3373
General Theatre Equipment
Specialists in Repair

Clem's
Motion Picture Supply House
The Most Complete Independent Supply House in the Territory!
255 North 13th Street - Philadelphia
SPRUCE 1884

National Theatre Supply Company
Service and courtesy from men you know . . .
Plus equipment of known and guaranteed quality . . . are at your service at our local branch

Uniforms

American Uniform Co.
134 So. 11th Street, Philadelphia
Styled Right Serviced Right Priced Right
No Order Too Small Or Too Large

Vaudeville Agencies

Frank Wolf
Booking Vaudeville and Picture Theatres
107 Real Estate Trust Bldg., Philadelphia 
Penny 0792

Work Wanted

A young, conscientious man who is not afraid of work desires a position in shipping room, advertising department or around a theatre. 5 years' experience this business. Will start low.
Box 717, THE EXHIBITOR
### 6-Point Reviews

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<th>COLUMBIA</th>
<th>RADIO</th>
<th>STATE RIGHTS</th>
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<td><strong>The Lady Is Willing</strong></td>
<td>Adult Comedy Drama 73m.</td>
<td>Fantomas</td>
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<td>English made picture with Howard as a romantic French detective who eventually steals the heroine. Show doesn’t attain the tempo of American pictures but where the class angle and Howard can be sold it may take care of itself nicely. Otherwise, it may be a problem.</td>
<td>Very well produced murder mystery melodrama with Kruger contributing a corking characterization. Show is cleverly devised and with a surprise twist at the finish should send the patrons out talking. Picture will deliver everything that any exhibitor can promise in the mystery melodrama field.</td>
<td>French made film dubbed English. A mystery story it has lavish settings, interest all the way. While the dubbed version may detract a bit from the general attraction, show has an intriguing plot, should be a nice picture to sell.</td>
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<th>The Social Register</th>
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<tr>
<td>Family Comedy Drama 74m.</td>
<td>Adult Melodrama 72m.</td>
<td>Family Action Drama 65m.</td>
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<tr>
<td>Comedy about a chorus girl who wants to marry the hero, is scorned by the wealthy mother but liked by the father. Picture has some names to sell, doesn’t hit a fast pace all the way but still offers plenty of opportunity for exploiteers. Audiences will be satisfied.</td>
<td>Tale of a wife whose social activities cause her to neglect the husband, a chorus who attracts the latter, a murder, a trial and the eventual understanding between the hubby and wife. Picture is composed of familiar ingredients, has some names that may appeal but is generally lacking in which it takes to make a standout show.</td>
<td>This time the story is about a newspaper woman who saves the day. Picture rates the usual action background of a newspaper office in a small town, the scheming villain, and the final last minute win for love and honesty. Shannon name may help a bit.</td>
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<tr>
<th>FIRST NATIONAL</th>
<th>WARNERS</th>
<th>FIRST DIVISION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>20 Million Sweethearts</strong></td>
<td>The Quitter</td>
<td>The Moth</td>
</tr>
<tr>
<td>Family Comedy with Music 88m.</td>
<td>Emma Dunn, William Bakewell, Charles Grapewin, Barbara Wecks, Kace Hamilton, Glen Bolen, Mary Korman.</td>
<td>Family Comedy Drama 64m.</td>
</tr>
<tr>
<td>Pat O’Brien, Dick Powell, Ginger Rogers, Allen Jenkins, Four Stooge Brothers, Ted Fio Rita and Benda, Grant Mitchell, Joseph Caughnour, John Arthur, Joan Wheeler, Henry O'Neill, Radio Rogers.</td>
<td>Human story of a family with a lot of heart interest and promise of satisfaction to all types of audiences. A father leaves his family, comes back to save the day when a crisis arrives. Piece has been directed in a leisurely manner, with a surprise twist at the finish should send the patrons out talking. Picture is composed of familiar ingredients, has some names that may appeal but is generally lacking in which it takes to make a standout show.</td>
<td>Average independent effort with the heroine a wild debutante who is constantly getting into trouble. Involved with a dancer with a record, a wild debutante who is constantly getting into trouble. The story continues along until the ultimate trouble. Involved with a dancer with a record, a wild debutante who is constantly getting into trouble.</td>
</tr>
<tr>
<td>Musical with a radio background, plenty of comedy and the things that make for box office hits. Cast is one of the name-studded Warner efforts with the direction speedy, a love story that never gets in the way of the lot and a nice tempo throughout. Picture has lots of selling possibilities.</td>
<td>Estimate: Radio hit.</td>
<td>Estimate: Something different.</td>
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<tr>
<th>FOX</th>
<th><strong>The Ferocious Pal</strong></th>
<th>Trapeze</th>
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<tbody>
<tr>
<td>Three on a Honeymoon</td>
<td>Kazan dog story.</td>
<td>Foreign: dubbed English 64m.</td>
</tr>
<tr>
<td>Family Comedy Drama 66m.</td>
<td>Another of the Kazan dog series with the dog accused of being a killer. Eventually, the blame is placed where it rightfully belongs but not before a lot of dog fights, man fights, etc., have been recorded. Show may please the kiddies and dog tale lovers.</td>
<td>Anna Sten and foreign coat.</td>
</tr>
<tr>
<td>Zasu Pitts, Sally Eilers, Charles Starrett, Hewittta Croswon, Irene Hervey, John Mack Brown.</td>
<td>Estimate: Just exactly.</td>
<td>German film now being circulated with dubbed English to cash in on the current Sten agitation. Show has Dupont direction and its success will depend entirely on the Sten reaction. Otherwise it isn’t much.</td>
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<thead>
<tr>
<th>What Do You Think?</th>
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<tbody>
<tr>
<td>It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.</td>
</tr>
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<tr>
<th>STATE RIGHTS</th>
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<tr>
<td>Fantomas</td>
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<tr>
<td>Jean Gallast, Tasia Fedor, Georges Rigaud.</td>
</tr>
<tr>
<td>French made film dubbed English. A mystery story it has lavish settings, interest all the way. While the dubbed version may detract a bit from the general attraction, show has an intriguing plot, should be a nice picture to sell.</td>
</tr>
<tr>
<td>Estimate: Holds interest.</td>
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<tr>
<th>Back Page</th>
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<tbody>
<tr>
<td>Family Action Drama 65m.</td>
</tr>
<tr>
<td>Peggy Shannon, Russell Hopbs, Claude Gillingwater, Edwin Maxwell, Sterling Holloway, Rockoff Followers.</td>
</tr>
<tr>
<td>This time the story is about a newspaper woman who saves the day. Picture rates the usual action background of a newspaper office in a small town, the scheming villain, and the final last minute win for love and honesty. Shannon name may help a bit.</td>
</tr>
<tr>
<td>Estimate: Inde newspaper stuff.</td>
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<tr>
<th>Girl in the Case</th>
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<tbody>
<tr>
<td>Family Comedy 60m.</td>
</tr>
<tr>
<td>Jimmy Savo, Eddie Lambert, Dorothy Lambert.</td>
</tr>
<tr>
<td>Picture, made by Dr. Eugene Frenke, with three principals, introduces a new picture name in Jimmy Savo. Show gives him opportunity to emote and act a la Chaplin, with some exceedingly funny results. Piece is in the nature of an artistic success, but once the audience is inside, it should get plenty of laughs. Camera work, etc., out of the ordinary.</td>
</tr>
<tr>
<td>Estimate: Something different.</td>
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<thead>
<tr>
<th>The Moth</th>
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<tbody>
<tr>
<td>Family Comedy Drama 64m.</td>
</tr>
<tr>
<td>Sally O’Neill, Paul Page, Fred Kelcey, Wilfred Lucas, Duncan Reaolf.</td>
</tr>
<tr>
<td>Average independent effort with the heroine a wild debutante who is constantly getting into trouble. Involved with a dancer with a record, the story continues along until the ultimate clinch.</td>
</tr>
<tr>
<td>Estimate: So-so.</td>
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<tr>
<th>Trapeze</th>
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<tr>
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</tr>
<tr>
<td>Estimate: Sten.</td>
</tr>
</tbody>
</table>
 Shots from "It Happened One Night" and "The Lineup" are current here.

Marquee Stuff

Today: "After Tomorrow."
Tomorrow: "Only Yesterday."
("Daily News.")

Europa Building Sold

Europa Theatre building has been sold to Aaron Roth, New York lawyer, for investors. Property is assessed at $178,000. The present lease has two years to run.

New RCA Sales Policy

RCA Photophone is contacting exhibitors on a new revised sales policy. It covers the outright sale of High Fidelity motion picture sound reproducing equipment and 15 to 25 evenings, with big stage shows still going strong Saturdays. . . . Transit, N. Apter, has a new scale of 15 cents for afternoons, evenings 20, and kiddies always at 10. . . . Roxy, Northampton, Andy Anderson, continues to draw Sunday patrons through American Legion benefits. . . . United Chain's Colonial, Bethlehem, Dick Shamus, has announced new spring prices for 25 and 35 cents during the week.

"Registered Nurse" Has a Hospital Background

Bebe Daniels, John Halliday, Lyle Talbot may be seen in the Warner show.
For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular review departmert. Before dating in your show, consult this page, find out when the review appeared and then look it up. Key: For example, 2-Jan. means the second issue of this publication in that month. 1-Feb. would mean the first issue, and so on.

**Columbia**
- Master of Men... 1-Dec.
- Feud... 2-Jan.
- Fury of the Jungle... 2-Jan.
- Before Midnight... 1-Dec.
- Shadow of Sing Sing... 2-Jan.
- Straightway... 1-Feb.
- On To Every Woman... 1-Feb.
- Let's Fall in Love... 2-Jan.
- The Prez... 2-Feb.
- It Happened One Night... 2-Feb.
- No Greater Glory... 1-Mar.
- The Song You Gave Me... 1-Mar.
- The Lineup... 2-Mar.
- The Ninth Guest... 2-Mar.
- Speed Wings... 2-Mar.
- The Little Kiss... 1-Apr.
- The Shock Register... 1-Apr.

**Monogram**
- DISTRIBUTED BY FIRST DIVISION
- The Avenger... 2-Nov.
- The Last Christopher Bean... 2-Nov.
- The Prizefighter and the Lady... 2-Nov.
- Every Woman... 1-Oct.
- Should Ladies Behave (The Vinegar Tree)... 2-Nov.
- Dark Journey... 2-Oct.
- Sons of the Desert... 1-Dec.
- War Is Hell... 1-Jan.
- Going Hollywood... 1-Jan.
- Queen Christina... 1-Jan.
- You Can't Buy Everything... 2-Feb.
- This Side of Heaven... 2-Feb.
- Men in White... 2-Feb.
- Cabin in the Fiddle... 2-Mar.
- Mystery of X... 1-Mar.
- Lazy River... 2-Mar.
- The Snowfoot... 2-Mar.

**First National— Warners**
- Ever in My Heart... 2-Oct.
- kenneth... 2-Oct.
- College Coach... 1-Oct.
- House on 54th Street... 1-Oct.
- Horse's Dress... 2-Oct.
- Havana Widows... 2-Oct.
- From Headquarters... 2-Oct.
- Son of a Sailor... 2-Oct.
- Dark Hazard... 1-Dec.
- Lady Killer... 2-Dec.
- Convention City... 2-Dec.
- The Shakedown... 1-Jan.
- Massacre... 2-Jan.
- Fashions of 1934... 2-Jan.
- Hi Nellie... 1-Feb.
- Easy to Love... 1-Feb.
- Mandaly... 2-Feb.
- As the Earth Turns... 1-Feb.
- Bedside... 2-Feb.
- Light Lightning... 2-Feb.
- I've Got Your Number... 2-Feb.
- Wonder Woman... 1-Mar.
- Gambling Lady... 2-Mar.
- Harlem... 2-Mar.
- Journal of a Crime... 2-Mar.
- Registered Nurse... 2-Mar.
- Jimmy the Gent... 1-Apr.
- Twenty Million Sweethearts... 2-Mar.
- Upper World... 1-Apr.
- Good Companions... 2-Nov.
- Charlie Chan's Greatest Case... 2-Nov.
- Or, But... 2-Nov.
- My Weakness... 1-Dec.
- Power... 2-Dec.
- The Changing Glory... 2-Dec.
- Walls of Gold... 2-Dec.
- Worst Week's in Paris... 2-Dec.
- Berkeley Square... 1-Jan.
- My Life's Betray... 2-Jan.
- This Mad Game... 2-Jan.
- Olsen's Big Moment... 2-Jan.
- Hoop-Lo... 2-Jan.
- As Husbands Go... 2-Jan.
- Frontier Marshal... 2-Jan.
- Jimmy and Sally... 2-Jan.
- Smoky... 2-Jan.
- I Was a Spy... 2-Jan.
- Mr. Sketch... 2-Jan.
- I Am Suzanne... 2-Jan.
- Orient Express... 1-Feb.
- Sleepers East... 2-Feb.
- Coming Out Party... 1-Feb.
- Ever Since Eve... 2-Feb.
- Carolinas... 2-Feb.
- Devil Tiger... 2-Feb.
- Held That Girl... 2-Feb.
- I Believed in You... 2-Feb.
- David Harum... 2-Feb.
- Bottoms Up... 2-Feb.
- Scandals... 2-Feb.
- Three on a Honeymoon... 2-Feb.

**Fox**
- Good Companions... 2-Nov.
- Charlie Chan's Greatest Case... 2-Nov.
- Or, But... 2-Nov.
- My Weakness... 1-Dec.
- Power... 2-Dec.
- The Changing Glory... 2-Dec.
- Walls of Gold... 2-Dec.
- Worst Week's in Paris... 2-Dec.
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- I Believed in You... 2-Feb.
- David Harum... 2-Feb.
- Bottoms Up... 2-Feb.
- Scandals... 2-Feb.
- Three on a Honeymoon... 2-Feb.

**Metro**
- Night Flight... 1-Sep.
- Bembshell... 2-Oct.
- The Chief... 1-Nov.
- Day of Reckoning... 1-Nov.
- Meet the Baron... 1-Nov.
- Diner at Eight... 2-Nov.

**Radio**
- One Man's Journey... 2-Sep.
- Midsummer Night's Dream... 2-Oct.
- A Chance at Heaven... 2-Oct.
- Ace in Wonderland... 2-Oct.
- Ace of Aces... 2-Oct.
- A Doll's House... 2-Oct.
- Little Women... 2-Nov.
- After the Storm (Woman Says)... 2-Nov.
- Right to Romance... 1-Dec.
- The Good Man... 2-Dec.
- Man of Two Worlds... 2-Dec.
- Meanest Girl in Town... 2-Jan.
- Son of Kong... 2-Jan.
- Authenticity... 2-Jan.
- Hips Hips Hooray... 1-Feb.
- Keep 'Em Rolling... 1-Feb.
- Long Lost Father... 1-Feb.
- The Lost Patrol... 2-Feb.
- Sing and Like It... 1-Mar.

**United Artists**
- The Bowery... 2-Oct.
- Broadway Tru... Keyhole... 1-Nov.
- Emer... 2-Nov.
- Henry the Eighth... 1-Oct.
- Blood Hysteria... 2-Oct.
- Roman Scandals... 2-Oct.
- Advice to the Lovelorn... 1-Dec.
- Gallant Lady... 2-Dec.
- Mourn... 1-Jan.
- Nana... 2-Jan.
- Palooka... 2-Feb.
- Soldier and Son... 2-Feb.
- Looking for Trouble... 2-Feb.
- Catherine... 2-Mar.
- House of Rothschild... 2-Mar.

**Universal**
- Only Yesterday... 2-Nov.
- Mysterious Age... 2-Oct.
- Invisible Man... 2-Nov.
- King for a Night... 1-Dec.
- Counselor at Law... 1-Dec.
- Horse Play... 2-Dec.
- Bostonian... 2-Jan.
- By Candlelight... 2-Jan.
- Bombay Mail... 2-Jan.
- Madame Spy... 2-Jan.
- The Poor Richmond... 2-Jan.
- Cross Country Cruise... 2-Jan.
- I Like It That Way... 2-Jan.
- Wheels of Destiny... 2-Jan.
- The Crosby Case... 2-Feb.
- Love Birds... 2-Feb.
- Midnight... 1-Mar.
- Gun Juggler... 2-Mar.
- Countess of Monte Cristo... 2-Mar.
- Honor Among Thieves... 2-Mar.
- Let's Be Ritzys... 2-Mar.

**First Division**
- (CHESTERTOWN)

**Gold Medal**
- Sing, Sinner, Sing... 2-Aug.
- The Big Bluff... 2-Oct.
- Importance of Being Earnest... 2-Aug.
- Curtain at Eight... 1-Dec.
- You Made Me Love You... 1-Jan.
- Sin of Nora Moran... 2-Jan.
- Big Time or Bust... 2-Jan.
- Enriched by Accident... 2-Mar.
- The Morning After... 2-Feb.

**Masterpiece**
- Her Forgotten Past... 2-Nov.
- Secret Sinners... 2-Nov.
- Wine, Women and Song... 2-Nov.
- What's Your Racket?... 2-Feb.
- Dancing Man... 2-Mar.
- Back Page... 1-Apr.
"Westward Ho!"

THE FACTS

1. Name of organization: Motion Picture Theatre Owners of America National Headquarters: 1600 Broadway, New York, N.Y.


3. Place and Date: Los Angeles, April 10th to 12th, 1934.


5. Minimum rates: $5.00 single, $7.00 double.

6. For hotel reservations communicate with Ben Berenstein, Chairman, Arrangements Committee, 1914 South Vermont Ave., Los Angeles, Cal.

7. Lowest fares ever offered due to special convention rates. For railroad information and reservations communicate with M.P.T.O.A., National Headquarters, 1600 Broadway, New York, N.Y.


9. Arrange for return trip and route you want, rail or boat.


11. Access to the studios is assured for convention delegates and their guests.

12. Forenoons will be devoted to business sessions, afternoons to trips through the studios and evenings to social affairs, banquet and entertainment.
The Snow’s Gone
Watch Our Smoke Now!

These Red Letter Days Are Money Days

Coming Releases

Mar. 30—Riptide  Norma Shearer, Robert Montgomery, Herbert Marshall

Apr. 6—Men in White  Clark Gable, Myrna Loy, Jean Hersholt

Apr. 13—Tarzan and his Mate  Johnny Weismuller, Maureen O’Sullivan

Apr. 20—Laughing Boy  Ramon Novarro, Lupe Velez

Apr. 27—Hollywood Party  All Star Cast

May 4—Sadie McKee  Joan Crawford, Franchot Tone

Metro-Goldwyn-Mayer, of course

Bob Lynch,
Manager
George Raft in "THE TRUMPET BLOWS"
with Adolphe Menjou
... Frances Drake ...
A Paramount Picture
Directed by Stephen Roberts
A ROMANTIC COMEDY that You Will Enjoy Yourself and Be Proud to Show

Forbidden Embraces!  Cautious Kisses!  Secret Moments!
A Midnight Party!  A Soft Caress!  A Whispered Promise!

"STOLEN SWEETS"

(A CHESTERFIELD PICTURE)

With SALLY BLANE * CHARLES STARRETT
JAMESON THOMAS  *  CLAUDE KING  *  JOHNNY HARRON

Another Important Picture From the World's Leading Independent

FIRST DIVISION EXCHANGES, Inc.

Executive Offices: RKO BUILDING, RADIO CITY, N. Y.

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ALBANY ATLANTA CLEVELAND DETROIT CHARLOTTE
BUFFALO WASHINGTON DETROIT PHILADELPHIA
NEW HAVEN CINCINNATI LOUISVILLE NEW ORLEANS
RIPPING ALL OPPOSITION TO SHREDS IN A SURGING TIDE OF TITANIC GROSSES-
WONDER BAR SURPASSES THE PROMISE OF ITS SENSATIONAL PRE-RELEASE TEST ENGAGEMENTS WITH EASTER WEEKEND BUSINESS BEYOND THE WILDEST DREAMS OF WARNER BROS.
HOW "WONDER BAR" TOPPED ALL PREVIOUS WARNER MUSICALS IN FIRST NATIONAL RELEASE DATES LAST WEEK!

"WONDER BAR" BUSINESS IN KEY HOUSES

BEAT "GOLD DIGGERS"
FIGURES BY 14.2%

TOPPED "42nd STREET"
GROSSES BY 18.3%

SWAMPED "FOOTLIGHT PARADE" BY 31.3%
LISTEN AS THESE SHOWMEN TELL YOU HOW THEY BLASTED THE BITTEREST OPPOSITION OF THE SEASON IN 8 GREAT SHOW CENTERS!

**MILTON FELD, CIRCLE, INDIANAPOLIS**

"Despite Ash Wednesday 'Wonder Bar' receipts first two hours after opening exceeded 'Forty-Second Street,' 'Gold Diggers,' 'Footlight Parade' and every other picture that has played Circle Theatre last five years with one exception. 'Wonder Bar' is in the bag for top grosses."

**HARRY HUFFMAN, DENVER THEA., DENVER**

"'Wonder Bar' well out in front of 'Footlight Parade,' 'Forty-Second Street,' at brilliant dual opening. Audience reaction excellent. Sure you have real winner in 'Wonder Bar.'"

**E. V. RICHARDS, SAENGER, NEW ORLEANS**

"Phenomenal 'Wonder Bar' opening day receipts topped stiffest opposition attraction of the season, playing practically same size house at same scale. First two days' business beat records of all previous Warner musicals in this town. You have greatest hit yet in 'Wonder Bar.'"

**VINCE McFAUL, HIPPODROME, BUFFALO**

"'Wonder Bar' opened Hipp Saturday morning in torrential rain with sea of umbrellas in front of theatre. Downpour continued throughout day but we had standing room first and second performances. Audience comments very favorable. To all appearances Hipp has a welcome tenant."

**J. J. PAYETTE, EARLE, WASHINGTON**

"'Wonder Bar' almost doubled 'Footlight Parade' receipts at last Friday's opening and has built steady receipts thru first four days. Lavish praise from press and public insure record figures. Could easily hold picture three weeks here."

**BROADWAY THEATRE, PORTLAND, ORE.**

"'Wonder Bar' opened Saturday March thirty-first breaking all records for all time at theatre Portland. Sunday established another record for all time. Had continuous lines in front of theatre all times. This without doubt greatest business in history of Portland."

**I. J. HOFFMAN, CAPITOL, SPRINGFIELD, MASS.**

"'Wonder Bar' running way ahead of all three previous Warner musicals in first three days here. Every show sold out. Opening last Saturday has topped record day since opening. 'Footlight Parade' 'Gold Diggers' and 'Forty-Second Street' runs. No question 'Wonder Bar' is biggest yet."

**JACOB SILVERMAN, STRAND, ALTOONA, PA.**

"'Wonder Bar' yesterday to turnaway business in face of Holy Week. Playing attraction extended run. Comments and audience reaction great. Congratulations on the fine quality of the production."
FALL IN LINE WITH THIS AMAZING EASTER PARADE
OF "WONDER BAR" RECORDS! USE THIS REMARKABLE BOX-OFFICE EVIDENCE AS YOUR BOOKING GUIDE . . . IT'S PROOF THAT YOU CAN'T AFFORD TO GIVE LESS THAN TRIPLE PLAYING TIME TO WONDER BAR

STARRING KAY FRANCIS, AL JOLSON, 10 OTHERS

LEADER OF THE BIG SPRING HIT PARADE FROM WARNER BROS.

Two-A-Day Mirage

A SIGNIFICANT feature of the sound revolution in motion pictures has been the inability of the Hollywood picturemakers to supply two-a-day roadshows that might approximate the strength of the silent epics. In the pre-talkie days, a real roadshow could make money in its two-a-day run, continue its gross-getting ability in the first runs and make money for exhibitor and distributor all the way down to the last run.

Since sound came in there have been very few, if any, real two-a-day films, features that cleaned up in every conceivable kind of run or situation. Metro, which has been one of the main advocates of roadshows, probably found out that whatever profits it may have made on the two-a-day presentations of “Grand Hotel” and “Dinner at Eight” were more than offset by the lack of business encountered by the subsequent runs, even with higher percentage.

Of course, it is the privilege of any company to roll out a picture and make a two-a-day proposition out of it, but when one considers the restrictions placed on the number of people who are able to pay higher prices to see it and the accompanying lessening of the throngs who feel keen about it when it comes around again, one wonders whether it really is worth while to adopt a two-a-day policy.

Sound seems to have brought with it a restraining effect. What might be big at the moment is forgotten easily when another so-called “big picture” comes along.

Warners could have roadshowed “42nd Street,” “Gold Diggers,” “Footlight Parade” and “Wonder Bar” at two-a-day prices. But they chose to deliver the merchandise all down the line while it was “hot.” What the industry lacks is the ability to maintain its high prices. But they chose to deliver the merchandise all down the line while it was “hot.”

Science Offers a Lesson

A 200-INCH (16 ft. 8 in.) telescope mirror is poured for the California Institute of Technology. In about ten months, after proper cooling, it will reach room temperature. Then, if it passes optical tests, it is to be shipped to laboratories in Pasadena. Three years of grinding and cleaning with blasts of electrons will produce a concave paraboloid surface true to within two millionths of an inch, following which the mirror will be sprayed with vaporized aluminum.

In 1938, if everything turns out satisfactorily, it will be mounted on steel fingers fitted into a grooved back at the bottom of a 60-foot skeleton steel tube in an observatory. If all goes as it should, astronomers will be able to look three times farther into space than they can see now.

It would take more than a 200-inch mirror for some of the members of this industry to attain the foresight which this business needs but which it lacks. The manner in which scientists grope into the beyond to discover new mysteries, benefit humanity and open up new fields for research and development makes some members of this business look puny and diminutive. Scientists live for generations to come. Some of the industry folk think not of tomorrow, only of today.

It will be interesting to find out in 1938, when the 200-inch mirror unveils new wonders for the world, whether or not there will be any change in the relationships in this industry, whether or not the pettiness which is gradually destroying the rights of the little fellow will be existent or whether there will be a new spirit.

Code battles, arguments between exhibitor and distributor, etc., these fade into insignificance when one thinks of the scope included in the story of the telescope mirror that may or may not be a success in 1938. The men who run this industry today will be a success in 1938. The men who run this industry today will be gone tomorrow, but the vision that gives science its ever-uncessing desire for more and more knowledge will live forever.

Of such stuff is real bigness made. Unfortunately, it is not present in this business.
**Censor Board Quotes Section Six in Answer to Request for Deletion Data**

Pennsylvania Civil Liberties Committee Gets Vague Response — Hint Legal Action as Next Step

Board Unanimous

Pennsylvania exhibitors can stop blaming the Pennsylvania State Board of Censors for failure of eliminations to be released for publication.

It isn’t the fault of the censors. It’s all because of Section Six of the Act of Assembly approved May 15, 1915, P. L. 534.

According to a letter sent by Samuel D. Schwartz, chairman, to the Pennsylvania Civil Liberties Committee, that’s where the trouble lies.

And what does Section 6 say? Well, here it is:

“The board shall examine or supervise the examination of all films, reels or views to be exhibited in Pennsylvania; and shall approve such films, reels, or views which are moral and proper; and shall disapprove such as are sacrilegious, obscene, indecent or immoral, or such as tend, in the judgment of the board, to debase or corrupt morals. This section shall not apply to announcement or advertising slides.”

And that’s the reason why eliminations can’t be released.

What was that, Rollo? You say that the paragraph doesn’t mention anything about releasing information? Quite so, quite so. But, apparently, it is the best answer the censor board can think of. Perhaps the same brilliant minds which are making 300-400% more eliminations in pictures in Pennsylvania also thought of the brilliant answer to the letter of the Pennsylvania Civil Liberties Committee.

The correspondence with the Committee follows:

**COMMONWEALTH OF PENNSYLVANIA**

**DEPARTMENT OF PUBLIC INSTRUCTION**

Pennsylvania State Board of Censors, 1255 Vine Street Philadelphia March 28, 1934

Pennsylvania Civil Liberties Committee 223 South 11th Street Philadelphia, Pennsylvania

Attention of Mr. J. V. Stanger, Executive Secretary.

Dear Sir:

Please be advised that the Pennsylvania State Board of Censors, in its discretion, is unanimously opposed to the publication of eliminations, made in accordance with the provisions of Section Six of the Act of Assembly approved May 15, 1915 P. L. 534:

**OPEN LETTER TO**

Mr. Samuel D. Schwartz, Chairman Pennsylvania State Board of Censors Philadelphia, Pennsylvania

Dear Mr. Schwartz:

This will acknowledge your letter of March 28th, in which you inform us that your Board, in its discretion, is unanimously opposed to the publication of all eliminations and deletions of films, citing Section 6 of the Act of Assembly, approved May 15, 1915, P. L. 534, apparently as the basis for the Board’s refusal.

We fail to understand how this section of the Act even remotely applies to the object of our request; namely, the making available, as a matter of public record, all deletions and the reason therefor.

Insofar as we can gather from reading Section 6 of the Act, it applies only to approval and disapproval of films to be exhibited. Certainly it does not give your Board authority to censor public records, or to abridge the right of freedom of the press in publishing these records.

Your duty as a public body is to keep public records, and public records of your activities as provided under Section 5 of the Act, which reads as follows:

Section 5— "The Board shall keep a record of all examinations made by it of films, reels or views; noting on the record all films, reels or views which have been approved, and those which have not been approved, with reason for such disapproval."

Consequently, we again call upon your Board to make your records available for general public use as is required of other lawfully constituted bodies.

May we have your reply within the next few days?

Very truly yours,

J. V. STANGER, Executive Secretary.

**Hits Unfair Censorship**

Professor A. M. Drummond, Cornell, took a crack at unfair censorship at the recent convention of the Eastern Public Speaking Conference at the Atlantic City Ambassador.

He said that producers were hamp¬persed by silly ideas on the part of people not even connected with the industry and who don’t know what it is all about.

And maybe when Samuel D. Schwartz rests from his real estate work and goes to the movies; and Mrs. Davenport rests from her clubwork in Wilkes-Barre; and Mrs. Kerr takes time off from her daily duties, and they all go to the movies and see clipped films which look worse in their eliminated state than they did before—perhaps then they’ll turn to the folks sitting next to them and say: "It really isn’t the fault of the picture—you see we have a state board of censors and three people are trying to protect the minds of millions of Pennsylvanians from salacious bits, etc. You can see for yourself that such a system is useless and silly. And the reason the picture hops around because the censors take out what they think isn’t fit to be seen or heard. So, really, sometimes it makes it seem worse than it really is. I’m certain it’s not the operator’s fault, either."

Perhaps.

**Masterpiece Nearly Set**

With the return of Louis “Pop” Kors¬son from a trip, Masterpiece is in the midst of completing arrangements for next season’s distribution.

Deals are expected to be completed within a month.

Exchange released 15 on this year’s schedule, with several more to come.

In addition, Masterpiece distributes 12 new westerns.

Exchange expects to reveal complete plans soon.
Film Men Expected to be Active in Politics

Survey Indicates Sentiment Is Rising

Film men of this territory are expected to play a prominent part in the state elections to be held this fall.

That the campaign is expected to bring issues vitally affecting film men to the fore is certain.

Already, film men are actively interested in the candidacy of William A. Schnader for governor. A committee, headed by Jay Emanuel, is being formed to work for his nomination. Seldom have theatremen interested themselves in politics but upon a canvass made a change in the situation is apparent.

It is thought possible that Schnader may come out with a stand on the question vitally affecting theatremen.

One of these is expected to be that of state censorship. Film men, generally, do not look with favor upon the present form of censorship by a group of three, but think that censorship at the source, as advocated by various community groups, Catholic organizations and others, is the logical solution to the censor problem.

This would entail a check on production at the source, with censorship of scripts a likely result. In this manner, state censorship would not be necessary, although the revenues coming to the state could be retained in part. A small tax on each foot of film, without censorship, could keep the revenue feature but eliminate the delay in release and other problems that come with the present system of censorship.

Further details on the Schnader candidacy are expected soon.

Bachman Announcement Soon

John A. Bachman, for many years Educational branch manager here, and recently with Fox-Educational, will have an announcement to make soon regarding his new affiliation.

Bachman, one of the most popular film men in the Philadelphia and Washington territories, was an Educational veteran, and for the past few months has been district manager for Educational in Washington, Philly and Pittsburgh territory.

His friends in the territory wish him luck in any enterprise in which he enters.

No. 1. For Grievance

One of the first questions to be brought before the grievance boards will be:

If a picture is heavily mutilated because of censor eliminations, will it have to be run and will it have to be paid for at contract price?

M.P.T.O. Holds Meeting on Code, Censers; Local Board Procedure to be Outlined

Session Open Only for Paid-up Members—Long Shows Also Factor—Civil Liberties Union Activity Under Discussion

A meeting of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware, open only to paid-up members, will be held April 17. The meeting is called for 10.30 A. M., with no one admitted after 11.00 A. M. sharp, in view of the importance of the subjects to be discussed. A complete, detailed report on code procedure will be given to members at that time. This will include information on how to file complaints and what to do and will outline every step necessary to seek redress from the local committees.

Labor Board Orders Employees’ Reinstatement

Hearing Sees Earle Aide Getting Post Back

The Philadelphia Regional Labor Board has ordered reinstatement of Nathan Snyder, an Earle employee.

The action followed a hearing held April 9, at which time John Slavin, president, Theatre Usiers, Doormen, Cashiers’ Union, appeared before the board. Lessing J. Rosenwald, Frank Schenzig heard the complaint and gave a decision which ordered Snyder to be re-employed at once at same salary as when he was discharged, and ordered salary to start morning of April 10, to be cumulative from that date.

Union claimed Snyder was discharged because he tried to organize employees of the Earle into the union. Joseph Feldman, managing director, Earle, failed to put in an appearance. Board then made its decision.

Stanley Root is executive secretary of the Philadelphia labor board.

Harrisburg Improvements

Improvements have been made and others are being planned by Isaac Marcus for his two neighborhood theatres in Harrisburg, Rialto and National. An aluminum-woven silver screen was installed recently at the Rialto at a cost of $300.

Profiting by the experience he gained as a result of the Rialto painting Marcus had the screen at his National house resilvered.

Plans are being made now to have installed at the Rialto a new ventilating system. Later a new ventilating system will be installed at the National, Marcus announced. He is also considering new seats to be installed in the future.

No Sunday Pottsville Shows

There will be no Sunday shows in Pottsville. Mayor Claude A. Lord, speaking for council and theatre managers, said he couldn’t do anything but enforce the laws on the subject. He stated that if shows were run on Sunday, licenses would be revoked on Monday, under power given Council in 1913.

It is expected that MPTO members of the local boards will be present as well.

Another pertinent problem to be taken up will be that of long shows. Tendency to give four or five hour shows as well as triple featuring will be discussed by the body, with some definite action expected.

Highlighting the meeting will be a discussion of censorship. Position of the body in regard to the campaign of the Pennsylvania Civil Liberties Union on dissemination of information concerning eliminations is expected to be made clear. Attitude of exhibitors on all angles of the censorship question is expected to be clarified.

The meeting, to be presided over by President Lewen Pizor, will also take up other problems affecting the organization.

Other questions to be considered are sales policies of the major companies during the new season, Sunday opening and daylight saving.

The Broadwood Hotel, usual MPTO meeting place, will again be the scene of action.

John S. Evans Dies

Death of John S. Evans, one of the real pioneers in the picture business here, came as a shock to his many friends and acquaintances in the trade.

Evans, who served as the leader of exhibitor organizations here for many years, had been ill health for some time, and his death in Florida occurred last week. He was the first president of the MPTO after it was incorporated, and although he had not been active of late, retained his friendships in the business. He will be missed.

86,000 Wanna Buy Ducks

Joe Penner broke all records during his personal at the Earle.

House played to 86,000 people, did a gross of about $40,000, with Penner, who was in for $3750 and a split over $21,000, walking out with nearly $13,000 for his share.

Gross was more than that of Eddie Cantor.

And the funny part of it is that Penner gets only $1750 for his weekly radio broadcast and a few years ago used to play the Earle and Mastbaum and even the S-W nabes without making the people break the doors down. Credit the radio.
The Exhibitor presents, for the benefit of exhibitors who may not know the personnel of the local zoning and grievance boards, short biographies of the men in question.

Leonard Schlesinger—72 years in show business, with experience from usher to zone manager. Started at St. Louis, Missouri, Theatre. Went from usher to department, to publicity department, to assistant manager. Became publicity director when Shorunna took house, Manager. Ran several houses as well. In December, 1924, entered booking and buying department of Shorunna chain. Remained until Warners took over Shorunna interests, became manager. Later in charge of houses in seven cities in mid-west. Became general manager of Warners, St. Louis, show. Came to Philadelphia as assistant manager in charge of booking and buying. Came to Philadelphia booker and buyer. Became zone manager here in November, 1933. In charge of Philadelphia area with 130 houses, largest single Warner unit, under his command. Single “shoe” is fond of golf, sports, etc., and likes best work.


Harry E. Weinert—Started in business as salesman for Universal in 1922. Left there after two years to go into state right business. Joined Vinegar, Inc., as Philly news salesman. Became branch manager for company in Washington office. Sam Mervin made promotion. Came back to Philly as branch manager for Associated Exhibitors under F. L. Smith. Was then Cleveland holder of Columbia pictures. When franchise was sold to Columbia, became branch manager in charge of the Ohio. Columbia opened under its own direction and beginning of national distribution. Married, likes golf and plenty of work.


Death of Hector Turnbull, former Paramount producer, at New Hope, came as a shock to the trade. Mr. Turnbull, a member of the family, was born in Jesse Lasky, He was ill several years. Artie Cohn, the Earle impresario of publicity and lideho, denies that there are any pictures of the film company here and first and only is still the favorite. Mr. and Mrs. P. A. Black have returned, all tanned, from ocean voyage. P. A. then hopped on to Chicago business.

Sam Schwartz, censor chairman, an A.C. veteran, Mike Landow may move back to central city. Lonely. Romance in the major exchange is still flourishing.


M. E. Currier—One of the most prominent exhbitionists in the entire country, Operates largest circuit of independent houses, active in philosophy, political circles. First MPTO exchange challenges all the others. Was layer of tomatoes, bought millions annually. On word. No contract. New England, breathing two houses in Bridgeport, N. Y., and one in Philadelphia. Actively interested in MPTO work boards, served on board of management for many years. Well known and popular in territory with exchanges and exhibitors.

Col. Harry B. Salter—Born in New Jersey. Worked in the nickelodeon with the team in Ohio and Pennsylvania. Was assistant city clerk of Trenton from 1908 to 1911, served until 1917. Not active politically. His agency covered all the city theatre circuits. Active in philanthropic, civic, church work. He was a brother-in-law of Mr. and Mrs. W. A. Koehn, Sr.

Pec. A. Block—Before entering picture industry was a riding clerk and guard in Texas. He got his first movie experience under Felix Feist, as manager of Cleveland World Film Corporation office. Went to Universal in Philadelphia. Left Universal as general manager, joined Army and was in Ordnance Department. Practically a year in Kansas City exchange for Goldwyn, under Feist. Went to Cleveland office. Resided in 1929 and 1930 in St. Louis under a Lasky Corporation office. Managed exchanges in Chicago, Chicago, Ill., and Philadelphia. Married in Philadelphia, a Miss Fubel, four years past 15 years. Made district manager, covering local and Washington territories, in June, 1932. In that post since.

Milton Roganer—Has been in exhibition for 29 years. Started in 1914 at old Logan Theatre, 440 N. Broad. Has handled Shubert, Loew, Morrisey, Essaness, Grand, Grove (Vineyard) in his time. Now operates local Iris. Always a member of MPTO, on board of managers. Active in exhibitor circles. At one time had chain of 12 theatres. Likes to drive and play golf.

Strictly Personal

SCHLESINGER Goes On Vacation

Miss Mary Coogan, Warner statistician, was operated on for appendicitis at St. Joseph’s Hospital. She is coming along nicely and many of her friends have been calling on her. When Marcus Benu, the West Philly exhib went to Bermuda, All Lichtman was on the same boat. They didn’t come back together however, the UA sales chief extending his visit. Married recently were Jules Curley, formerly Stanley-Warner publicity chief here, and Miss Gertrude Smith. Wedding took place here.

Lenny Schlesinger, Stanley-Warner zone manager, leaves for a vacation in St. Louis. He was away two weeks, effective April 30. He will visit his father and brothers in the mid-west city before returning to his duties here.

Paramount exchange challenges all other exchanges to beat its latest record. Mrs. Si Lewis, née Lilian Rudi, presented her husband with twin boys, April 3. Paramount claims supremacy until another exchange produces triplets. This is one instance where Paramount approves a double cature policy.

Rose Forman, First Divisionist, had a birthday April 4, went to New York City with a lothario, had a nice time. Such popularity. Rose Gimbel, Warners, feeling much better after her recent illness.
Delaware Exhibitors

Ready for Tax Fight

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Local field is hoping Eric M. Knight, "Public Ledger" scribe, lays on with either the "Inquirer" or the "Evening Ledger."

Both he and Harry Murdock, "Evening Ledger's" Ollie Wood, have many friends in the trade and have good following. "Inquirer" becomes morning Curtis-Martin sheet as well as on Sunday. Leaves "Inquirer" and "Record" only morning sheet. Mildred Martin is "Inquirer" movie scribe. "Evening Ledger" stays as it is.

Ledger Shakeup

Dropping the "Public Ledger" and "Sunday Public Ledger" proved a surprise to the trade. Sheets had good movie departments, always gave the trade a break.

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Philadelphia Group Last to Be Named By CA—Selections of Impartialts Set—National Cost Set at $360,000—Body Meets for Organization

Announcement was made last week.

The Code Authority has finally picked the local zoning and grievance boards.

The local boards are:

GRIEVANCE—Frank McNamee, RKO; Mike Landow, Universal; M. E. Comerford, Scranton; Lewen Pizor, Philadelphia.

CLEARANCE—Percy A. Bloch, Paramount; Harry Weiner, Columbia; Leonard Schlesinger, Warners; Lou Linker, Bridge ton and Philadelphia; Charles Segal, Philadelphia; Milt Rogers, Chicago.

Enforcement of code provisions will be left to the grievance board.

It was expected that Colonel Harry B. Salter, Trenton, would be one impartial representative. This was later confirmed with Raymond Rau getting the other place.

The boards met April 13 in first organization meeting.

Code secretaries can hold no other job, according to an announcement from executive secretary John C. Flinn. A resolution passed by the CA states that no secretary shall be engaged directly or indirectly by any Film Board of Trade or any local exhibitor organization or association.

$360,000 Budget

The budget of the CA is expected to reach $360,000 with an assessment for each theatre.

Another meeting of the CA was expected to take place April 13, at which time secretaries and finances were to be discussed.

Sol A. Rosenblatt has been granted a second extension of time for the filing of his long-awaited report on his findings of conditions in the motion picture industry. Rosenblatt was directed by NRA Administrator Hugh S. Johnson on November 27 to make the investigation and file a report by February 28. An extension of time was subsequently granted until April 7.

Two for RCA

RCA reports installation of equipment in the Majestic, Harrisburg, as well as in the local State. House will play radio and screen names.

Biben Busy

Harry Biben has booked in split week and full week at the local State. House will play radio and screen names.

Biben is also booking all Stanley-Warner theatres in Pennsylvania, Jersey and Delaware.

Elliott bill was reported favorably by the house committee, April 5, the same day that a statement from a committee of the American Civic Liberties Union condemning the Hopkins bill as "dangerous." A statement in defense of the author of the bill, Dr. Robert B. Hopkins, a delegate from Milton, Del.

Elliott is that it is intended to apply to first run pictures to send their children to see.

There are a lot of doubt and loopholes as to whether the tax is intended to apply to first run pictures to send their children to see.

When the impartial representatives for the local boards were picked, these two men were chosen to fill the places. On the left: Raymond M. Rau, prominent Philadel phian, assistant manager of the Integrity Trust Company, and a director of Central Airport. On the right: Colonel Harry B. Salter, Trenton.

Each 100 Feet

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Slash Data Available for First Time—Theatremen Can Tell What’s Cut from Pictures—Publicity May Bring Better Understanding

For the first time in the history of Pennsylvania moviedom, a trade journal offers a service that has been barred by a state agency and refused by a part of the film world, itself.

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It takes this attitude because of the fact that many exhibitors have been getting films so heavily cut that it is impossible to tell whether the exchange is giving the house a poor print or whether the picture is deleted. Likewise, when there are complaints from patrons, the exhibitor cannot tell what the real cause is.

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Heavens.

ARE EINSTEIN was at the Pen and Pencil Club dinner in all his glory. He was a vital factor in the success of the event. Other film men there were William Goldman and others.

CLOSED: Keith’s, Walnut, Met. Reports have parties dickering for the latter. Locust. Moe Verbin had a nice front for the European showing of “The Ghoul.” Sam Rosen all enthused over the GB picture. Says “Channel Crossing” and “Dick Turpin” will be even better. Arlie Goh at the Earle, thrilled because of the Penner engagement.

A lot of houses around town need cleaner screens, better lighting and more attention to sound. Some of them are slipping badly.


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PASSING of the Europa Theatre property to Playhouse Operating Company, Inc., of New York, was for $27,500, as indicated by revenue stamps on the deed subject to mortgage of $80,000. It is assessed at $178,000.

BILL WEINSTEIN, assistant at Palace, now at Victoria. M. Gable doing double duty at Palace. That was some wedding when Willie Friedman’s son, Eddie, got married. Exhibit Lowe, Westville, N. J., now at Laurel Springs, N. J. Albert M. Cohen, manager, and everyone in trade to visit new offices, 19th floor, P. S. F. S. building. Good view of city. The trip is worth anybody’s time. Come and see him some time. He’ll be glad to see you.

EDDIE CAPNER has a separate office over at S-W to take care of bookings. John Roberts hopped into town. Marty Goldenberg got his name on the program for giving the Germantown Boys Club a show. Also cheers. Lee Kline still making good at Logan. Ray Myers at Ogontz. Park raised admission a nickel.

Joe Glazner managing Blackwood, N. J. Lew Kellman back from a NY trip with Helen.

NINETEEN YEARS AGO. “Even under the present censorship there is too much laxity, but we must support the law, in fact, lend our influence in making the law more drastic,” said Bishop McCort before 246 delegates at the quarterly meeting of the Diocesan Holy Name Union of Philadelphia. M. Elfiner, leader theatre, planned to have the playhouse redecorated. Fight to repeal censorship in state was being waged in Harrisburg in the House of Delegates.

Hint Keith’s Opening

There was a rumor around this week that Is Rappaport, Baltimore exhibitor, would take over Keith’s and install a big time vaudeville picture policy. Rappaport has made a success of the Baltimore Hippodrome, well known locally. Operation would start in Fall.

Hear In

CROSSTOWN

House Begin to Close

STATE: West Philly, has gone in for vaudeville on full week and split week stands. Will buck Fay’s, which has been doing a whale of a business with Eddie Sherman’s vaudeville and Sid Stanley’s management. The Joe Penner shorts have been doing a marvelous business in the S-W houses as well as others.

Allegheny Theatre is running vaudeville Saturdays only. The Wilmington Savoy re-opens April 14. “House of Rothschild” follows “Catherine the Great” at the Aldine. No two-a-day here.

All the Warner houses are plugging the April Shower of Hits. Opening of the Liberty, Tacony, was greeted by the merchants of the section and business the first week was very good.

THEATRE in Runnemede, N. J., which has had a hectic history, will no longer be open to a closed. House is being dismantled, in preparation for a new era in its operation as a combined restaurant, taproom and what have you. House never was a success from the start. Morris Wax is associated with Harry Slatko in the operation of the Pearl. Michael Felt is now the operator of the Bluebird Theatre, on a long term lease from Elliott J. Goldman, who gives all of his time to his automobile enterprise.

ART ALLIANCE had its third and final showing of “different” pictures Sunday night. Highlights were ‘Dawn to Dawn” and “That Way,” both of which are distributed by Herb Given. Shots got a big hand from the crowd. Main Line theatre had a club dinner in all his glory. He was a vital factor in the success of the event. Other film men there were William Goldman and others.

 hosts of film men attended the dinner given here April 4 to Eddie Dowling. M. E. Comerford, Mike O’Toole down from Scranton, Frank C. Walker, Comerford counsel and National Recovery Board chairman, took a bow. Prominent Democrats were there as well as many prominent movie chieftains.

ROXY, HAZLETON, formerly Liberty, now a Tannenbaum and Sager possession. New Allen, Allentown; Neutral, Simpson, reopening. Felts reported taking theatre in Audubon, N. J. Magician show goes in Walnut.

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Because movie patrons know values and

Won't Be Chiseled!

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PHILADELPHIA
Representatives in Key Cities

THE EXHIBITOR

EMPTV VICTORY

The exhibitors who proclaimed the merits of the 10% cancellation ruling by Deputy Sol A. Rosenblatt and the succeeding incident whereby the Code Authority upheld the ruling can now look back upon an empty victory. For it is nothing more than that.

The ruling allows the cancellation clause on contracts signed before December 7, but effective on pictures released following that date.

The ruling, however, applies only where the exhibitor has purchased all the pictures and has no weight where the average price is $250 or more.

The distributors seem to have lost a point, but, in reality, they have so many methods of getting around the issue that the 10% cancellation clause is of no value as it stands.

Many programs include English pictures of a type not suited to American houses. Many programs include westerns. Most houses cannot use this type of show. Are these to be excluded from the contract when the deal is made or will the exhibitor have to use his 10% cancellation to get rid of these pictures? When the exhibitor buys a full product, but doesn't include westerns, does that exclude him from the cancellation ruling? If he excludes several English pictures on the order of "Good Companions" or "Constant Nymph" does that mean that he has not made a full buy and that he can't cancel any others?

A ruling from the Code Authority first would be necessary, but if previous incidents may be used as a guide, well?

Thus, the exhibitor may find himself up a tree and the 10% cancellation clause may be of no value.

If an exhibitor never used westerns or foreign pictures, they should be automatically excluded when he makes his buy. This has been the custom of the business. It should be continued, otherwise the cancellation clause is a farce.

JAY EMANUEL

WILMINGTON
No Lenten Blues Here

LENTEN BLUES much lighter. ... Easter week vacation with plenty of students' checkles burning their pockets, and up the first box office quotation in Wilmington.

"Morty" Levine, Grand Opera House, and district manager Lyle Trenchard decided to hike the price of admission after 2 o'clock from 25 to 30 cents, with no extra boost on children's rates. ... "Morty" had a neat looking frame listing his April shows in the lobby. ... Seeking Lew Black at the Aldine twice I found him each time "in the air." ... Just happened to be on top of the roof of the theatre directing the repair to the large frame electric sign and other physical features of the roof. ... He had enough banners streaming from the roof to the marquee to decorate a battleship.

... Front, all built up and decorated with stills from "Wonder Bar," was being torn down for the Wheeler and Woolsey trappings. ... Assortment of spring flowers were perfuming the lobby. ... Ben Schindler, manager, Avenue, was having an anniversary week. ... Dick Kilshire, manager, Queen, Warner house, started Saturday morning matinees in competition with George Jones, Loew's Parkway, April 7. ... Matinee starts at 9:30 A. M. and house is emptied before the regular show starts. ... Of Jimmy ("New Daddy") Kearny, who I found out of uniform, all dressed up in a new spring suit, I heard some-one sent him a toy streamlined baby coach, raspberry in shade. ... A. J. DeFiore, manager of Park, says he was set back considerably in his spring painting. ... New order of the Delaware Liquor Commission banning the sale of two-ounce bottles of liquors was welcomed by most of the theatre men.

GEORGE JONES, Loew manager, personally had 700 eggs for his Easter hunt, including fifty marked for prizes including bunnies and tickets. ... Charley Albert has got a lot of room to himself to sling paint.

SAVOY THEATRE is to be reopened in a short while, according to Lyle Trenchard. ... Trenchard said the house would play strictly to the family trade. ... District meetings of Warner Theatre managers for the Wilmington-Chester-West Chester-Darby area are being held now in Chester, instead of Wilmington. ... Lyle Trenchard, the district manager, has his office in the Grand Opera House.

Del-Mar-Va Fire

Second theatre fire on the Del-Mar-Va peninsula to occur within the last month gave firemen of Snow Hill, Md., a real scare as the flames spread from the fire-proof projection booth in Masons Opera House, April 7, just as Paul Hale, the operator was getting films ready for showing. Damage was over $500 before the flames were extinguished. "Mr. Skitch" was burned. C. W. Outten is half owner and manager of the Opera House.

HEARD IN

WILMINGTON

Rialto, was winding up his third week with "David Harum," advertising "capacity crowds." ... A. J. DeFiore, manager of Park, says he was set back considerably in his spring painting. ... New order of the Delaware Liquor Commission banning the sale of two-ounce bottles of liquors was welcomed by most of the theatre men.

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A Coming Attraction

BUSTER CRABBE

in

"Badge of Honor"

with RUTH HALL

Full of Action, Suspense, Romance, and Thrills!
Well cast, well staged, well written and well directed.

Ready May 1st

NOW BOOKING:

"DANCING MAN"

with REGINALD DENNY, JUDITH ALLEN

and a strong supporting cast

An exploitable title and a production that received the commendation of the critics
at its First Run at Keith's, Philadelphia

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A newspaper story crammed with action and comedy ... that will satisfy
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FROM PHILADELPHIA'S LEADING INDEPENDENT, OF COURSE

Masterpiece Film Attractions, Inc.

L. KORSON, President

1329 VINE STREET

PHILADELPHIA
HERB GIVEN has added some new product. Among them are "The Death Parade," a new war picture by Albert Kallis, "Mission to the Jungle," another picture, and also several westerns. These are in addition to the exploitation natural "Dawn to Dawn." ... Art Allaire indicates that and "Tommy" will its last. Sundown night show and audience were thrilled. ... Herb intends to give them a big campaign. ... Messrs. Sussman, Grainger visited.

JIM CLARK, the Horlacherite, hopped over to the big town for a spell or so. All the trucks now carry the official state number. ... That clambake should be along soon, what with the weather getting normal. ... Earl Swigert, Paramount's choreographic exchange manager, awaits coming of "We're Not Dressing," with Bing Crosby. ... "No one can croon like Bing," says Earle.

JOHN GOLDER has "Cheaters" working around. ... Show got a deal over the SAW circuit. ... "Take the Stand" as well as "No Ransoms" are expected in soon. ... "I Hate Women" is also a new one. ... "Mission Trails," a color reel, got a Karlton booking. ... George W. Lessy's brother, Perry, has Lincoln for his middle name.

WHEN A VINE STREET tap room was robbed, police were called. ... As a result, corner was cleaned and two suspects were held. ... Developed that the suspects were sent down from a Jersey town to pick up film so they were released. ... Now, officers of the law want corners kept clean and it will be a tough job. ... Store on n. w. corner had windows cleaned.

MASTERPIECE will have two new pictures in soon. ... "Badge of Honor," with Buster Crabbe and Ruth Hall, and "Can't Escape," with Wm. McShea, are the new ones from Mayfair. ... "And Dancing Man," "Back Pages," and "Wine, Women and Song" are working around. ... Also "What's Your Racket?" is getting plenty of bookings.

SAM ROSEN has five ready for dating right now. ... "Channel Crossing," with Constance Cummings, and "The Ghoul," with Boris Karloff, are the new ones out. ... "Dick Turpin," with Victor McLaglen, "Walz Time," with Evelyn Laye, and "Orders is Orders," with Charlotte Greenwood and James Gleason, are the new ones. ... "The Ghoul" opened at the Europa. ... Sam is screening all around these days.

FIRST DIVISION all het up for Harry H. Thomas Month of May. ... Plenty of dates coming in and Manager Al Blofson determined to make a good showing. ... New pictures in the house include "Stolen Sweeets," "Twin Husbands," "House of Mystery." ... "Forgotten Men" doing a swell, and both "Gang and God" seem like an exploitation natural. ... Manager Blofson back from AC Monogram convention and feeling just dandy about next year.

TONY LUCHESE still confined to his bed. ... Gold Medal officil has been ill several weeks now. ... Nat Levine dropped around. ... Meanwhile, exchange has several prints of "The Lost Jungle," new Clyde Beatty serial, working. ... Stanley Warner has given the serial plenty of time and houses playing it are doing a swell business. ... Mike Katz supervising while Tony is out. ... The ComiColor cartoons are coming along nicely. ... Plenty of oil runs on them. ... And exchange is waiting for "The Unknown Blonde," from Majestic.

LOCAL RKO OFFICE going great guns on the current date drive. ... More than 11,000 dates have come in and it looks as if for the first time the RKO office is going to get first place. ... There's a weekly salary in it for all the folks. ... And under Frank McNamee's direction and with three teams working hard, it appears as if RKO is going to get a first. ... Drive is a great success, anyway. ... Pickets on Vine Street, arranged by Charles Zagrani, were a great help. ... Auditor Macshea in town for a spell at RKO. ... Sam Gross, Johnny Roberts, Harry Spiegel finally getting away to Bermuda.

BOYS ON the street were surprised to note the Washington in George W. Lessy's name. ... They ask whether he could be a descendant of George Washington. ... Benny Fertl all okay now after the operation.

IF AUDITOR BURKE, who was in town for quite a spell in connection with Fox duties, had to travel in this vicinity, he ought to use a train. ... During his stay here he joined the $6 club, had an experience with car thieves, and topped it all by breaking in the lock and having the car towed in by an AAA truck. ... His run of hard luck hasn't stopped for some time. ... Harry Denbow, Warners' brilliant contribution to film salesmanship, is quite a ribber in addition. ... Ask Bill Madison, the man who makes the trade Quality World of Sports, how. ... Now that Joe Penner is the trend of the moment and the local Warner office is re-selling his shorts, the exchange has some ducks on display to remind exhibits about it.

LOUIS "POP" KORSON, Masterpiece, under observation at Jewish Hospital. ... Trade has been slipping and the distributor has become ill on boat trip. ... And went to hospital within a few days of return here.

WALT WOODWARD back from a ten-week trip down South. ... Did a lot of ERP1 work while there. ... Charlie Zagrani, the RKO radio, may get a few himself if the boys who were given publicity via the sandwich man route decide to do something about it.

LOU BRENNER, formerly with Warners, is covering Scranton and upstate for Gold Medal-Majestic. ... Ted Aber is now a member of the $6 club. ... He joined this week. ... A. Bloch, Paramout-District chief, is hopping to Chicago for a district managers convention soon.

DAVE RABUCK is going into the equipment and accessory business. ... Jesse Abel a visitor on the street. ... Clem Rizzo thinks the upturn has come. ... Business is picking up. ... Harry Blumberg glad because the snow is off the ground. ... Jake Berison likes cider.

SHOWMEN'S PICTURES, INC., has secured the world's distribution rights of Harry Schenck's dramatic jungle thriller, "Beyond Bengal."

A GENT WHO SIGNS himself "An MPTO member" drops a line into this column regarding a young good looking fellow who books the Cedar and Diamond theaters with

COIL Note! An exhibitor sent in this analysis of single reel work seen in his theater. It was agreed with him! THE EXHIBITOR will be pleased to reprint further reports sent in. This survey is the report of an exhibitor, not this publication.

Series Audience Reaction Personal Opinion
FOX Baby Burlesks, excellent, very good. ... Battle for Life, fair, generally tiresome. ... Romantic Melodies, fair, very tiresome. ... Song Hit Stories, good, okay. ... Treasure Chest, fair, just fair. ... A Newswomen Camera Club, poor, OK. ... Wheat, Magic Carpets, poor, tiresome. ... Treasure Chest.

METRO Fitzgibb Friends, poor, tiresome. ... Goffy Movies, good, very good. ... Odilies, good, okay. ... Willie Whispers, good, okay.

PARAMOUNT Betty Boops, excellent, okay. ... Headliners, excellent, okay. ... Hollywood on Parade, excellent, very good. ... Picturesque, good, okay. ... Poopets, good, okay. ... Screen Songs, good, okay. ... Souveniers, excellent, swell—old time. ... Spotlights, fair, just fair.

RADIO Vagabond Adv., poor, tiresome. ... Pathe Reviews, fair, okay.

U. A. Mickey Mouse, good, but—slipping. ... Silly Symphonies, excellent, better than Mouses.

WARNERS Looney Tunes, fair, okay. ... Melody Masters, good, okay. ... Merrie Melodies, fair, okay. ... Proper Pots, excellent, very good.

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George Lessy. ... The note goes on to say that his initials are W. H. E. P. and that the lassies in one exchange on the south side of Vine Street between 13th and Broad, are just crazy about him.

MIKE LANDOW went up to York for a visit. ... Had a nice time. ... Looked around. ... Thinks Universal is going to finish the old series soon. ... Remembered "Moonlight and Pretzels" last year.

BEN HARRIS gave his usual motion picture show for Deaf and Dumb Institute. ... Silent picture. ... Big success. ... Does it every Easter. ... It's a pleasure. ... Chris got both of us back to school. ... Jack got in to see Joe Penner, drew him. ... Joe liked it. ... Wrote personal letter of thanks. ... Mitzie and Dotzi in a play. ... Sara getting thin. ... Claims sylph-like form.
Look over your equipment . . . your carpets . . . draperies . . . seats . . . walls . . . lobby frames . . . marquee . . . screen . . . and ticket booth.

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1236 VINE STREET, PHILADELPHIA, PA.

Typical Mascot Cast of Stars!
BETWEEN THE PARAGRAPHS

PRE-LENTEN MYTH BEATEN IN SOME SPOTS

Reports from various sectors indicate that pre-Lenten business did not result in a general letdown. In some districts, business either held its own or topped that of the week before. Poor weather was responsible for a greater toll at the box office than the pre-Easter bugaboo. This indicates that if there is less booking of slough pictures during the pre-holiday period there will be more returns for exhibitor and exchange.

AVERAGE EXHIBITOR MINDS OWN BUSINESS

Regardless of Washington hearings, exhibitor fights, etc., the average exhibitor prefers to play the game alone. Although no exhibitor’s setup is a perfect one, most of the theatre men prefer to mind their own business, figuring that in the long run the exchangeman knows he has to stay in the field in order that the distributor might benefit. Rank and file of showmen prefer to tend to their own affairs rather than mix in something of which they know little or nothing.

NOTHING EQUALS RADIO FOR QUICK BUILDUP

Movies may bring draws to the front in a hurry, but nothing equals the radio for taking a performer and increasing his worth overnight. Joe Penner is an example. The radio comic, who made a whole series of shorts for Warners without causing any explosions, is now a household favorite. Of course, the radio can kill its favorites as fast as they build them, but while they’re hot they benefit not only themselves but theatres which can play shorts or features in which they appear.

LONGER FEATURES OUGHT TO BE VOGUE

If there are to be less shorts, either there will have to be longer features or more double features. Patrons, generally, won’t protest because there will be a decrease in the single reel and two-reel subjects. Sound proved conclusively that making good shorts was either too expensive or too difficult a proposition. If the code restricts buying of shorts, it will, of course, be no guarantee that the quality will be any better. Unfortunately, in the short line, quality seems to have nothing to do with quantity.

INDEPENDENTS PROVED THEY CAN MAKE GOOD FEATURES

If for nothing else, the dying season can be noted in film history as the year in which the independents proved that it is possible to make pleasing, entertaining features at a low cost. Leading independents kept within their budgets, turned out satisfactory pictures. Unfortunately, however, some of them lacked name strength for A houses, but, on the whole, the independents proved, with the help of exhibitors everywhere, that they could more than hold their own in the matter of making good pictures.

THIS BUSINESS NEEDS A NEW CYCLE

It is beginning to look as if this business could stand a new cycle. The past season saw “inside” stories, costume pictures, musicals, etc., with the usual results. First ones in made money, while the others, if almost as good, took in a little less. The costume cycle is probably not as successful as some of the others, with the overhead bringing in another disadvantage. It will be interesting to note which studio brings forth a new idea that will make money for distributor and exhibitor.

CENSORSHIP FIGHTS ON ALL FRONTS

Fights against the censor boards are proceeding in many states. These are taking the form of court tussles, introducing of bills, etc. Generally, attitude of the opponents of censorship seems to be that if there is to be a new deal all around, censorship may as well be included. The advocates of the abolition of censor boards are opposed to the present form of deleting pictures. And if they proceed along the lines indicated, they may be successful.

Catch them when they’re “Show Shopping”

Nowadays, people shop for amusements. They know what movie they want to see. They know what star they want to see. And in Philadelphia, they do their shopping in The Record’s Amusement Directory.

This first and only complete amusement guide in Philadelphia reaches more than 182,000 people daily, more than 288,000 on Sunday. For only 30 cents a day you can tell them who’s playing in what at your theatre. A longer listing costs but 15 cents a line more.

The Record Amusement Directory offers you the most economical form of advertising ever presented to Philadelphia theatre-owners. Today it carries the listings of more than 160 theatres in the Philadelphia district. Does it carry yours? If not, you’re missing an unequalled opportunity to place your attraction before actual amusement buyers at the very moment when they are choosing their amusement. To insert your ad, just call

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Ask any of these Philadelphia territory showmen:

GRANT, Philadelphia
VIOLA, Philadelphia
RIVOLI, Hammonton, N. J.
CRITERION, Hammonton, N. J.
BLACKWOOD, Blackwood, N. J.

... all of whom have contracted during the past few weeks for the business boosting

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Announcing!
Our New Philadelphia Office
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DAVE STARKMAN, Mgr.

LAST MINUTE EXTRA
Grant, Phila., and Rivoli, Hammonton, opened to terrific business, far exceeding their expectancy and were forced to resort to shortage slips in great numbers. ASK THEM!

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CHECK ITEM (X)
ALL MADE IN U. S. A.
**“Wonder Bar” Smashes All Records**

Set for national release over the Easter week-end, Warner Bros.' all-star show, “Wonder Bar,” opened in over 225 situations over the country to business way beyond the company's greatest expectations.

In addition to opening during what has been generally conceded one of the worst week-ends in show business, “Wonder Bar” was released in competition with the strongest box-office attractions of other major companies.

Despite these facts, the picture came through with smash receipt, topping in many of the spots, the record business recorded on the company's previous musical hits, “42nd Street,” “Gold Diggers,” and “Footlight Parade.”

An indication of the “Wonder Bar” business was forecast in the few test runs held on the picture two and three weeks before the March 31 release date, at which time the picture enjoyed highly successful runs. However, these test engagements did not play against the big opposition as met the picture's national release date.

In many of the Easter dates, “Wonder Bar” actually set new house records, among them being such spots as Portland, Altoona, Los Angeles.

Other situations where the picture did tremendous business include: Strand, Albany; Stanley, Utica; Fox, Atlanta; Capitol, Springfield; Hippodrome, Buffalo; Century, Rochester; Hippodrome, Cleveland; Strand, Akron; Warner, Youngstown; Empire, San Antonio; Circle, Indianapolis; Warner, Milwaukee; Saenger, New Orleans; Stanley, Jersey City; Shubert-Rialto, St. Louis; and Stanley, Philadelphia.

Hold over engagements have been set on “Wonder Bar” in 89 per cent of these Easter dates, with many more hold-overs expected soon.

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**Safety in Numbers**


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**“Riptide” Contest**

Many inches of valuable space in the regular news columns of the Harrisburg Telegraph, daily Harrisburg newspaper, much of it front-page, were devoted to a “Riptide” Title-slogan Contest conducted by Metro-Goldwyn-Mayer and newspapers throughout the country and sponsored in Harrisburg by the Harrisburg Telegraph.

Contest was announced in the Harrisburg newspaper four days before “Riptide” opened at Loew’s Regent Theatre, Harrisburg. Running for six days, the contest was conducted simultaneously in thirty cities throughout the country where “Riptide” was showing at as many Loew theaters.

As explained in the Harrisburg newspaper, first prize in the contest amounts to $500; second prize, $250; third, $150, and fourth, $100.

---

**“STOLEN SWEETS”**

First Division releases the production, which include Charles Starrett, Sally Blane, Johnny Harron and others in the Ches-terfield cast.
**Selling Penner**

Artie Cohn, Earle publicity chief, thought of this display for Joe Penner’s personal appearance. The star, now appearing in Warner shorts, liked it so much that he bought it.

**Scores Twice**

Joe Conway, who operates the Egyptian Theatre on the main line, deserves some sort of a hand for keeping in touch with the public pulse.

Before “Three Little Pigs” was revived and repeated, Joe had played the short three times. Then came the national deluge.

And three months ago, he picked up Joe Penner short and billed it above the feature.

Now, Warners are re-issuing all the Penner shorts.

Exhibs ought to watch Joe and see what else he has up his sleeve.

Loew’s Colonial, Robert H. Suits manager, had a red ink imprint, “Norma Shearer in ‘Riptide,’” run across the first page in billboard type, of a large number of copies of the Reading “Times,” for city distribution.

**Boosting Local Angle**

When the Hollywood, Pottsville, played “Social Register,” theatre plugged the local angle. Picture was backed in production by a former Pottsville citizen.

Manager Alfred Nowitski, State, Reading, built up an effective Asiatic jungle setting for “Devil Tiger.” It covered the entire front of the theatre and compelled attention, whether the passerby wanted to take notice or not.

---

**ON MY WAY**

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... best hotel I know!
Near everything, just 200 feet from Broadway. Modern, hospitable, and comfortable.
Like the Manager, like the rates — $2.50 single, $3.50 double, for a room with bath!

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Messrs. Schenck, Lichtman, Zanuck cut cake.

---

**The BEST SERVICE to all SHORE POINTS**

Now that spring is here and summer is on its way, film men can make use of our efficient service to carry their possessions to their summer shore apartments. This has been a part of our service for years.

**...Jersey Exhibitors are Always Happy**

They know they can go away on trips, completely sold on New Jersey Messenger Service. For the record of this company is one that shows no missouts at any time. The service satisfies.

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**Fighting Priest**

View of Capitol exchange which is distributing "The Fighting Priest," the Father Coughlin short, throughout the territory.

**Barrist's Wedding**

Cashier at Barrist and Goodwin's Mayfair Theatre was married in the theatre a fortnight ago. Bride and groom stood in the lobby, met all the patrons, and the Italian hand of Barrist came in when it was noticed that directly behind the couple there was a display on "Fugitive Lovers."

Business was good.

**Plugging French "Pigs"**

Belmont Theatre ran French "Three Little Pigs," tied up with French teachers in city schools. Result was that teachers appeared at theatres with groups of students who wanted to see if they could understand French version.

**Selling "Tarzan and Mate"**

One of those familiar "no stones unturned" campaigns, which have become so familiar to Harrisburg residents, since Charlie McLeary came to town, was put on by McLeary, manager, Loew's Regent Theatre, Harrisburg, and his able assistant, Bob Etchberger, to exploit "Tarzan and His Mate."

Amplifiers atop the Loew marquee told the populace in no uncertain terms how excellent Tarzan would be. Sound truck patrolled the streets telling the same tale. A roaring lion, borrowed from the Municipal Zoo, paraded throughout the city in a cage on a huge flat truck to remind the curious of the Tarzan picture. Picture was reviewed over a Harrisburg radio station. More than 5000 shopping bags, each bearing the title of the picture were distributed by merchants. At least 10,000 tabloid heralds, telling all about it, were distributed at homes in the city and vicinity. More than 100 window cards on display in show windows of leading business houses. Taxicabs carried banners directing the public to see the picture.

**"City Park" Nears**

George R. Batcheller has started production at Universal Studios on "City Park," eighth picture of present program of nine. Sally Blane, Henry B. Walthall share the leads supported by Hale Hamilton, Matty Kemp, Johnny Harron, Edmund Breese, Gwen Lee, Wilson Benge and Lafe McKee.

**Lobby Appearance**

is a very important part of theatre showmanship.

**TYL - A - MATS**
dress your lobby, creating an atmosphere of luxuriousness, of comfort . . . your patrons feel that you have their interest at heart when first impressions are made by a lobby installation of

**O.W. JACKSON CO., Inc.**
225 W. 34th St. New York, N. Y.
MANAGERS of Stanley-Warner theatres are all set to knock old man daylight saving for loop... On the news along the front with the Warner boys there are many big things planned and still bigger things happening... Bernie Seamon, Germantown, used Captain Earl Hammond to help him sell "Eskimo." Hammond talked to the members of the Germantown Boys’ Club before the opening of the picture... Manager Amos, Strand Theatre, Pottstown, used the local papers, civic-activities and a personal message from himself to his patrons in helping to put over Manager’s Week... At the Stanley, flagship of the Jersey fleet, an unusual campaign was used in selling "Roman Scandals." Ushers were dressed in Roman costumes, with playdates across the front of the jackets; an enlargement of Cantor riding in a chariot pursued by a bevy of cuties, were just a few of the things that were used to put this picture over in Camden... On "Dinner at Eight," Manager Murdock had a tie-up with one of the largest department stores in South Jersey by having a dining-room set in one of their windows giving prominent display to the title of the picture and the playdates... Public Service buses were also used.

A VERY NOVEL LETTER was used in exploiting "Men in White" for its engagement at the Stanley... Letter was sent to the members of the medical profession, although the medical angle was not given precedence over the love angle... There is a lot of activity in Bill Haynes’ district for the month of April... Haynes called his men together and they worked out what looks to be a very effective campaign to beat daylight saving... In this district, the managers will use a pamphlet to ask the patrons the type of pictures they want to see at their theatre... Second step in the campaign will be the use of a trailer, in which the patrons will be told of the activity and asked to select the pictures they would like to see.

MANAGER LEWIS used a parade through the business district surrounding the Leader to call attention to “Fugitive Lovers” and a Mickey Mouse Matinee... Parade featured a Greyhound bus, similar to the one used in the picture, and was enhanced by the presence of the boys’ drum and bugle corp of the McCall Post of the American Legion... One of the most concentrated distributions of heralds ever undertaken was successfully completed under the supervision of Manager Phillips, Strand, Reading, in selling Manager’s Week to his patrons... Pocket programs were put into payroll envelopes at all mills, plants, hotels, restaurants and clubs in the city... Proved to be immensely popular with patrons, many of whom called up for them... "Pop" Graver, Grove, used a special envelope to carry an important message concerning Manager’s Week... Envelope shows a picture of a natty bellhop offering a letter, and a line at the bottom reads: "Let’s open it, quick."... Tom Mangum, Washington, Chester, worked out a classified ad contest with local paper, to sell “Six of a Kind.”... Offered 50 free tickets to readers who were successful in finding misspelled words spotted in ten different advertisements.
### COLUMBIA

**One Is Guilty**
- **Mystery Murder**
- **62m.**

Well directed murder mystery melo of the program variety and apt to satisfy where they like that sort of picture. Show attains nothing in the way of originality that hasn’t been seen before in similar stories, but it will pass through easily as a programmer. Heroine is suspected and hero, a detective clears her, solves the mystery.

**Estimate:** Holds interest.

**Voice in the Night**
- **Action Drama**
- **60m.**
- *Tim McCoy, Eddie Seward, Ward Bond, Kane Richmond.*

Action drama with a telephone background and satisfactory for the action houses. Picture has fights, thrills, etc., and will please the McCoy followers generally.

**Estimate:** Fights.

### FIRST NATIONAL

**A Very Honorable Guy**
- **Family Comedy**
- **61m.**

Not the best of the Browns, but probably satisfactory where his name means mazumeh. Brown’s grosses have been slipping a bit but the story is clean, there is plenty of action. Lots of laughs are found in the story of a fellow who agrees to deliver his body within a month to a doctor in return for a loan, then suddenly comes into a lot of money.

**Estimate:** Plug Brown.

### FOX

**All Men Are Enemies**
- **Romantic Drama**
- **90m.**
- *Hugh Williams, Helen Twelvetrees, Mona Barrie, Henry Steffens, Herbert Mundin, Walter Byron, Una O’Connor.*

Programmer of the man who married the wrong girl and without any name strength or lure to help. Hero wants to marry the other girl, loses track of her, weds the father’s choice, but all it rights in the end. Williams is a new face for stardom, turns in a pleasing performance.

**Estimate:** So-so.

**Murder in Trinidad**
- **Mystery Drama**
- **75m.**

Intriguing mystery murder drama that should be able to hold its own despite lack of marquee names. Picture has an engrossing story, will appeal to followers of thrill films. Background is a great aid and story, generally, is a melodrama with plenty of interest.

**Estimate:** Find the criminal.

### MAJESTIC

**The Unknown Blonde**
- **Adult Drama**
- **69m.**

So-called “expose” of the correspondent frameup system, and with plenty of meat for exploiters. Cast contains some saleable names, story offers a load of opportunities, and generally show will depend on the manner in which it is offered to the public. Picture’s strength depends on the campaign behind it.

**Estimate:** Saleable.

### METRO

**Rip Tide**
- **Adult Drama**
- **93m.**

Well cast, well mounted, well produced return vehicle for Norma Shearer and certain to do business in the better classes of houses. Picture, however, is of English background, which may handicap it in theatres which play to the mobs. Story is draggy at times, never achieves anything like an action pace, becomes a personal triumph rather than one of general production.

**Estimate:** It should do.

**The Hollywood Party**
- **Family Musical**
- **75m.**

Plenty of names are present even if the musical doesn’t move along at whirlwind speed all the way. So “Hollywood Party” becomes a marquee attraction and something to be exploited. Picture has a few hilariously funny scenes with others that aren’t so funny. In the long run, however, names may overcome disadvantages.

**Estimate:** Names.

**Viva Villa**
- **Family Historical Drama**
- **110m.**
- *Wallace Beery, Fay Wray, Leo Carrillo, Henry B. Walthall, Don Cook, Katherine DeMille, Stuart Erwin, Joseph Schildkraut, George E. Stone, David Durand, Henry Armetta, Francis X. Bushman, Jr.*

Impressive, sweeping work, based on a celebrated Mexican bandit’s life and likely to be as exploited. Picture has a few hilariously funny scenes with others that aren’t so funny. In the long run, however, names may overcome disadvantages.

**Estimate:** Big.
The Trumpet Blows  
Adult Drama 72m.

George Raft, Frances Drake, Adolphe Menjou, Selma Talley, Edward Ellis, Nyla Westman, Dona Wood, Katherine deMille.

Tale of a bull fighter, brother of a rancher who was a bandit, and who is called upon to prove his courage in the bull ring. Show has all the elements but misses fire somewhere, and must be classified as just another picture. Feature boasts some names to sell.

Estimate: Fair.

You're Telling Me  
Family Comedy 71m.


Comedy that will stand or fall on the Fields angle. Show has many gags, some good, some bad. However, audiences generally be pleased with the Fields brand of humor and there is a romance to boot. As a program comedy, it shouldn't cause much complaint.

Estimate: Funny in spots.

Glamour  
Adult Drama 89m.

Constance Cummings, Paul Lukas, Philip Reed, Joseph Cawthorn, Dora Lloyd, Olaf Hytten, Alice Lake.

Edna Ferber story, well handled, excellently cast and a show for the women. Tale of a woman who wanted to reach the heights, and who played two men to do it, it has emotional appeal and should account for itself nicely at the box office.

Estimate: Women's picture.

I'll Tell the World  
Family Comedy Drama 72m.

Lee Tracy, Gloria Stuart, Roger Pryor, Osmond Stevens, Alva B. Francais, Herman Brix, Lawrence Grant, Leon Wapnoff, Willard Robertson.

Fast moving comedy drama with Tracy as a foreign correspondent and a plot revolving around the pseudo queen of a mythical kingdom. Role is typical of Tracy and audiences will find lots of entertainment in the intrigue, etc. Picture shapes up as a satisfactory programmer.

Estimate: All Tracy.

A Modern Hero  
Adult Drama 71m.


Film version of a well known literary work won't help Barthelmess and shapes up as just average film fare. Attempt was made to follow the novel but content didn't make for big movie stuff. Story of a circus performer who rises to the top but who loses all and who returns to the big top at the conclusion, it doesn't attain a pace for any length of time.

Estimate: Might have been better.

Orders Is Orders  
Family Comedy 58m.

James Gleason, Charlotte Greenwood, Cyril Maude, Mack Carlin, Cedric Hardwicke, Ian Hunter, Race Milland, Jane Carr.

English made picture that has some American names to sell as well as some comedy angles that are international. Story deals with the making of a film by an American with the aid of the British army, and the accompanying developments. Where Gleason and Greenwood can be sold, the show should get by nicely.

Estimate: Gleason and Greenwood.
Monogram Plans Banner ’34 Production Schedule

Johnson Re-Elected President of Company

With W. Ray Johnston re-elected president, Monogram Pictures Corporation, fresh from its fourth annual convention at Atlantic City, prepares for a progressive future.

At the annual stockholders' meeting, Trem Carr, vice-president, production, stated that the company had already completed fifteen of the twenty dramas and six of the eight westerns on the current seasons program and that the entire program would be completed before the end of June and a short time ahead of scheduled release date.

In the annual report, W. Ray Johnston, stated to the stockholders, also the franchise holders, that the net earning for the past twelve months from March 1, 1933 to February 28, 1934 showed a net profit more than double the previous year's earnings and that he would recommend placing the stock on a dividend basis at one of the later sessions of the present meeting. He also stated that the gross billings of the corporation exceeded those of the previous twelve months by $377,021 and that the combined film rentals of the thirty-seven affiliated exchanges for the fiscal year of 1933 amounted to slightly in excess of four million dollars.

Johnston commented that fifteen Monogram managers and district managers had been placed on the various Code Boards throughout the United States.


At a meeting of the newly-elected board of directors, following officers were elected for the ensuing year: W. Ray Johnston, president; Trem Carr, vice-president in charge of production; J. P. Friedhoff, treasurer; Madeleine S. White, secretary.

Executive Committee elected for the following year consists of the following: W. Ray Johnston, Trem Carr, Herman Ritkin, Norton Ritchie, Irving Mandel.

Next year, company makes 20 features, with budget of $2,500,000. Convention closed Saturday with the banquet.

At the Banquet


Selling Starts

Selling for next year has begun. Fox is selling away from Stanley-Warner for the second consecutive year. Exchange is offering practically the same deal as last year with the exception of a few more percentage pictures.

Radio closed with Warners quite a while ago. It is reported Paramount and Metro deals for the new season are practically completed.

SENTRY SERVICED SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them. PLAINLY THIS IS ALL WRONG. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not inquired as to the measure of Safety that you are giving them—THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP. 10th ST. and ALLEGHENY AVE. PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
RIDVICH J. BEAMISH, Secretary, Commonwealth of Pennsylvania, is a Gerrard movie fan. . . . Only the Secretary lends toward a bit of vendange with his pictures. . . . He was so close to the theatregoer than the seat, would Rand show at the Hippodrome, Baltimore, a recent Sunday. . . . Since nothing comes play Art Thorne's piano. . . . Skipper Charles Only the Secretary leans toward a bit of far front at the State a recent night that it Ford Pinchot. is an ardent movie fan. . . . Loews Regent, Harrisburg, pulled through that Rialto and National, Harrisburg. . . . Three it not be a good idea for certain theatre man¬
to carry on for Mrs. Zeiders.

RICHARD J. BEAMISH, Secretary, Commonwealth of Pennsylvania, like Governor Gif¬vaudeville with his pictures. . . . He was so
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PETE MAGARO, one of the pioneer motion picture theatre owners in Harrisburg, is now a politician. . . . He is a candidate for State assemblyman. . . . C. Floyd Hop¬kins, general manager of Wilmer and Vin¬cent interests in Harrisburg, has been men¬tioned for the post in Harrisburg City Coun¬cil, made vacant by the death of Councilman Hasler. . . . It is rumored Jack D. O'Rear, manager Victoria, Harrisburg, is to pilot the Majestic, Harrisburg, if it opens under management of Wilmer and Vincent.

Another special children's show was pro¬moted by Manager McLeary at Loew's, Harrisburg, Saturday morning. . . . Harry Lumber, manager Colonial, Harrisburg, run half-page ads in daily newspapers to adver¬tise opening following day of "Flying Down to Rio." . . . Unique newspaper stunt was run by Manager McLeary at Loew's, Harrisburg, for "Death Takes a Holiday." . . . On every other page of a daily newspaper there appeared a photo of man in silhou¬ette the words "The most fascinating lover the world has ever known."
LETTERS TO THE EDITOR

Explains Premiums

Dear Mr. Eisenschiss:

I wish to take exception to a statement by Mr. Charles Goodwin which you carried on page 10 in the April 1st issue of your paper. Mr. Goodwin is particularly surprised that as an advertiser I am exposed to statements of this sort carried without verification and with no apparent regard to the facts.

I take exception to the following reasons. First, because there is no such thing as a bargain in gold. Gold prices are set by the government. Therefore, the hue and cry over gold prices is senseless. Gold prices are set by the government. Therefore, the hue and cry over gold prices is senseless.

Second, the statements made by Mr. Goodwin in his primer and in his ad in the same issue are either deliberately untrue or misinformed. The fact is that the only one who has a monopoly is the Government. The government owns all gold in the country.

I also take exception to the statement that Mr. Goodwin's firm is the delicate thin model demanded by his patrons. Mr. Goodwin is interested in selling 22-carat gold Dinarware Sets in the Philadelphia territory in addition to the firm in which Mr. Goodwin is interested. This alone makes it unfair and poor for you to carry such a statement under no conditions.

I am certainly glad this is one picture in which some of a custom which is not needed but which vitally affects our business. How about some action from the O. S. P. M. and the成员 who pay good dough to see the pictures in March think when they are told that the merchandise wasn't so hot?

Ho, hum.

STANLEY-WARNER DRIVE

Deemed a Big Success

54 Out of 97 Houses Finish in Money

The Stanley-Warner bonus drive was a big success. Early figures indicate that 54 out of 97 houses finished in the money, and zone manager Leonard Schlesinger is gratified at the returns.

Managers’ week was also a big success. As the result of the drive some promotions and changes have been made. They follow:

Irv Mirisch from the Majestic, Gettysburg, to the local Model; Charles Cox, from the Model to the Capitol; Robert Miller, to the York Ritz as manager, Irving Dum from the Ritz, York, to the Capitol, York; Harry Travers to the Majestic, Gettysburg.

Libros Presides

The National Poster Service Association held a two-day session in St. Louis. Simon Libros, National Kline Poster, president.

Developments were not made public.

Paramount Decorating Opens

Newly formed Paramount Decorating Company, located at 311 N. 13th Street, will be headed by Jack Seidman, Abe Weinberg and Dave Brodsky.

Seidman, formerly one of the two partners of Reliable Decorative Company, which was one of the most successful of the theatre decorating and drapery companies in the east for over ten years, has associated himself with Weinberg and Brodsky, both of whom were identified with that company for several years.

All three men enjoy a wide friendship among exhibitors in the Philadelphia and Washington territories and will continue to render the same personal satisfaction in the future. Paramount gives exhibitors a service combining painting and decorating, stage work, draperies, carpets and all allied crafts by experts in each field.

New “Pagliacci” Technique

“Pagliacci,” a short feature, in which Henry Hull appears as Canio, the tragic clown of the famous opera, will be released by Educational Pictures, according to an announcement by W. H. Hammons, president. Film, produced and directed by William C. DeMille for Audio Productions, Inc., is offered as an innovation, introducing an entirely new technique in the presentation of grand opera on the screen. Going on the assumption that the screen must always be visually attractive, and that acting should be in the hands of actors, and in view of the fact that the worlds most brilliant singers are often lacking in acting ability, the producers of “Pagliacci” have developed this new technique.

Operator Wants Job

Experienced and capable young man desires position as operator or assistant. Has city and state license.

Address: Box OP, THE EXHIBITOR.
THE EXHIBITOR

Apr 15, 1934

TRENTON
Bill Keegan
Quite a Hero

TWO PER CENT sales tax measure, progress of which was halted in the New Jersey Legislature last month, is again being lined up for enactment. . . . Republican majority leader William Albright has declared that the tax measure is necessary. . . . Assembly Bill 260 to prohibit dance marathons and walkathon contests meets with strong opposition on the part of school board members of the legislature and it is doubtful if it is reported by the Miscellaneous Business Committee of the House for a vote. . . . Another bill of interest to theatre managers, Assembly Bill 261 to license itinerant carnivals, traveling outdoor shows, is opposed by veterans organizations and fraternal societies and has not been reported by the committee for a vote. . . . Senate Woodruff Bill 119, to allow use of State and local officials to administer the National Recovery Act codes is opposed by the Allied Theatre Owners of New Jersey, Inc., and has not been reported for a vote.

WILLIAM KEEGAN, general manager, Hunt's Trenton theatre, and Richard Whitby, manager, Hightstown Theatre, rescued a 14-year-old negro boy from drowning in Potomac river, Washington, D. C. He was home from Florida. . . . Not desiring any praise or notoriety Keegan and Whitby declined to reveal their identity to a traffic patrolman who was at the scene. . . . Policeman then noted the license number of the Keenan automobile and wired Trenton authorities.

YORK
Joe Penner
Big Noise

EASTER brought a new deal for the theatres of Wilkes-Barre and its mining suburbs. . . . Joe Penner captivated the town this week, thanks to the enterprise of John Galvin at the Penn. . . . Result, Penn jammed them to the sidewalk even at the matinee. . . . Like his former boss, Al Cox, now at the Irving, also went vaude during the week, devoting himself principally to the promotion of Punjab, the Indian mystic.

AT THE CAPITOL Fred Hermann divided his attention between “Death Takes a Holiday,” and some renovating. . . . George Bittinger, Kingston, has been featuring Phil Cusick at the organ, and Phil was one of the attractions at the midnight Easter show. . . . Orpheum arson is keeping its bills for a week. . . . Children’s theatre, an independent venture at Irem Temple, did surprisingly well with adults last Saturday.

WASHINGTON, D.C.

DAYLIGHT SAVING from the latter part of April until early fall is practically certain in Reading. . . . Embassy Theatre advertised “Death Takes a Holiday” as “the picture with the most audacious theme ever filmed.” . . . Loew’s Colonial and State are splitting the patronage of adventure and thrill seeker with “Tarzan of the Apes” and “Pirate Gold,” respectively. . . . Warner’s Strand is featuring dime matinees for kids. . . . Stage shows at the Astor, Warner’s, are the only vaudeville offerings in Reading at present.

THUS FAR mild weather has failed to cut in on theatre receipts. . . . One of the long-expected and long-prayed-for bank re-openings has come to pass here. . . . Opening of the doors of the new City Bank and Trust Company, successor to a semi-closed institution which passes off the map, released $2,602,000, part of the old bank’s frozen assets, on April 1 and there was a grand rush for spending money thus freed for business in general. . . . Some one in Reading with an easy-action typewriter, no one knows whether his dope is right or not—has calculated that the number writing race betting and other small amount daily betting rockets cost Reading $4,860,000 yearly or more.

IF UNCLE SAM wants to collect $2,431 1930-1 back income tax from Dr. Harry J. Schad, Reading, a claim which Doc Schad has appealed, he will have the time of his life proving the claim. . . . Charge is based on a $600,000 mortgage held by Schad against Reading theatre properties, later sold by the sheriff. . . . Schad has introduced proof that Washington think and what Dr. Schad knows are two entirely different things.

UNIFORMS

American Uniform Co.
134 So. 11th Street, Philadelphia

- Style Right - Serviced Right - Priced Right
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VAUDEVILLE AGENCIES

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PHILADELPHIA

- Booking
STANLEY-WARNER THEATRES, Philadelphia
"THE LOST PATROL" IS THE SENSATION OF THE HOUR IN NEW YORK!

NOW PLAYING 3RD WEEK AT ARTHUR MAYER'S RIALTO THEATRE BROADWAY, TO THE LARGEST ATTENDANCE IN THE MEMORY OF THE OLDEST EMPLOYEE

DRAWS FOUR STARS FROM THE DAILY NEWS

AND THE GREATEST RAVE REVIEWS YOU EVER READ!

.. IN FOR A LONG AND PROSPEROUS RUN!

JOHN FORD'S PRODUCTION WITH VICTOR McLAGLEN . . . BORIS KARLOFF WALLACE FORD . . . REGINALD DENNY RKO RADIO PICTURE
Easter Egg Competition Hot In Wilmington

Old adage "He who laughs last, laughs best," seems to have applied rather appropriately to the two Easter Egg Hunts in Wilmington of the two rival organizations. Warner Brothers and Loew's, at least to those who had inside information about the affair.

Whether Lew Black of Warners or George Jones of Loew's was the first to think of the Easter Egg Hunt is a question. However, it seems that Jones stole a march at first by tying up Mayor Speer with his egg hunt for Easter Monday. Warners determined to go through with their plans, decided upon Saturday before Easter for their hunt, and to say it rained cats and dogs on that particular day would be putting it modestly. Laugh No. 2 for Jones. Came Easter Monday, bright sunshine, balmy air, everything playing right into the old Jones luck, that is all except a half a dozen or so mischievous boys who happened to be out in the park as early as 8:30 A. M., not far from the very place where Jonesey's egg riders were busily engaged in secreting the hen fruit about the park. They connived with some larger boys, divulging their secret. Soon the conspiracy was on. Then there was a shrill police whistle, blown by one of the larger boys, which every child mistook for the signal to go egg hunting. Those in the "know" were on the scene, grabbing up eggs, a little time before the scheduled time. The onrush was too great to stop, so mayor or no mayor, Jones and his fellow city co-ordinators, just had to let the kiddies go to it. By the time the mayor arrived to open the hunt, most of the eggs had been found, and shells aplenty covered the ground thereabouts.

But about the laugh? Why it so happened that the Warner boys postponed their hunt until Tuesday, with an assembly at a given point, and from all reports some 2,000 kiddies with holidays and fine weather had their hunt without any irregularities.

Kuykendall Re-elected
President of M. P. T. O. A.

Exhibitor Leader Returned for Second Term

Ed Kuykendall has been re-elected president of the MPTOA.

Meeting in Los Angeles, the board of directors, April 10, returned the leader for the second consecutive term.

Other officers were M. E. Comerford, first vice-president; A. Julian Brylawski, fifth vice-president; Fred S. Meyer, secretary; Fred Wehrenberg, chairman of the board; Edward G. Levay, counsel. New faces among the officers included W. S. Butterfield, second vice-president; M. A. Lightman, third vice-president; Ben Bernstein, fourth vice-president.

Jules Michael, Buffalo, is chairman of the Grievance Committee, in place of Lewen Pizor, local MPTO head, who didn't make the trip.

The executive board praised M. J. O'Toole, Scranton, for his work while he was secretary.

There were few exhibitors present from the local territory. M. E. Comerford attended with members of his family, but outside of him, it was thought that representation from this district was nil.

Majestic, Harrisburg, Remodeling

A change in building regulations in Harrisburg, beneficial to theatre operators, was brought about through the efforts of C. Floyd Hopkins, general manager of Wilmer and Vincent interests in Harrisburg and Reading.

When it was discovered that plans to remodel the marquee at the Majestic Theatre, Harrisburg, to open soon as a motion picture house, would not agree with the city's building regulations, an ordinance was passed by City Council that permits erection of marquee awnings to extend upward five feet instead of three. The change permits theatres to use more lighting effects in displays of current engagements.

Exhibs 50% on Checking

Exhibitors can look forward to the time when they may pay 50% of the checking costs incurred by exchanges checking the house.

A tipoff can be taken from the following conversation:

Sam Gross: Say, Herb, I think you should pay half of our cost of checking your show.

Herb Effinger: Why?

Sam Gross: Well, now you know you have honest employees because the count was honest.

Herb Effinger swung hard but he missed.

Exhibs can ponder if such a trend may become national.

Mystery in Wilmington

Sound Suit Postponement

Considerable mystery lies behind the postponement of the anti-trust suit of the Stanley Company of America, Duovac Radio Corporation and General Talking Pictures Corporation against ERPI, Western Electric and A. T. & T., in the U. S. Court in Wilmington, heralded as being a move toward an amicable settlement.

Trial, had it started Wednesday, April 4, would have lasted at least a month and would have involved one of the biggest controversial issues in the motion picture industry of the nation.

Judge Nields sitting in the case postponed the case indefinitely as to exact date but sometime in the fall when lawyers for both sides appeared and asked that the case be continued until about that time.

Plaintiffs charge violation of the Clayton and Sherman anti-monopoly and anti-trust acts, in the enforcement by the defendants of restrictive clauses on leases for the replacement of equipment. Exhibitors are required by the present agreement, to obtain repair and replacement parts exclusively from ERPI. The plaintiffs asked for a preliminary injunction. Attacking the validity of its theatres reproducing equipment agreement with ERPI and asking the court to rule that the reproducing sound equipment now is its possession and supplied by the defendants, be decreed its exclusive property. They charged that the defendants were endeavoring to monopolize the business.
CODE

Three Forms for Filing Code Complaints

Three forms are available for exhibitors filing code complaints. Only those who assent to the code can file any complaints. The forms are white, blue and pink. First, No. 1, includes complaints for one of the four reasons contained in Article VI, Part 2, Section 1, Paragraphs (a) or (b), or (c) or (d).

No. 2 (blue), is used exclusively for filing complaints under provisions of Article VI, Part 2, Section 4. Local board either dismisses the complaint or certifies it for determination by the Code Authority.

No. 3 (pink), is used for filing any complaint under provisions of the Code outside of Article VI, Part 2.

Blank forms have been sent to those filing complaints. These will be turned over to local boards for determination when they all begin to function.

Cancellation Ruling Effective with All

All companies are obeying the ruling of Deagy Sol A. Rosenfield to the effect that the 10% cancellation clause dates back to contracts made before December 7 and applying to product released after that date. Vote of the Code Authority was 8-2, but all companies are honoring the ruling.

Boards Get to Work All Over Country

Local zoning and grievance boards have gone to work in various parts of the country. With the New York and Philadelphia bodies the last to be obeyed, the industry now has a chance to see how the whole setup works. Generally, until developments indicate otherwise, the business is ready to give the board the best of chances.

Exhibitors Post Labor Provisions

Exhibitors have received post cards from the Code Authority regarding posting of labor provisions. Cards must be filled out and returned before the provisions will be sent them.

PRODUCTION

Paramount Releases

Paramount holds its convention for sales purposes at the Ambassador, Los Angeles, June 18-20. A district managers' meeting to discuss policies precedes the session. It takes place in Chicago this month.

Majestic Makes Plans

Majestic franchise holders have met to make plans for the new season. Following the conflagration, president Herman Gluckman went west to take care of production arrangements. Company will make its own pictures.

Mrs. Belmont Speaks to Trade

Mrs. August Belmont will speak to more than one thousand persons of the motion picture industry including executives and leading producers at the annual dinner of the Associated Motion Picture Advertisers, in the Hotel Astor Ballroom, April 21. Upon taking the duties as president of the Motion Picture Research Council, vice-presidents of which are Dr. Henry Sloane Coffin, Prof. Edwin R. A. Seligman, Dr. Henry Fairfield Osborn and Dr. Ralph Stephe Wise, Mrs. Belmont, recently, in an address which was broadcast throughout the nation, stated the policy of the council was to gain the co-operation of the organized motion picture industry in the endeavor to lift the standard of motion picture production.

Features Hold, Shorts Cut in New Season

There will be as many if not more features made in the new season, but it can be said definitely that shorts will be cut. The code and overbuying of shorts during the current season are reasons for the slash in the single- and double-reel. Rumors of increased feature production are heard.

Quota Up in British Market

With the British quota going up to the extent of two and one-half percent, domestic film producers will have to handle or make 25 more pictures this year than last. This should bring the total to about 115 for the new season.

Naked Truth Dinner Revived by Trade

The Naked Truth Dinner, long an established industry event, is revived April 21 in New York City when the AMRA, trade advertising body, and the Motion Picture Club help in putting over the dinner. Receipts go to film charitable bodies.

REPORT

Report Suit Against Electrics is Settled

Litigation involving Stanley Company, Duovac Radio, General Talking, A. T. and T., Western Electric and ERPI is reported in the settling process. Anti-trust law violation was hinted. Delaware advices are to the effect that suit, which threatened to be long and costly, may now be in the compromise era.

Rowland Radio To Produce

Richard A. Rowland, old timer, is now with Radio. He has signed a contract to produce. Rowland bears a fine reputation, should help the company.

Hays' Report Show Everything Fine

Optimistic report on films and their effect on national life was contributed by Will H. Hays in his annual report at the meeting of the MPPDA. Hays was reelected to the presidency of the body.

EXHIBITION

55% Using Doubles, Golden Claims

Approximately 55% of the theaters in the country are using double features, Edward Golden, sales manager of Monogram, claims. This figure includes chain and inde houses.

Triple Feature Threat Heard in Many Sectors

Reports of triple features are heard in the trade. There have been instances of seeing four features for one admission. That grievance boards may check such practices is certain. Meanwhile, contract clauses may restrict such a procedure.

Allied States Has Production Tieup

Trade reports assert that Allied States Association will effect a production deal whereby more than 20 features will be offered to members of the organization. Group will benefit from the financial tie-up. Idea was suggested some time ago, but nothing ever came of it.

DISTRIBUTION

Film Boards May Now Pass On

It is believed with the organization of local zoning and grievance boards that the Film Boards of Trade throughout the country may pass on. In a lot of cases, the secretaries of the boards will be former secretaries of Film Boards.

Columbia Rumor

Still Floats Around

Rumors have been current in the trade of changes in Columbia ownership. All have been denied by executives. Report would have Dupont money interested in the new setup. Other rumors floating around in the trade include the annual RKO-Fox merger, but nothing has developed.

Salesmen All Set For Selling Battles

Distributor units have been vacationing, getting their health back in readiness for the annual selling battles. Fox is selling already. Others are just beginning. Independent accounts have increased during the past year, making more work for salesmen.

No Cuts Given Back to Employees

Outside of United Artists, most distributors have failed to restore cuts made during depression periods. No hinting of when this may take place is evident, but employees hope that the new deal may work to their advantage as well as others.
Everything—

pertaining to the motion picture industry can be found in—

The 1934 FILM DAILY YEAR BOOK now being distributed to all subscribers to THE FILM DAILY

Here is a volume which has no equal. Everything pertaining to the motion picture industry can be found within its covers. This important volume which runs well over 1,000 pages each year contains a complete showman’s manual of ideas which are practical. The ideas are not just theory, they are ideas which have been used to satisfaction. They are so grouped and arranged so that no matter what type of picture an exhibitor is playing, he can find stunts which will help him sell his picture to the public. The Year Book contains a complete list of theatres throughout the country, circuit or individually owned. Wired, silent, open and closed are indicated. A list of more than thirteen thousand features released since 1915 together with review dates and distributors’ names. A complete list of all features released during the year with all data, such as players’ names, directors, etc. A buying guide that is unsurpassed, giving names and addresses of all important equipment vendors listed under products handled by them. Personnel of all major producing and distributing companies. Addresses and officers of important societies. Full texts of the NRA Codes of Fair Competition for the Motion Picture, Laboratory, Legitimate Stage and Radio Broadcasting industries. The ten best pictures of the year. A financial section showing the financial structure of the major companies. A foreign section which gives you a survey of the foreign field. These are only a few of the many subjects of interest found within its covers. THE FILM DAILY YEAR BOOK is given free with a year’s subscription to THE FILM DAILY.

Gentlemen:

Please enter my subscription to THE FILM DAILY. I enclose check for $10.00. Foreign $15.00.

Name

Address

City.............................. State
Check in

... at Hotel Anchovy for one of the biggest laugh hits in years!

... as a high spot in Educational's record-smashing season of big name comedies, E. W. Hammons now presents...

The Three Ritz Brothers in Hotel Anchovy

It's a Coronet Comedy

Produced by Al Christie

Distributed in U. S. A. by FOX Film Corporation

Apr '34 b.c.
Contented Box Offices Twitter and Chirp . . .
"GET YOUR DATES IN NOW FOR THAT BIG MONTH . . .
The Harry Thomas
Month of May!"
and it's a picture like this that will keep them happy
DATE IT FOR MAY
A First Division Release!

CRITICS RAVED:
Actual photography of World War reeks with realism and preaches potent sermon against conflict. Throng welcome production.
—Record.

"Forgotten Men" records vivid scenes of war... authentic combat pictures—Ledger.

Horrors of war explained in full... Audience impressed.
—News.

War grim visas... war stripped of all parades and panoply of glory.
—Bulletin.

UNCENSORED WAR FILMS
EVEN MORE SENSATIONAL THAN SHOWN IN PUBLICATIONS
FORGOTTEN MEN
LIKE A BLAST FROM HELL!

AND THEATRE OWNERS EVERYWHERE APPLAUD IT!
14 Big Weeks on Broadway
8 Big Weeks at Europa, Phila.
1 Big Week at State, Allentown
1 Big Week at State, Reading
1 Big Week at Ritz, Scranton
Enthusiastically received by thousands of exhibitors who inspected and admired the new chair in our showrooms—and awarded numerous orders by Paramount-Publix, Balaban & Katz, M. E. Comerford Circuit, Tony Sudekum and many others of the industry's shrewdest buyers—U 16—FLOATING COMFORT—IS A SUCCESS!

I'm proud of the judgment which dictated my venture. That judgment has been confirmed by a progressive industry.

I'll carry on!

I only wish the assurance of every exhibitor, large and small, that he'll examine the new U 16—Floating Comfort Theatre Chair—before buying. He'll convince himself.

Sincerely,

VICE-PRESIDENT
in Charge of Sales

THE DAWN OF A NEW ERA IN THEATRE SEATING

IT'S ACCEPTED

INTERNATIONAL SEAT CORPORATION
PARAMOUNT BUILDING
NEW YORK

Sold Nationally by

Philadelphia Representative: L. E. STONE, 219 North Broad Street
Representatives in All Principal Cities
Hello, Everybody!

I’m telling you I’m back in business

... and here’s the chair I’m selling — the chair you’ll eventually buy.

- NO HINGES — with their usual trouble of sagging and breaking.
- NO VENEERS — to warp, peel or split.
- ALL STEEL — interlocking parts. No nuts, bolts or screws — the strongest construction.
- CANTILEVER SPRING CONSTRUCTION — No sagging in the seat.
- COMFORT — Most comfortable chair in the market.

AND SOLD AT A RIGHT PRICE WITH STONE’S GUARANTEE OF SERVICE

L. E. STONE

Theatre Chairs

801 FLINT BUILDING

219 North Broad Street, Philadelphia, Pa.

THEATRE SEATING SINCE 1895
5 REASONS WHY TRADE DEMANDS IMMEDIATE PRE-RELEASE OF WARNERS’ NEW IDEA IN MUSICALS

DICK POWELL
GINGER ROGER
PAT O’BRIEN
4 MILLS
TED DION

AVAILABLE NOW!

20
Million
SWEETHEARTS

May 1'34 pg. 4
Because Film Daily calls it "grand entertainment for anybody...easily the best picture thus far in a broadcasting background".

Because MP. Daily says it "is sparkling show entertainment all the way. Should bring them in and send them out boosting".

Because Los Angeles Herald-Express says it "clicks off a new high in cinematic musicals...fairly sizzles with action and surprises".

Because MP. Herald calls it "entertainment that entertains...fast-moving, novel, clean, clever".

Because Variety Daily declares it "offers a double box-office lure...ace radio names...and distinguished performances and direction".

EN BROS.
TO & BAND
ADIO ROGUES
HE 3 DEBUTANTES
MUZZY MARCELLINO
ALLEN JENKINS

Songs by WARREN & DUBIN
Directed by RAY ENRIGHT

A First National Picture. Vitagraph Inc., Distributors
WRECKING RECORDS Everywhere!

A Smashing Indictment of Parental Prudery!

Enlighten Thy Daughter

WITH
Herbert Rawlinson
Miriam Battista
Wesley Barry

and a Cast of Broadway Stars

BROKE ALL RECORDS AT—
FAMILY, Scranton, Pa. 1 Week to terrific business
And breaking all existing records in Boston
and other leading cities

Not a Sex “Quickie”
but a legitimate, well-cast,
quality production with an exploitable title!

DISTRIBUTED WITH PRIDE BY
GOLD MEDAL FILM COMPANY
A. LUCCHESI, President
**One Good Thought**

OUT OF the maze of resolutions, parties and social events which marked the 14th annual convention of the MPTOA at Los Angeles, at least one constructive idea emerged, one which had been presented to the trade many times before but which, apparently, was brought to the fore only because someone might have remembered reading it somewhere.

This was the suggestion that exhibitor leaders confer with studio heads on production plans, on desires of audiences, on what might be liked and what might not be liked by patrons. Such meetings should be held occasionally.

It wasn't so long ago that these columns advanced the same idea, but like so many other constructive suggestions, it was passed by the wayside.

That, largely, is the trouble with this business. When someone thinks of something that might help the industry, few care. A couple of years later the same idea might be advanced by someone else and the hands come out, the flags fly and another miracle brain is heralded by the industry.

Of course, it remains to be seen if the idea of co-operation between exhibitors and producers is really carried out. It should be. But knowing the after-effects of even the best of suggestions and conventions, it wouldn't be surprising if it weren't. If it does work out it will prove one of the most outstanding constructive pieces of work of any convention for the best interests of the whole industry.

**To Mr. Quigley**

IT HAS REMAINED for Martin Quigley, esteemed contemporary, to uncover a new menace. The ogre that explorer Quigley reveals is the practice of this business in not advertising the starting times of features, of allowing patrons to walk in on the middle of a picture, of taking an attitude which he calls "the public be damned." He makes three points which err (1) that with the coming of feature length pictures and talkies, old continuous performance arrangements are falling by and another mechanism of virtually all theatres, (2) that Hollywood does not realize the existence of the new evil, that if they did, they would wonder less why certain features are flops, (3) that performances should start at stated hours, a practice which could be regulated by adding or dropping short subjects to make uniform shows.

He errs (1) because at least 60% of the houses of the country do not run continuous, have educated their patrons to know their programs, whether shorts come first or last and when feature usually begins, (2) because no picture ever proved a flop as he reasons, (3) that if he were experienced he would realize the folly of this statement. With very few exceptions, patrons never refuse to buy tickets for pictures they want to see, even after the feature has started, and patrons do not buy tickets for weak sisters merely because they can arrive just before the feature begins.

Mr. Quigley may be supplying a field for discussion but the ogre he has discovered, we believe, is as ferocious as Mickey Mouse.
Exhibitors Must Pay Assessments or Film Service Stops, Authority Rules

Body Okays Secretary for Territory—30 Days’ Leeway on Obligation Allowed—Local Groups Functioning—Select Quarters

If code assessments are not paid within 30 days, theatres may not be served with film, according to a vote of the Code Authority, approved by Divisional Administrator Sol A. Rosenblatt.

Assessments have been sent out. They must be paid.
A fine of $500 a day as long as the theatre holds out is also another feature.

Localites Meet
In the second meeting of the body, organization matters came up. A committee to secure offices was appointed and the budget was considered.

Name Ziegler
Basil Ziegler has been appointed secretary of the local board. He is a lawyer.
The local secretary will attend a meeting of regional board secretaries to be held in New York shortly.

Air Cooled
The new offices of the local zoning and grievance boards in the Philadelphia Savings Fund Society will be air cooled.
Reason is not the personal comfort of the hard working board members but the fact that air may tone down force of arguments.
National survey indicates Philly board will be only air cooled group in country.

Grievance Complaint Up
One of the first cases expected to be heard by the grievance board is that of Lou Linker, Bridgeton, N. J., exhibitor and a member of the zoning board, against the Stanley Theatre, Bridgeton, N. J., on charges of overbuying pictures. Exchanges as well as theatre will appear when hearing comes up.
Linker is believed to be ready to assume contracts of excess pictures if the board so rules.

be obtained from the secretary of the local boards. Such complaints must be notarized.

Forms
The papers are divided as follows:
White—Complaint under Article 6, Part 2, Section 1, before the grievance board, against competing exhibitor.
Pink—Special complaint before the grievance board, involving non-theatricals, refusal of fair adjustment, designation of percentage playdates, reduced admissions, theatre transfers, premature advertising and other similar matters.
Yellow—Before the clearance zoning board, protest under Article 6, Part 1, Section 7.
Blue—Before the grievance board, complaint under Article 6, Part 2, Section 4.

During the absence of Lenny Schlesinger, affiliated member on the zoning board, it is expected that M. B. Comerford, affiliated member of the grievance board, will be his alternate. Code rules so prescribe.

No new zoning will be undertaken by the zoning board. Body will merely hear complaints on zoning and render decisions.

Who’s Who on the Boards

RASH, ZIEGLER—Born in Cleveland 31 years ago. Appointed secretary of the local zoning and grievance boards. . . . Graduated from Dickinson Law School, 1924. Managed theatres in this territory during 1925-1928-1929. . . . Was in production in New York in 1931. . . . Wrote music for Texas Guinan show and others. . . . Has been practicing law in Camden since 1936. . . . Intends to continue law work. . . . Has been active in bankruptcy cases as well as in murder trial, recently. . . . Is single.
M. B. COMERFORD, grievance board affiliated member. General manager, treasurer Comerford circuit. Born in Larksville. . . . Educated at Plymouth school, Stroudsburg Normal, Wharton School, Scranton. . . . Built many roads. . . . Taught school. . . . Has been practicing law work. . . . Has been active in bankruptcy cases as well as in murder trial, recently. . . . Is single.

Hearings Begin Soon

Hearings before the local grievance boards are expected to begin as soon as quarters are set.
It looks as if the first cases will be heard this week or next.
Cases already sent in to the Code Authority have been sent back to the local boards and will be taken up in order of receipt.

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Here Are the Costs Under the Code

<table>
<thead>
<tr>
<th>Population</th>
<th>Number Theatres</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st run—74</td>
<td>Subsequent run—282</td>
<td>$42 yr.—3,108</td>
</tr>
<tr>
<td>1st run—75</td>
<td>Subsequent run—153</td>
<td>$48 yr.—3,600</td>
</tr>
<tr>
<td>1st run—88</td>
<td>Subsequent run—134</td>
<td>$72 yr.—6,336</td>
</tr>
<tr>
<td>1st run—120</td>
<td>Subsequent run—571</td>
<td>$96 yr.—11,520</td>
</tr>
<tr>
<td>2nd run—178</td>
<td></td>
<td>$112 yr.—16,384</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$36 yr.—20,556</td>
</tr>
</tbody>
</table>

Total $181,362

Cost of the code is expected to be $360,000 annually, with the producers and distributors paying the rest. Assessment blanks have been mailed out. Once they are paid, receipts will be returned. It is necessary to pay the assessment, under an executive order of the President.
M. P.T.O.A. Includes Industry Ills in Discussions at Coast Convention

Kuykendall Again Re-elected to Organization’s Presidency — Guests Entertained by Studios — Many Resolutions Passed — Mayer Hits Indices

The MPTOA met at Los Angeles, had five days of meetings, studio sessions and touched on practically all the problems of the business.

That is the record accomplished by theatre-members and invited guests during the period from April 10-14. Highlights included a resolution asking for 15% cancellation privileges instead of 10% under the code; one asking for abolition of scarce charges; another asking for a revamping of insurance rates for theatres downward; others pledging support of clean advertising; opposition to free radio shows in halls; calling for conferences on production with producers; revising clauses in code on non-theatricals; and other matters.

Will Hays led the speakers at the convention banquet, urging ethics in production and in advertising. Other industry leaders also spoke.

Louis B. Mayer, Metro-Goldwyn-Mayer, drew a lot of attention when he said there was no place for the makers of cheap pictures. He also tried to discredit the alleged block booking bugaboo by saying that exhibs all like to play money pictures, regardless of content.

Ed Levy spoke on legal matters. Ed Kuykendall again hit publication of box office figures. Mrs. Thomas G. Winter spoke on women’s clubs. Cecil D. DeMille spoke against censorship.

The M. P. T. O. A. took credit for the 10% cancellation clause. Ed Kuykendall and Fred Meyer hit Allied in their reports. Report of secretary Mike O’Toole was read. Kuykendall praised Sol A. Rosenblatt, who wasn’t there, but who sent a telegram.

Broadway, Camden, Burns
Fire of unknown origin burned the new Broadway, Camden, last week-end, leaving only four walls standing. House had been converted from a bank into a model theatre. House will undoubtedly be rebuilt immediately. Loss was placed at $25,000.

On Local Board

M. B. Comerford is the affiliated representative on the local grievance board. M. B., who is one of the active heads of the Comerford chain, will function in the affiliated capacity. His appointment was greeted by exhibitors in general throughout the territory.

APLEX GARAGE’S Shorty is putting on weight. Meanwhile, the garage is spring services. Herman Rubin getting thinner. Worrying when the Mae West picture will come along. Joe Suskind, the dynamo of Quality Print, always getting up interesting ideas.

MASTERPIECE will have “The Fighting Rookie,” with Jack LaRue, in shortly. Pop Korson is resting at home. Due credit must be given Dr. Lownes who helped pull him through.

SAM BLATT is now with Quality Premium. Sam is a real oldtimer and knows all the exhibs of the territory. As a veteran MPTO member and a manager, he will add much to Quality. He will act as special representative.

CHARLES ROSENZWEIG, First Division sales manager, a visitor on the street. Lester Whelan, Harold Lloyd aide-de-camp, also hopped in for a spell. Auditor Burke, still here, but no car trouble of late. C. C. Pippin, Metro, no longer advance man for “Eskimo” dog team. Ducking since he heard hippo bally on “Tarzan and His Mate.” Exchanges on the street lent prints to the SMPF for showing during the unit’s convention in Atlantic City. Most of them co-operated.

LOCAL RKO EXCHANGE expects to cut itself a piece of cake following the completion of its drive. Manager Frank McNamee has been working night and day assisted by the entire office and plenty of dates have come in. It looks like Philly will finally bring home the proverbial bacon.

Folks at Warners have already cut their cake, the local office, thanks to the good work of Manager Bob Mochrie and the support of exhibitors, having been in the money. Over at Fox, Al Davis has been getting the local force functioning more efficiently than ever before, which means added service for exhibitors.

DAVID BARRIST tells the one about the exhibitor who was so religious he wouldn’t play “Little Pigs.” Harry Dentrow said “Eight Girls in a Boat” was cut so badly there were only six girls when he got the print.

(See page 16)
A LARGE NUMBER of exhibitors attended the First Division tradeshow at Fay’s Theatre, recently, with “Beggars in Ermine” and “Stolen Sweets” the two pictures that were unveiled as well as travel reel. . . . Hoot Gibson was a guest and Manager Al Blevin was there greeting all exhibs in person. . . . Harry Slatko is back at the Lincoln after being at the Pearl for a spell. . . . When the Emaus ran Sunday shows, a minister of a Polish church, associated in the Sunday show, paid the fine.

HOWARD S. CULLMAN, managing director, Roxy, New York City, addressed the Consumers’ League of Eastern Pennsylvania on the question of “Workman’s Compensation” last week. . . . Wisachickon Theatre, assessed at $10,000, has been transferred from P. S. F. S. to B. Cohen, for $10,000.

WILLARD PATTERSON is no longer connected with the Warner theatres here and in New York. . . . He has resigned to go into exhibition in Detroit. . . . He is succeeded by Frank Phelps, formerly with Warners in the midwest. . . . Patterson was well liked and will be missed in the territory. . . . Leon J. Bamberger, sales promotion, Radio, addressed the Federation of Clubwomen here. . . . Frank McNamee, Radio chieftain, also spoke. . . . ERPI gave a demonstration at Franklin Institute last week. . . . Some interesting developments in sound were observed by those invited to attend.

FAY’S may stay open all summer if business warrants. . . . House gets new seats, renovation, etc., and new ventilating system. . . . Sid Stanley still working hard. . . . Vogue threatening to re-open again. . . . Mary Pickford didn’t do the business she might have. . . . Act received swell publicity, but apparently it was the wrong house for the star even though she was well sold here. . . . Earle down to four acts. . . . Fay’s still giving eight but going to unit shows occasionally. . . . Sid Stanley still working hard. . . . Office of Stanley Company was opened in New York. . . . Green and Altman took over the Avon. . . . Metro combined with Goldwyn. . . . S. Wittman joined Universal, resigning from De Luxe. . . . Bill Heenan month exceeded expectations.

ONE EXHIBITOR says that another exhibitor was giving out two premiums that cost him 11 cents each, with the admission two bits. . . . Looks rather impossible, but he says it is so.

OSCAR L. GRAY has sold his interest, a partnership, to Thomas E. Ayres, a former partner, in the Sussex Theatre, Georgetown, Delaware, and Palace, Seaford, Delaware. . . . He is now with Warners in Hagerstown. . . . Ayres will manage both houses.

THE GLENSIDE HOUSE which advertised 3 features says it was a mistake. House never intended to show three and daily made an error, report says. . . . Harold D. Cohen, Rialto, Lewistown, conducts a column in the paper up there. . . . Talks about movies.

STANLEY PODSIALIK has the Garden, Buttonwood. . . . Chestnut Opera House, Sunbury, closed. . . . Alex Chervinsky has the Middleburg Keystone. . . . A lot of houses seem to be going in for double premiums.

As they met for the first time.


TEN YEARS AGO. . . . Stanley was celebrating its tenth anniversary. . . . Jules Mastbaum pledged support. . . . Offices of Stanley Company were opened in New York. . . . Green and Altman took over the Avon. . . . Metro combined with Goldwyn. . . . S. Wittman joined Universal, resigning from De Luxe. . . . Bill Heenan month exceeded expectations.

EDDIE SHERMAN as busy as ever booking big shows into Fay’s as well as into plenty of other good houses. . . . He has spotted Helen Kane upstate in Wilkes-Barre and Scranton for Comerford and plans other big bookings. . . . His Hip, Baltimore, bookings include all the headliners of stage, screen and radio.

(See page 35)

10% Cancellation Privilege Is Yours

Regardless of what any exchange may tell you, the 10% cancellation privilege is the right of the exhibitor who is in good standing who has signed the code, who has not signed the code but who has paid his assessment, and who bought product of a company 100%.

At least one exchange on the street is working under a misinterpretation. No exchange can refuse to honor the 10% cancellation if the exhibitor is entitled to it. If an exhibitor wishes to cancel a picture, notify the exchange. The exchange finds out from the local board secretary whether the exhibitor is entitled to the cancellation.

NO EXCHANGE CAN FAIL TO HONOR THE CANCELLATION PRIVILEGE, regardless of what may be told the exhibitor by the booker, office manager or anyone else. If an exhibitor still is reticent about taking advantage of the privilege, it is his own fault if he doesn’t benefit.

An exhibitor who signs the code and pays his assessment is entitled to all privileges of the code. An exhibitor who hasn’t signed the code doesn’t have to pay an assessment. But an exhibitor who hasn’t signed the code but who has paid the assessment can get the benefits of the cancellation ruling. He cannot, however, bring action against anyone through the boards, but has the right to defend himself in any such actions.
THREE BIG ONES NOW!

"SPITFIRE"
KATHARINE HEPBURN more than justifies the Academy award as the screen's finest actress! Business, in many cities, equaling "Little Women" figures.

"WILD CARGO"
FRANK BUCK is turning the whole nation into one big howling holiday! Backed by National Advertising Campaign in local newspapers!

"THE LOST PATROL"
Four weeks at Arthur Mayer's Rialto Theatre, Broadway, toppling over all records. Four Star review N. Y. Daily News . . . rave reviews all other papers.

AND COMING SOON . . .

IRENE DUNNE
"THIS MAN IS MINE"
with CONSTANCE CUMMINGS
Ralph Bellamy Kay Johnson
Carole Lombard Louis Mason
Directed by JOHN CROWNELL
A Paramount Production
Mervyn C. Cooper, Executive Producer

THE "CRIME DOCTOR"
with OTTO KRUGER KAREN MORLEY
Judith Wood Ym. Frawley
Directed by John Robertson

THREE BIG NAMES
in a great drama of a man, mad with jealousy, who planned the perfect crime!

"SING and LIKE IT"
with ZASU PITTs
Pert Kelton, Edward Everett Horton, Nat Pendleton, Ned Sparks
Directed by Wm. A. Seiter
AS FUNNY A COMEDY AS EVER HIT THE SCREEN!

"FINISHING SCHOOL"
FRANCES DEE with BILLIE BURKE
GINGER ROGERS BRUCE CABOT
JOHN HILDAY
Directed by Wanda Tuchock and George Nicholls, Jr.
An eyeeful and an earful that even Winchell doesn't know.

DURING APRIL AND MAY

JIMMY DURANTE
LUPE VELYEZ
"STRICTLY DYNAMITE"
Norman Foster William Gargan
Marian Nixon The Mills Brothers
And Some Grand New Songs!
Directed by Elliott Nugent

DIANA WYNHARD CLIVE BROOK
"WHERE SINNERS MEET"
Adapted from a successful play "The Dower House" by A. A. Milne with BILLIE BURKE, Reginald Owen, Alan Mowbray, Gilbert Emery
Directed by J. Walter Ruben

IRENE DUNNE in RICHARD DIX
"STINGAREE"
From the World Famous Stories by E. W. Hornung
with MARY BOLAND, Conway Tearle, Andy Devine, Henry Stephenson, Una O'Connor
Directed by William Wellman

LESLEY HOWARD in "OF HUMAN BONDAGE" W. Somerset Maugham's Great Novel Long Awaited . . . A Film Like No Other
with BETTE DAVIS FRANCES DEE KAY JOHNSON
REGINALD Denny
Directed by John Cromwell

PRODUCTIONS NOT PREDICTIONS

from
PRODUCTION

Fox Elects Directors and Officers for Year

Stockholders of Fox re-elected the following directors:

Directors re-elected the following officers:
- Sidney R. Kent, president; William C. Michel, executive vice-president; Winfield Sheehan, vice-president in charge of production; Sydney Towell, treasurer; Felix A. Jenkins, secretary; John P. Edmondson and J. H. Lang, assistant secretaries; W. S. Bell and R. B. Simonson, assistant treasurers.

Ferguson Leads AMPA, Advertising Body

William Ferguson, Metro exploitation head, has been elected president of the AMPA, trade ad and publicity body. Monroe Greenthal, UA, is vice-president; Paul Benjamin, National Screen, treasurer, and Harry N. Blair, trade writer, secretary. Board of directors includes Messrs. Ferguson, Greenthal, Benjamin, Blair, John B. Flinn, Louis Goldberg, Rutgers Neilson, Marvin Kirsch, Paul Gulick. Walter Eberhardt is trustee for three years, with Hal Horne, representative, UA Chamber of Commerce. Ed McNamee, Vic Trutta, Martin Starr are on auditing committee.

New body made official bow at trade's "Naked Truth" dinner, held in New York, with 1000 attending.

Federation Plans Check On Its Ads

The Federation of the Motion Picture Industry will check its ads and pictures, according to a ruling recently made. President Harry H. Thomas was given authority to appoint a committee to censor all ads of the body and regulate practices.

Metro to Have Own Newreel in Fall

Metro will have its own Hearst newreel in the fall, breaking the Metro-Fox arrangement. New reel is expected around November. Fox Movietone will continue to make its own.

Majestic Sets Plans For New Season

Majestic plans to complete its schedule. Larry Darmour is the new producer. Franchise holders are enthusiastic over the future and intend to deliver everything promised.

Horne Praised For "Palooka" Copy

Hal Horne, UA ad and publicity chief, came in for praise from The American Spectator when that publication gave him honor for the best advertising copy of the year, according to their judgment. "Palooka" was the picture.

CODE

Code Appoints Various Committees

The Code Authority has appointed various committees. Here they are:
- Supervising Code Compliance—Sidney Kent, chairman; Ed Kuykendall, Nicholas M. Schenck.
- Finance—Nate Yaminis, chairman; Sidney R. Kent, H. M. Warner.
- Legal—Austin C. Keough, chairman; J. Robert Rubin, Willard McKay.
- Production—W. Ray Johnston, chairman; J. Robert Rubin, H. S. Bareford.
- Unfair Competition from Outside Industry—Ed Kuykendall, chairman; Charles L. O'Reilly, George Skouras.
- Labor—Charles L. O'Reilly, chairman; Willard Patterson, Major L. E. Thompson.
- Administration of Local Grievance Boards—R. H. Cochran, chairman, Nate Yaminis, H. S. Bareford.
- Administration of Local Zoning Boards—George J. Schaefer, chairman; Charles L. O'Reilly, M. H. Aylesworth.

Code Cancellation Requested to Be Checked

Before an exhibitor can get the cancellation benefits under the code, his record will be checked by the CA secretary to see whether or not he has complied with the code.

Flinn Meets Board Secretaries of Country

John C. Flinn, Code Authority secretary, hopped out to California, planned to hold four regional meetings with local board secretaries.

Premium Vote Up To Grievance Board

Vote on whether or not territories will keep premiums will be in the hands of local grievance boards. Formal application for such vote must be made. If 75% of the territory votes against them, they will be dropped.

DISTRIBUTION

Convention Season Begins In All Sections

The convention season begins. Paramount district managers scheduled April 28-29 for a pre-convention session in Chicago. Annual sales meet is to be held at the Ambassador, Los Angeles, June 18-20. Radio holds a Chicago meeting June 18-20 at the Drake. Columbia intends to meet in May in East and West. UA may not have a big session. Fox meets in New York May 31, June 1 and 2 in New York. A series of meetings will be held. Universal has its session in New York City, June 5-7. Carl Laemmle will attend.

Metro to Distribute Its Own Trailers

Metro plans to distribute its own trailers beginning in 1935. Warners is the other major company making and handling its own trailers.

EXHIBITION

Employees' Unions Stirring Industry

Organizations of employees' unions throughout the country have been strengthened considerably since their organization. In New York City strike menace grew. In Philadelphia, expansion of organization is beginning. The movement is spreading, and eventually, it is expected, all corners of the country will be touched.

Fewer and Better, Cry of MPTOA

Make them fewer and better seems to be the cry of the MPTOA. Those who shout, however, offer no formula. It has been proved so many times in this business that quantity has nothing to do with quality that one wonders.

MPTOA Dual Stand Not Taken Seriously

Stand of the MPTOA, discrediting dual bills, wasn't taken seriously by the trade. Body afterwards endorsed independent pictures of merit. Antics of the MPTOA in the whole affair provided lots of laughs to trade in general. While doubles stand was surprise, effect was virtually nil.

NVA Week Observed In Many Theatres

Once again NVA Week, beginning May 4, holds attention of industry. Metropolitan committee, with Harold Rebner active, supervised details. Funds go toward NVA work.

Exhibs Generally Favor Code Success

Exhibitors throughout the country generally favor the success of the code. It is felt that if the boards are honest, everything that will result from their operation must help the industry. First decision of the boards, in mid-west, resulted in favor of an inde, in a dispute with a circuit.

Price Boosts Sought in Sectors

Organized price boosts have been instituted in many spots. In Detroit, for example, all theatres got together, with the exception of one. It is felt that such a system would be a success where buying power of patrons can stand the increase.

Co-Op Buying Increases in Mid-West

From the mid-west come reports of increase in buying combines. In the east, too, such ideas have been discussed, with inde ready to buck chains' power. Where such units are organized, invariably they help the exhibitor.
Battle Old Man Summer Slump with a Timely Premium Deal!

Start now with a strong premium that will carry on through the summer.

PIECES THAT FIT THE HOUSEWIVES' SUMMER REQUIREMENTS

Hand Blown and Hand Cut

TWO TONE Crystal Glassware!

Sets of 20 or 28 Pieces Priced Within Your Limit

Must be seen to be appreciated!

Repeal or Beverage Set IN GREEN

Wines and Drinks, and how to serve them, are timely topics to every housewife. Cash in on it with this exquisite set.

36 Pieces • All Flash • Priced Right

By Any Standard of Comparison You Get the Most for the Least in STREIMER PREMIUMS

SEE These Sets!
NOW ON DISPLAY AT OUR PHILADELPHIA SHOWROOM

1316 Vine Street
DAVE STARKMAN Manager

FOR FURTHER INFORMATION MAIL THIS COUPON TO STREIMER AD SERVICE DIRECT FACTORY REPRESENTATIVES
352 West 44th St., New York City Phone—LAckawanna 4-5045

NAME ___________________________ THEATRE ___________________________
ADDRESS ___________________________ CITY ___________________________ STATE ___________________________

WASHINGTON GOLD BANDED DINNERWARE  □ REPEAL OR BEVERAGE SET
SILHOUETTE PLATINUM LINED DINNERWARE  □ TWO TONED GLASSWARE
CHERRY BLOSSOM GLASS DINNERWARE  □ JADITE KITCHENWARE
MARINE BLUE (22k) GOLD SPRAY DINNERWARE □ CRYSTAL GLASSWARE

Check Item (X)

ALL MADE IN U. S. A.
New Hershey Policy

Hershey Community Theatre, Hershey, inaugurated a new policy, beginning April 19, which includes eight selected acts appearing in the stage presentations. With admission prices remaining unchanged, the stage acts will be shown Thursdays, Fridays and Saturdays with short subjects, such as news, color tones, travelogues, comedies, Silly Symphonies and Mickey Mouse, on the screen to round two and one-half hours of entertainment.

Give Him Dates

Al Blofson, manager, First Division exchange, deserves the co-operation of all exhibitors during the current First Division date drive for the month of May. Blofson has a sweet lineup of features of all kinds and asks inde support. That he will get it is certain as FD has delivered dough films to exhibitors this season.

Heard In

JOHN GALVIN, Penn, seems to be leading the field in the way of promotion. . . . After the way Joe Penner jammed the South Main Street playhouse, thanks to some salesmanship that has not been equalled in the show business in these parts in years, John has a real mark to shoot at. . . . Al Cox, Irving, gave the town a thrill during the week with a midnight spook show, featuring an Indian mystic. . . . Orpheum returned to the split week. . . . With its lower admission, it should give the larger central city places some real competition. . . . Fred Hermann is still busy with his renovations at the Capitol. . . . "It Happened One Night," was the talk of the town. . . . Zimmerman apparel shop had a lobby display of styles.

Majestic, Harrisburg, Opens

Majestic Theatre, Harrisburg, opened as a first-run motion picture house, April 20. A Wilmer and Vincent theatre, the Majestic, closed most of the time in recent years, never had shown motion pictures until the last moment because outside interests had been dickering with Wilmer and Vincent at their New York offices for control of the Harrisburg theatre.

John D. O'Rear, manager, Victoria, Harrisburg, for the last few years, was appointed manager of the Majestic. Girard Wollaston, former ticket taker, Victoria, and assistant manager, State, Harrisburg, has been made manager, Victoria. Francis A. Deverier has become assistant manager, State.

While manager of the Victoria, O'Rear was shifted to the Majestic occasionally.
Hint National Film Buyers’ Meeting To Combat Predicted Film Cost Boost

N. V. A. Drive Set

Scope of this year’s NVA Drive, which runs for seven days beginning May 4, has been greatly broadened through the co-operation of the eight major distributing companies, following a luncheon given to their sales managers by Major L. E. Thompson, RKO, chairman of the drive.

Thirty-two zone chairmen were set up, covering the entire United States, through the appointment of four of their branch managers by each of the eight companies. Each zone chairman is forming a committee composed of branch managers and outstanding exhibitors in his territory. They are inviting the more enterprising exhibitors to participate in the NVA Drive in association with Publix, RKO, Loew, Warner Bros., Fox-West Coast, Skouras Bros., and the United Artists circuits. These circuits have already agreed to show the one reel all-star short, which is the basis of the drive, in all their theatres.

Bob Lynch, at Metro, is chairman for this zone.

Stanley-Warner as well as all circuits and indes are co-operating. The reel available free for all houses includes Walter Huston, Lanny Ross, Bob Montgomery, Block and Sully and Schnozzle Durante. A collection will be made in theatres.

Definite Trend to Schnader Seen by Trade

Definite trend to William A. Schnader as Republican nominee for governor of the state is meeting with approval of the film faction of the state’s industry.

Schnader also is, at present, president of the Attorney General’s Association of the United States.

Schnader has always been known as a friend of small industry, a principle that will find him many followers among exhibitors throughout the state. During his two careers as Attorney General he gave evidence of his desire to aid the small man.

It is generally expected, when the results of the May 15 primary are announced, that Schnader will be selected as the Republican standard bearer. While he has not yet made any comment on problems that vitally affect the motion picture industry, it is expected that he will shed light on these matters if he is victorious in the primaries.

A survey of theatrical men indicates a strong approval for Schnader. This is expected to weigh heavily in his favor when the primary day arrives. Observers point out that it is high time the motion picture industry took an active interest in the political situation.

MPTO of Eastern Pennsylvania, Southern New Jersey, Delaware Active—Seeking Reaction from Trade—Definite Plan Indicated—Mass Protest

Sectional film buyers’ conventions in New York, Chicago and the West Coast are planned by the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware to combat reported higher film prices.

A letter from that organization to exhibitor units asks for co-operation on a definite plan of relief.

Unit recommends three meetings, each organization to be represented by two delegates, qualified to speak on behalf of constituents, non-partisan, non-political.

Mass protest idea is believed necessary to convince distributors of the seriousness of the situation.

S. M. P. E. Meets in Convention at Shore

Harry Blumberg Active During Technicians’ Session

The Spring Convention of the Society of Motion Picture Engineers at Atlantic City, last week, saw the organization taking up technical problems of the industry.

Harry Blumberg, National Theatre Supply Company, was chairman of the local committee, with J. Frank, Jr., H. Walters, M. C. Batsel, M. L. Swaab, W. R. Baker, Ben Blumberg, J. O. Baker and C. Treen associated.

Many papers on industry problems were read.

Highlights included an address by Sol A. Rosenblatt, Divisional Administrator; President A. K. Goldsmith and others. Rosenblatt over the air paid tribute to Lou Krouse, President, operators’ local 307, and assistant to IATSE president, for his co-operation in labor matters. This was a high honor for Krouse.

A new system of noiseless recording was described by RCA engineers; opposition to the 1700-foot reel, as proposed, was recorded; papers on increased illumination, etc., were discussed; possibility of color talks was mentioned; a complete program of entertainment was laid out for guests, and the convention ended with a record of time well-spent.

Charlie Bayer Passes

The trade lost one of its most respected members when Charlie Bayer, veteran Lehigh-ton exhibitor, passed away. Charlie was one of the real old-timers and carried one of the highest reputations in the business.

Attending the funeral were Moe Sherman, Jesse Levine, Dave Koren, Cy Pearlweig, Jeff Davis, George Fishman, George Beatty, among others.

The deceased leaves a wife, five children, his mother, five brothers and a sister.
Local 307 Celebrates Its 21st Anniversary

Unit Headed by Lou Krouse Hold Dinner-Dance

Local 307, operators' union, will hold its 21st anniversary at the Broadwood Hotel, May 6.

At 7 P.M., that Sunday evening, a crowd of 500 of actors, wives, friends and invited guests will meet at the hotel, attend a dinner dance and listen to an address by Divisional Administrator Sol A. Rosenblatt, the guest of honor and only speaker.

Committee
The committee in charge consists of Harry Abbott, Abe (Baker) Freedman and William Friedman.

President Lou Krouse will be honored by the members for his constructive work and the manner in which he has maintained amiable and pleasant relations between operator and exhibitor factions.

Delaware Bills Dead
Wilmington theatre men were resting on their oars, feeling assured that the Elliott tax on film bill was dead, at prestrike.

Bill, which supplanted in favor in the House the Hopkins bill with its proposed ban against divorced or scandal-scorched actors or actresses, was favorably reported, but never came up for a hearing.

To Be Honored

SAM PHALEN is now associated with the "Record." He takes care of the Amusement Guide which has been so successful. Most of the circuit and inde houses of the territory are subscribers to the Record Guide. And get results.

BEN PERRY, the United Newsreel man, dropped into town. Said that the Gossips and Explorer reels, distributed by Herb Given, were going good all over the country. Ben used to be an Exhibitorite.

POP KORSON went home after a successful operation, but the Masterpiece chief-tain will have to undergo another within a few weeks. Meanwhile, Masterpiece has "Badge of Honor," with Buster Crabbe available for dating as well as other action pictures.

LOU KROUSE, as assistant to the president, is in charge of a national checkup of operators and stage employees to see what effect the code has had. A special showing of "20 Million Sweethearts" was arranged by Warners at WCAU for radio and music people. Later, the songs were plugged over air.

HERB GIVEN will have an important announcement to make soon. His "Death Parade" will begin to work soon. "Dawn to Dawn" played at the shore, in the Strand. And he has the Tom Tyler westerns as well. Jim Clark, the brilliant Horlacher executive, was almost cornered on the clam-bake proposition the other day. But there is still a possibility of its taking place.

JOHN GOLDER screened "Take the Stand" for exhibitors, got a good reaction. Show is a swell mystery murder drama that can stand up in any house and will satisfy any audience.

It is to be the second Hoffman from Hollywood, following "Chasers," which is already playing around. Quite a lot of the boys have been playing the tracks a visit of late.
Looking At Your Theatre Thru Other Fellows' Eyes

ONCE UPON A TIME there was an exhibitor who had an 800-seat house. The theatre was one of the best in the territory, when it was built 15 years before, but the passage of time had seen practically no improvements other than those absolutely needed, few coats of paint, no new seats, no redecoration or anything which might help in bringing the house up to date. And to make a long story short, business was bad.

IT STAYED BAD, too, until an architect, friend of the owner, happened to be passing, dropped in and took a look at the house. What was intended to be a drop-in visit turned out to be a four-hour stay. At the end of that period, the architect went into the office with his friend and said: “How do you expect to do any business at all if you make your house as inviting as a chicken coop?” The exhibitor, who knew all the answers for salesmen, was completely stumped. In fact, he was so stumped and depressed by business that he even asked the architect to make an estimate on what complete renovation and redecoration would cost. And his amazement continued along a different line when the architect brought in the figures. So amazed was he that he told the architect to go ahead.

WELL, THE RESULT was that within a few months, the exhibitor had practically a new house and business hopped so much that the peak gross of the pre-restoration era is now low for the present period. The exhibitor is easily able to meet all notes out of his weekly receipts, the people of the neighborhood are proud of their new theatre, the architect has further cemented a friendship and a moral that has been presented to theatremen time and time again has been further proven.

THE STORY of this exhibitor is the story of every exhibitor.

LET THE OTHER FELLOW look at your theatre. Bring in an architect, designer or technician. Let him inspect your house. Let him make suggestions for improvements and when he has completed his work you’ll be surprised to see how cheap and how easily the improvements can be completed. Soft seats, attractive lighting, pleasant surroundings can overcome even the weakest of pictures.

ANOTHER POINT. The modern house is the best answer in the world to an opposition theatre. The exhibitor who operates an up-to-date movie palace has no need to be depressed. The other fellow will think twice before entering the zone.

ARCHITECTS everywhere are ready to serve you. All the other allied divisions of the equipment business are prepared to co-operate. Financing is no longer the headache or the bugaboo it used to be. A new theatre is a guarantee of better business. The theatreman who overlooks this point deserves the grosses that only a rundown, antiquated house can bring.

[Signature]
General Comfort—
The Patron's Sixth Sense

By JOHN EBERSON

Theatre Architect now in charge of Theatre Reconstruction Department National Theatre Supply Company

WITH THE RETURN of better business—and FOR the return of better business, genuine showmanship must make itself felt. Lack of courage, vision and probably cash, has allowed the average theatre to deteriorate in its high standard of service and management, and our "flickeries" have been reduced to a dangerous minimum. Many of our theatres—and I say a great many, are thread-bare, and I warn you, the patron feels this neglect. However, the real showman will not dodge his responsibility towards the theatre-goer and his own box office. Delayed and put off, considered and forgotten—the time to remodel and recondition without further delay has arrived.

YOU HAVE NEGLECTED the appearance of your premises and ignored requirements for the comfort of your patrons. The experienced theatre operator and theatre architect realizes the prime requisites of the modern motion picture theatre as being:

Convenient and practical box office and seat approach—by safe and adequate lighting, and demarcation of foyers and aisles—spacious and properly constructed seating—eye and ear comfort—proper ventilating, and neat, clean and properly located retiring rooms.

THE ISLAND BOX OFFICE with open and unobstructed sales window, prominently and conveniently displayed admission price, is still popular. The foyer and aisle entrance arrangement with easy inviting wide stair to balcony supplied with electric direction signs, void of cross traffic, add to patrons' comfort and convenience. Aisles should be floor-lighted and covered with carpet with heavy underlining—aisle chair standards should be finished in light ivory, and thus will form color demarcation and helpful seat-finding direction to daylight blinded patrons. We are inclined to recommend the use of self-closing seats for all opera chairs—the average theatre should have seats with box spring, or spring edge seat construction with ventilated bottom boards.

TO AVOID EYE STRAIN and make picture reading a pleasure, the auditorium should be decorated in a dull and sombre color scheme void of mirror panels, gold and glitter. Illumination should be general and not spotty, and a practical theatre architect can recommend a lighting scheme. Sponsoring ear comfort, you should check the acoustical quality of your auditorium. If you will allow an expert to analyze your situation and make recommendations, the average improvement will easily fall in the fifty per cent class.

BUSINESS has suffered and you have alienated many of your patrons because theatres have been neglected, and in fairness to yourself and in fairness to the customers in your community, and in justice to your property, intelligent remodeling and rehabilitation should be undertaken at once. Do this with the advice and assistance of an experienced theatre architect specializing in this work, and get a good theatre decorator. Clean out your plenum chambers and ventilating ducts; check over your motors; check your registers and the distribution of air; check for noise and draft; change your lamp shades and draperies. Repaint service rooms and toilets; replace worn-out fittings on your plumbing fixtures, avoid deodorants with questionable distribution of air; check for noise and draft; change your lamp shades and draperies. Repaint service rooms and toilets; replace worn-out fittings on your plumbing fixtures, avoid deodorants with questionable

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Do It Now!

- General business conditions have improved and are rapidly becoming better. Materials are slightly higher but labor has not appreciably increased. • Join the upswing . . . Get in on the rise . . . Don't wait until bad business forces you to act . . . Bring your theatre up-to-date NOW!

David Supowitz
Architect
Shander Berger • Asso.
William Lowenthal • C.E.
Theatre Specialists
230 South 15th Street • Philadelphia, Penna.

SOME OUTSTANDING EXAMPLES OF OUR ABILITY . . .

Philadelphia
Iris Theatre
Avenue Theatre
Mayfair Theatre
Diamond Theatre
Cedar Theatre
Jumbo Theatre
Cameo Theatre
Towne Theatre
Cayuga Theatre

Embassy Theatre
Jackson Theatre
Venice Theatre
Regis Theatre
Montgomery Theatre
Lenox Theatre
Ridge Avenue Theatre
Pom Theatre
Huron Theatre
Brunswick Theatre

Collingswood Theatre,
Collingswood, N. J.

Fox Circuit
Burlington, N. J.
Riverside, N. J.
Mt. Holly, N. J.
Bordentown, N. J.
Maple Shade, N. J.

New Broadway,
Palmyra, N. J.
New Hippodrome,
baltimore, Md.
Globe, Marcus Hook
Roxy, Northampton
Broadway, Camden

We Invite Your Inquiries!
AN OLD HOUSE MADE NEW

By W. H. LEE

By W. H. LEE

THE APOLLO is not just a few improvements which, as in most cases during the past several years, exhibitors were forced to do, but is a virtual rebuilding of an antiquated theatre. Posts, balconies, boxes, ceiling, proscenium and every other vestige of days gone by fell before the march of progress in this Atlantic City house.

DUE TO THE FACT that the patrons of the Apollo would be drawn from all sections of the country it was decided that a traditional style was safer than an adventure in modernism. Preference was a modified Adam with which most theatre audiences in all parts of the country are familiar and should, therefore, feel at home with. One conspicuous departure from the usual Adam sidewall treatment was made, however, in the use of the two prodigious mural paintings, the subjects of which were carefully selected for their appropriateness. The one is tied to the name of the theatre by portrayal of the mythical god "Apollo" and the other to the stage by a composition suggesting the evolution of Dance.

ANOTHER BIT OF MODERNISM is to be found in the marquise and treatment of the entrance in order to keep the exterior in line with the modern tendency of recent improvements on the boardwalk. Marquise is constructed of Allegheny metal with hand hammered design. For the usual attraction sign the new silhouette letter was used which is as effective and readable in the daytime as at night.

THE PHYSICAL CHANGES to the structure entailed the removal of the old 30' wide proscenium arch, reducing the unnecessarily large stage to a depth of 28' and erecting a new proscenium with an opening of 45'. Old dressing rooms, grid-iron and other stage facilities were retained so that productions of any character can be accommodated.

REDUCING THE SIZE of the stage, elimination of the boxes and the old useless inner-foyer produced an increase of 612 seats on the orchestra floor over the old arrangement. A new mezzanine balcony with easy stairway approaches was constructed containing close to 400 seats making an approximate total of 1700 desirable seats. Due to the great height of the old structure, which was necessary to accommodate the two old balconies, it was possible to place the new ceiling at an ideal height. (See page 25)
Satisfaction!

and hundreds of other satisfied owners have voiced their appreciation.

a job worth doing is worth doing well. A Ricci-decorated theatre has the benefit of our training, art and ability.

ARMANDO T. RICCI
Theatre Decorator
201 NORTH BROAD STREET PHILADELPHIA
THE MIRACLE OF THE CAMDEN BANK

By DAVID SUPOWITZ
ARCHITECT

Changing a building that couldn't pay off into an enterprise of handsome profits

(One of the most widely discussed theatres in the Philadelphia territory is the New Broadway, Camden, N. J. Situated at one of the principal intersections of the town, it has been a successful enterprise since the day it opened its doors several months ago, and has startled a lot of old-timers by its success with last runs and independent product in this otherwise virtually closed situation. Here's the whole story):

BROADWAY MERCHANTS Trust Company building, Camden, was actually two buildings 40 and 20 respectively, and 120 feet deep, situated on one of Camden's main streets and built of the massive financial institution type of architecture, with Vermont marble and granite, with large circular finestras or windows high above the ground. In other words, it was just a typical new bank building of the prosperity era. When A. M. Ellis, owner, decided to change it to theatre uses, the problem was difficult, but when solved, changes were made at a reasonable cost and the result is really remarkable.

GRANITE FRONT of the old building actually rose 7 feet higher than the roof, with the result that the entire building was razed to this full 7 feet, thereby affording the additional space necessary for the adding of a 300-seat balcony, ladies' and mens' rest rooms, a fountain display and a big lounge. Additional steel was added to support this extra feature. A stage and several dressing rooms, manager's quarters, etc., were added at the rear and because the building was originally of a reinforced concrete construction, lots of storage space was available in the basement.

(Continued on page 25)
Plan for a Good Summer

MR. M. B. ELLIS did when he built the New Broadway, Camden, N. J. He realized the folly in restricting his earnings to eight months of the year when for an additional 5 per cent he can make those four other warm months pay.

Cooled and Ventilated for Summer Profit

You too—for so little money that it will surprise you—can have your theatre equipped for ALL-YEAR service

Don’t Be Licked by the Summer Slump Bogey!

LET US ESTIMATE WITHOUT OBLIGATION

NEW BROADWAY, Camden, N. J.
DAVID SUPOWITZ, Architect

A Partial List of TYPHOON Ventilating Installations

ICEDAIRE CONDITIONING AND MECHANICAL REFRIGERATION

U. S. Theatre, Paterson (Paramount) 1800 seats.
Pickwick Theatre, Greenwich, Conn. (RKO) 2100 seats.
Newark Theatre, Newark (Paramount) 2000 seats.
Rivoli Theatre, Baltimore, 1800 seats.
Midway Theatre, Phila., (Warners) 2500 seats.
Arcadia Theatre, Phila., (Paramount) 2100 seats.
Stanley Theatre, N. Y. City, 800 seats.
City Hall Theatre, N. Y. City, 800 seats.
86th St. Theatre, N. Y. City, 500 seats.
Baldwin Theatre, Long Island (Century) 800 seats.
Broadway Picture House, Camden, N. J., 500 seats.
Arden Theatre, 876 Columbus Ave., N. Y. City, 600 seats.
St. Albans Theatre, Long Island (Artesian Well) 800 seats.
Fair Rockaway Theatre, Long Island (Artesian Well) 600 seats.
Bayshore Theatre, Long Island (Artesian Well) 1500 seats.
Broadway Theatre, Camden, N. J., 900 seats.
Redford Theatre, Broadway and 90th St., N. Y. City, 1500 seats.

BREEZEAIRE COOLING

Winthrop Theatre, Brooklyn, N. Y., 600 seats.
Northport Theatre, Long Island, 750 seats.
Smithtown Theatre, Long Island, 600 seats.
Greenport Theatre, Greenport, 650 seats.
Dover Playhouse, Dover, N. J., 800 seats.
Greenport Theatre, Greenport, 650 seats.
Westhampton Theatre, Westhampton Beach, L. I., 650 seats.
Venice Theatre, N. Y. City, 700 seats.
Jerome Theatre, Long Island, 700 seats.

HYDRO COOLING (Air Washing)

Fleetwood Theatre, Mt. Vernon, N. Y., 650 seats.
Beacon Theatre, Beacon, N. Y., 1500 seats.

and nearly a thousand others
YOUR STAGE IS THE FOCAL POINT

By HARRISON G. WISEMAN

"KEEPING UP WITH THE JONESES" and high pressure salesmanship have in the past entailed the expenditure of far too much money in theatres for sumptuous interiors and expensive decorations rarely seen by the audience. Fully ninety per cent of the patrons who attend the average theatre never really see and certainly have little opportunity to appreciate much of the decorations because the auditorium is dark. In modernizing and renovating your auditorium, why spend money for lavish ornament, gold leaf and brilliant colors to be placed where they will never be seen? Why not plan and choose your system of decoration intelligently and arrange and place it so that it will not only be seen and count for something, but will also cost much less?

THE CENTER OF INTEREST is the stage or screen. It has more to do with the appearance of your house than any other feature, and better still, whatever you do, can be seen. Here then, is the starting point. If the proscenium is old fashioned, too small, or otherwise unsatisfactory, it is not necessary to incur the expense of a structural alteration to transform it. This can be accomplished for much less by placing a new frame in front of the old one, made up of specially designed drapes, arranged to completely conceal the old opening and made as large as you want it. See Figure 1. Or the new frame can be constructed of plaster board, wood mouldings and skilly painted ornament as shown in Figure 2. In the hands of a skillful designer, either method will be equally effective.

THE GENERAL EFFECT can be further enhanced by extending the stage or platform and stepping it up as shown in Figure 3. This helps to fill the space in front of first row of seats and gives a better setting for the picture. Boxes and other treatment flanking the proscenium can also be transformed by special drapes, concealed lighting or ornamental lighting fixtures which, if handled artistically, the combined result will leave little to be done to the rest of the house.

IN ADDITION, the side walls can be changed by new arrangements of paneling, or the use of wall covering of various kinds. Decoration of the main ceiling need not be expensive. If skill is used in utilizing the reflected light from the screen to bring out the effect, little need be done to other parts beyond painting. When the ornamental plaster conflicts with the proposed change, much of it can be concealed by festoons of fabric, tinsel or other material, radiating from the center to the corners and sides. Aside from this, little need be done to transform it, if the auditorium is kept dark.

NEW STANDING RAILS, carpets and new seating all, of course, contribute to the general result, but the really important and impressive change in the appearance is effected by the change in the proscenium and the treatment of the parts adjacent to it; all else is secondary. To follow this rule is the easiest and cheapest way of giving the impression of complete renovation.
An Old House Made New
(Continued from page 20)

distance from the floor. The auditorium is, therefore, exceptionally attractive in its proportions and provides almost 50% more cubic content per seat. While it was realized that first floor toilet facilities are more desirable from the patrons standpoint, it was necessary on account of space limitations, to place the ladies room in the basement.

VERY NEWEST and latest ideas in seats, projection equipment, electrical apparatus and ventilation were incorporated throughout. The first remote control system manufactured by the Westinghouse Electric Company was installed whereby the stage switch board can be operated from the projection booth. The use of cold water drawn from a series of wells made possible an ideal summer cooling system at an amazingly small cost.

DECORATING of the Apollo Theatre was an accomplishment of Armand Ricci, one of the east's leading interior decorators and designers. Many have commented upon the brilliance of his work.

American Seating Company furnished the chairs, while Novelty Scenic Studios was also an Allied unit.

Miracle of Camden Bank
(Continued from page 22)

AIR CONDITIONING and cooling have been added and even temperature both summer and winter is an accomplished f act. Typhoon Air Conditioning Company is responsible for this particularly capable job. Much of the interior beauty is a result of the skill of the Novelty Scenic Studios, who completed the stage work, draperies and murals under the architect's supervision, and of Harry Brodsky, painting decorator.

EXTerior PERforce had to follow the original lines of the old building, but was changed to the following extent. Large high finestras were closed with stucco panels to match the original Vermont marble. This gave the building the appearance of straight lines rather than the original ornamental effect. A huge electric marquee and sign display was mounted on the front, the display being different to the extent that the indentations, etc., are of stainless steel. Colorful display poster frames furnish an extraordinary attraction. The ticket booth is of stainless steel and laminated vericolite glass with satin chrome finish. American Display Corporation, New York, deserves a particular hand for completing this work under the architect's direction.

ENTIRE OPERATION affords an air of richness and comfort, yet is as serviceable and useful as it is possible to accomplish. The cost was little as compared to theatre remodeling costs in the past. The owner's judgment has been vindicated by the acceptance of his patrons.

AMONG the other firms which helped contribute to the remodeling of the New Broadway was National Theatre Supply Company, which supplied booth equipment and other materials.

(Since the above was written, the theatre was burned by a fire of unknown origin, leaving only four walls standing. Exhibitors interested in seeing the transformation at first hand will have to wait until the rebuilding process is completed.)
THESE DAYS . . .

and CHOOSERS

MOST OF THEM
are PICKERS

These days . . .

and choosers

most of them

are pickers

more.

What at your theatre. A longer

listing costs but 15 cents a line

day. For only 30 cents a day you

show shopping, tell them what you

find in your theatre. You're in the

form of advertising ever pre-

tant. They shop for amusements nowa-

days. The pickers and choosers

want to know what they're going
to see and where they can see it,

and there's a lot of pickers and

choosers! Catch them when they're

shopping, tell them what you

have to tell them where they will

have to tell them where they will

be sure to see it.

In Philadelphia they do their show

shopping in the Record's Amuse-

ment Directory, reaching 182,000

people daily and 288,000 on Sun-

day. For only 30 cents a day you

can tell them who's playing in

what at your theatre. A longer

listing costs but 15 cents a line

more.

The RECORD

Amusement Directory

offers you the most economical

form of advertising ever pre-

sented to Philadelphia theatre-

owners. To place your listing just

call

PHILADELPHIA

RECORD

CLASSIFIED DEPARTMENT

WALNUT 2300

Units for Mascot

Unit production, heretofore confined,
in the main, to major film companies,
will be an integral part of the feature
filming production plans of Mascot Pictures
Corporation, it has been stated by Nat
Levine, president.

Mascot, long a leader in the produc-
tion of serials, has a program of ten
feature films and two exploitation spe-
cially planned for 1934-1935 release.

Because of Mascot's expansion in pro-
duction activity, Levine has found it
necessary to split up actual production
among four units, each of

whom will be assigned a definite number

of pictures.

Producers signed by Mascot are Sig
Neufeld, who will produce four of the
Mascot program; Martin G. Cohn,
who will handle a quarter of Mascot
features; Lou Sarecky who has been
assigned two features and Louis Baum,
who will guide the destinies of the two
exploitation specials from camera to
cutting room.

LETTERS TO THE EDITOR

Old Timer Asks Break

Editor:

What Price Experience?

What Price Popularity?

It seems, the film industry in Philadelphia, as a whole, is
easily forgetful of old friends and colleagues. A man,
who in the early days of Vine Street was active, not
only as an exhibitor, but also as an organizer of what
is now the MPTO. For four years he was vice-president
to the grand old president of the "Exhibitors League;"
Judge John O'Donnell, as well as chairman of the enter-
tainment committee, chairman of the house committee,
that constructed the only headquarters the organization
ever had, at 13th and Vine Streets, second floor, which
at its opening was honored by the presence of the one
and only Jimmy Walker, and where the present MPTO
was originated. This same man, who under unfortunate
conditions recently lost his theatre, is very much in
need of consideration, it's just too bad if some
one cannot offer a job to a man who always held the
highest welfare of his fellowmen sacred and would greatly appre-
ciate an opening being made to make a living in the
business that he understands.

(Signed) AN EXHIBITOR of 25 years' standing.

About Single Reels

Editor:

As so aptly said by "Puddin' Head Wilson"—"a dif-
ference of opinion makes boss racin'."

In your excellent issue of April 15 an exhibitor ex-
presses the opinion that all travel pictures should be
dispensed with if possible.

I must take exception to this as travel pictures of all
kinds are thoroughly enjoyed by my patrons. To
such an extent is this true that one man upon leaving
the theatre after a recent matinee asked if I managed
the house. Upon inquiring that I did he said, "Well, I
want to tell you how much I enjoy your varied pro-
cut a message similar to mine.

Kindest regards and best wishes.

Very truly yours,

SIXNEY A. BLOOMFIELD.

Corrects Drive-In Report

Editor:

If there are any exhibitions that are being made by
the Clyde Beatty name and cats to sell,
there is reason to believe, with
the hero and heroine. All in all,

"The Lost Jungle"

If the rest of the episodes of "The Lost Jungle" contain the thrills and
punches of the first three, Mascot has
delivered one of the best serials of all
time.

And there is reason to believe, with
the Clyde Beatty name and cats to sell,
that "The Lost Jungle" will reach a new
peak.

Others in the cast include Cecilia
Parker, Syd Saylor, Wheeler Oakman,
Harry Holman, Mickey Rooney, Wally
Wales.

Action takes place on a strange
island where animals abound. Tie in
a city of hidden treasure, mutinous
crew and the hero and heroine, All in all,
"The Lost Jungle" has the goods.
Exhibitor Organization Promises Full Support in Elimination Publicity Fight

Praises Pennsylvania Civil Liberties Committee for Work — Sunday Opening Possibility, Poster Rental Situation, High Film Discussed

Definite support for the Pennsylvania Civil Liberties Committee was featured at the meeting of members of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware, held April 17, at the Boardwood Hotel.

The body went on record as endorsing the actions of the committee.

Resolutions passed included:

One condemning the attitude of the state board of censors in refusing to release eliminations on pictures; giving support to all measures necessary to bring about such publication; that all publicity possible be given to the resolution; and that a copy be sent to Governor Pinchot, secretary of the commonwealth Richard Beamish and the chairman of the state board of censors.

One giving the fullest aid and cooperation to National Kline Poster Company in its effort to fight any increased overhead in the matter of advertising and leased paper, and pleading full support to National Kline Poster Company in the matter of advertising accessories.

One urging THE EXHIBITOR to use all means possible to obtain eliminations of the state board of censors and give the eliminations the widest publicity in every issue of THE EXHIBITOR.

One endorsing the actions of the Pennsylvania Civil Liberties Committee and that the fullest cooperation be given the body in having eliminations of the state board of censors publicized.

Sentiment in regard to the censor situation was unanimous.

The part played by THE EXHIBITOR, as the official organ of the organization, was stressed. In addition, it was announced that membership to the organization would also include a subscription to the publication.

Following a few words by David Barrist on the question of censorship, John V. Stanger, Pennsylvania Civil Liberties Committee, addressed the body.

Others matters taken up included possibility of Sunday opening being linked with the fall elections, passage of a resolution mourning the death of John S. Evans; some words on daylight saving, discussion of exhibitor rights in connection with the American Society of Musicians, Authors and Composers, discussion of rights in the matter of adjustments from ERPI following a Wilmington decision, and an address by David Barrist.

Barrist touched on all industry problems and asked for action on high rentals.

Barrist also praised all the local printing companies for endeavoring to protect the exhibitors in the matter of increased printing costs. This includes all the Vine Street printers.

He said resolutions would not solve the problem.

The meeting was attended by nearly 100 exhibitors. President Lewen Pizor presided.

Code matters were also discussed.
We have CHEAPER "GOLD" Too!

Our competitors are not the only ones who have LOW-PRICED GOLD DINNERWARE...

As the Largest Sellers of Premium China in America—we can offer you the following remarkable values:

<table>
<thead>
<tr>
<th>22K.GOLD DINNERWARE 10¢</th>
<th>22K.GOLD DINNERWARE 81¢</th>
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<tbody>
<tr>
<td>&quot;Olivia&quot; PATTERN</td>
<td>&quot;Marvel&quot; PATTERN</td>
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We invite your inspection of our three grades of 22K. Gold Dinnerware so that you may learn the truth!

Garden of Roses GLASS DINNERWARE 6¢
Big Flash Pieces As Low As 2¢

QUALITY'S 22K.GOLD DAINTY THIN SQUARE DINNERWARE
Is Sweeping the Country

Ask:
Nate Yamins . . . New England
Sam Kantor . . . New York
Herb Effinger . . Pennsylvania

COAST-TO-COAST SALES AND SERVICE

Special Short Summer Deal
22k. Gold BEVERAGE SET 9 ½¢
18 Pieces

Watch For Our New Deals

QUALITY
Premium Distributors, Inc.
1305 Vine Street
PHILADELPHIA

Here 365 Days in the Year to Serve You

BETWEEN THE PARAGRAPHS

MPTOA CONVENTION MUST HAVE BEEN WHIRL

The coast MPTOA convention must have provided a dizzy whirl of activity for all delegates. No other explanation could be offered for the action of the convention in rapping the independent producers as well as double features. Every one of those MPTOA conventioneers, if he is a thinker, knows that in independent production there rests a protection for the exhibitor. Most major producers started as independents and to scoff at the companies labeled independent at this time is to forget the history of the trade. Perhaps the rounds of entertainments which seemed to be so dominant at the convention caused the action on double features and independents. There can be no other sensible explanation.

COSTUME PICTURES STILL PROBLEM

Regardless of their other assets, costume pictures are still headaches for most houses. There have been few which have been money-makers all the way down the line. Garbo suffered. "Henry the Eighth" did better than generally expected, but was spotty. "Catherine" won't equal "Henry's" grosses. Now, "Scarlet Empress" and "Affairs of Cellini" will try to beat the old bugaboo. For some reason, epics which cover generations and costume shows are troublesome.

MARY PICKFORD WANTS A COMEBACK

There is no question but that Mary Pickford would like to make a big comeback in pictures. Her stage engagements gave evidence that the public is ready to welcome her if she appears in the right type of story. While it is finally expected that UA would release her pictures, the sentimental values that would result from a Paramount release would make for good publicity.

TRADE KEEPS EYE ON ELECTIONS

The trade is keeping an eye on the fall elections. In various parts of the country state issues such as censorship, taxes, etc., are linked with the elections. Usually the trade keeps clear of political entanglements, but some of the questions are so hot it will be difficult.

METRO BEGINS TO HIT ITS STRIDE

After a season which saw it far below its accustomed place among the headliners, Metro is beginning to deliver some pictures that may help it in its attempt to get back to the top. "Tarzan and His Mate," "Riptide," and "Viva Villa" should turn in nice grosses. There are some other star vehicles on the way. The trouble with Metro was that the feature-run of the mill pictures broke in a row, without the star vehicles to help out. Things may change, however.

MORE PERCENTAGE PICTURES CERTAIN

Most of the distributors, undeterred by some returns as low as $1.19 on percentage engagements, will ask for more in the percentage category when the selling season gets under way. The distributors who sold for a flat rental were generally better off during the past season. Unheard of lows on some of the specials proved that while an outright buy looks smaller, it brings more to the exchange when the so-called big ones prove to be duds.

LESS RESOLUTIONS FROM TRADE

The passing season seems to be marked by a decrease in resolutions by exhibitor organizations. Even the MPTOA, which, during its convention, passed quite a few of the resolutions, didn't equal the output of former years, while exhibitor meetings in various parts of the country have been resolving less and trying to act more. Gradually, the exhibitors are beginning to learn that most resolutions can't get results. A bite is far more impressive than a bark.

RIOT SCENES INTEREST EXHIBITORS

Exhibitors are wondering why newsreels are including so many riot scenes of strikes in their newsreels. With the fact known that newsreels keep out material which might displease audiences (Hitler publicity is an example), it is to be wondered why riots are allowed to remain. True, they are real, but in some situations they may cause trouble.

HOBART MANN.
WITH A TURNOUT of more than 200 members and guests of the Warner Club, York district, including Lancaster, York, Red Lion, Hanover and Gettysburg, a good time was had by all at the semi-annual party and get-together of the club held Sunday, April 22, at the Grand View Country Club. Prizes, novelties, lunch, entertainment and everything to make it an enjoyable evening was provided by the committee in charge with Harry Travis presiding over the proceedings as master of ceremonies. When the evening got under way there was the appearance of a man made horse, with Al Holmes and Bob Miller, in the front and rear compartments respectively, in a three ring circus act, with Travis this time as the ring master. Evening started off in great style when all the ladies present placed one of their shoes in a pile in the center of the ballroom and then at a given signal the men made a wild scramble to pick out a dainty shoe and then started on a quest for the lady whose foot fit it. Program of entertainment included Dr. Carlos and Granada, dance team which appeared in "Flying Down to Rio," in the headline spot, and local luminaries of the stage. Change was a very agreeable one, Kinard's Rialto, York, have changed places. A large audience is promised at the Aldine, manages. Also "The Three Musketeers," a small eight-page herald. Guests of honor at the Warner party included John Roach and wife, Stanley Smithers and wife, and Al Plough and wife. Change was a very agreeable one, Kinard's Rialto, York, have changed places. Change was a very agreeable one, Kinard's Rialto, York, have changed places.

CLEON MILLER, Strand, put on the same newspaper campaign on "Nana" used in Philadelphia and New York papers. Also "Man of Two Worlds" from the Eskimo angle, introduction at one of the popular soda fountains, a spot by Harold Teece, manager at the Capitol Theatre, Lancaster, accompanied the entertainers. Dance contests, with worthwhile prizes for the winners, were won by a number of York women, and Cleon Miller was disappointed when he was the first eliminated in the waltz contest.

SINCE POPPAY, Rialto, is staging a big revival week during which time he will show six pictures. . . . Poppay distributed ballots to his patrons a month and a half before the revival week. . . . Poppay put on an extensive campaign on "Harold Teen" which included the introduction at one of the popular soda fountains of a speech by Harold Teece, manager, and managed a radio tie-up on the picture. . . . Sold "Man of Two Worlds" from the Eskimo angle, at the suggestion of an opera box, district manager, and did a big business.

WILMINGTON SAVOY OPENS

Savoy, Wilmington, under Warner lease, reopened at prices of 15 and 20, with 10 for children. Wilmer J. Highfield, former assistant manager, Queer, and for several years employed at the Althea, manages. A complete staff of employees including some brought down from the Opera House were installed as follows: Charles Cusack, usher; Charles Gallagher, relief doorman; Miss Bertha Kinsey, box office; Miss Margaret Kinsley, relief box office; Dick Hayden, doorman; John Gibbs, Opera House, and Wilson Jones, usher.

LEHIGH VALLEY

"PERFORMING worldly labor or business on Sunday, commonly called the Lord's Day, contrary to the Act of April 22, 1794," was the charge on five warrants issued with the intention of terminating Sunday movies at the Penlo Theatre, Emaus. . . . Served on William Hoffman, new organization of the Elks, Harrisburg, is a mechanical and electrical engineer. He is the father of blue-eyed girl, just ten weeks old, named for Mrs. Roosevelt, wife of the President.

Irina and Kina, dance team which appeared in "Man of Two Worlds" from the Eskimo angle, introduction at one of the popular soda fountains.

SYMPATHIES and best wishes for an early recovery for Miss Genevieve Funk, cashier, Victoria, Harrisburg, who underwent a serious operation. . . . Miss Mary Ellen Hatfield, field, Victoria usher, has been taking Miss Funk's place. Admission for Miss Thelma Miller, cashier, Loew's Regent, Harrisburg, who suffered a severe sprain of the leg in a fall and refused to leave her post.

Happines reports that Mrs. Mary Bell Zeiders, cashier, Loew's Regent, Harrisburg, is recovering rapidly.

THAT THE NEW Pennsylvania Men's Dry League will strive for repeal of the Sunday Sports Act in the 1935 session of Legislature was revealed recently by Dr. O. Bruce Pamh, Hibbington, secretary of the league. . . . Stated the league also will fight against further liberalization of the Sabbath to allow other sports and shows on Sundays. Duquoin Court has been informed that terms of settlement have been agreed upon in the claim of William M. and Ruth Elizabeth Power and their father, Nicholas F. Power, Docktown, formerly of Middletown, against a Harrisburg baking company. . . . A jury in the January sessions of civil court had awarded the Power children and their father $4795 for the death of Mrs. Ethel M. Power, fatally injured when struck by a truck near her Middle-town home, December 17, 1934. . . . Council for the baking company had moved for a new trial but withdrew the motion. . . . Nicholas Power was operating the Elk's Theatre, Middletown, at the time of his death.

"DEATH TAKES A HOLIDAY," that ran preceding week at the Ritz Theatre, Danville, was selected as the theme for a common preached at Trinity Lutheran Church, Danville, April 22, by the Rev. E. L. Leisey. . . . Meeting of Democrats of Marysville was held at the Galen Theatre, Marysville.

POTTSTOWN HITS BAD FILMS

Board of Education of First Presbyterian Church, Pottstown, has gone on record rapping several films and favor blocking booking.

Body also asks people of city to stay away from indecent features.

Manager Available

Manager who knows community good will, experienced in booking, buying, advertising, is available. Will go anywhere. Can furnish best of references. Box BK.

Wilmington Baseball Up

Warner theatre employees of Wilmington are beginning to make plans for entering a baseball team or probably more than one in a division league which is under consideration. Jimmie Kearney, assistant manager, Queen, and star pitcher, Wilmington bass tossers has already had the men out for practice. It is possible that the Queen and Savoy forces may join into a rival team against the Aldine and Opera House staffs' nine.

FRED BITTER PASSES

Suffering a heart attack while riding in his automobile Fred C. Bitter, well known theatre man of Hanover, died April 22. Bitter who resided in Hanover for the past 15 years was a native of Harrisburg.

ANNOUNCEMENT in Harrisburg newspaper, that Jack O'Rear was transferred from his managerial post at the Victoria to a similar position at the Majestic, that he is an eligible bachelor has resulted in most of Harrisburg's young, some of them not so young, female movie fans choosing the Majestic as their favorite rendezvous, according to Harry Beck, Majestic maintenance man.

Manager O'Rear, Majestic, Harrisburg, keeps himself fit on the volleyball courts at the Y. M. C. A. . . . Nicholas Todoroff, former assistant manager at Loew's Regent, Harrisburg, is printing the programs and handling publicity for Manager Charles Riebarger at the State, Harrisburg. . . . William Hoffman, new organization of the Elks, Harrisburg, is a mechanical and electrical engineer. He is the father of blue-eyed girl, just ten weeks old, named for Mrs. Roosevelt, wife of the President.

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ALLIED THEATRE OWNERS of New Jersey, Inc., meeting at the Staty, Trenton, April 25, went on record for clean motion pictures, maintaining that clean pictures mean better results to the industry. . . . Activity of the national organizations of Catholic Women, Daughters of the American Revolution and other societies and organizations prompted the action of the Allied. . . . National censorship measure introduced in Congress by Representative Patmon, of Texas, is opposed by the Allied. . . . Allied members discussed code. . . . Organ plans to continue to work for the interests of the independent with view of obtaining a better product, more protection and lower prices for buying of pictures.

ASSEMBLYMAN SIRACUSA’s measure to reduce the flat tax of three cents a square foot on billboards in New Jersey with a new schedule ranging from 50 cents to $2 was bitterly opposed at a public hearing on the bill at the State House, Trenton. . . . Allied favors enactment of the bill but Republican majorities maintain that the measure will not be brought to a open vote. . . . Labor differences of long-standing in the Rialto and Princess neighborhood theatres have been settled. . . . James Brennan, J. Norris Dakin, and James Fee representing Local Motion Picture Operators Union 359 and James Larent, Mrs. Helen Hildinger and Phillip Blaustein, theatre-owners reached an agreement to employ recognized union operators affiliated with American Federation of Labor. . . . Six operators of Motion Picture Operators Union 359 replace three projectionists, members of International Projectionists and Stage Employees Union.

STACY has changed from Friday to Saturday. . . . Assemblyman Edward M. Gurk, Gloucester$t$’ introduced in the Legislature a new sales tax measure for two per cent levy on all sales including theatre admissions but action on the bill has been deferred until after the primary election this month.

MID-JERSEY

ALLIED JERSEY will hold its convention in June or July. . . . Spot is being selected. . . . Site of the mid-Jersey meeting is now being looked over by Wiseman of regional vice-presidents.

MEL KOFF now managing the Drive-In Theatre for Wilmer and Vincent. . . . Si Myers, Mooseoftown, took to golf, got a wrench back for his trouble.

EDDIE O’KEEFE is Democratic candidate for state assembly to represent the Atlantic City area. . . . He is one of the best known exhibitors in the South Jersey area and enters politics for the first time. . . . He was long active in MPTO circles. . . . Several theatre safes have been broken in the Shore area. . . . Capital, Colonial, Stanley have been affected.

KEYSTONE State Moving Picture Operators’ Assocation have opened offices in Camden.

Ten Years Ago

Just ten years ago, arrangements were made to demonstrate Phonofilm, a talking device, at the Stanley. . . . It was the first Philadelphia exhibition.
HOUSE PRODUCTION COMPANY announces the 1934 House "Baby Girl," Model includes two lung rower, free squealing, scream line body, economical feed, water cooled exhaust, changeable seat covers. Models will be on view so no new models during the rest of the year.

RALPH BINNS, who is with Warners in China, would like friends to drop him a line.

Ray Myers, manager of the Ogontz, had a birthday. He is still under 30 years old.

INGRID Bergman, new Swedish film star, was seen at the Strand, Hazleton.

Production man, and John Roberts have just returned from Bermuda. They are liable to protest against it as a non-theatrical competition.

CENTRAL PARK, Allentown, opening.

SCRANTON

HARRY SPEIGEL and John Roberts have just returned from Bermuda. Their health has been poor and they needed some time to regain their lost strength. But he came back with plenty of UA pep.

SCIENTISTS in the United States have been working hard, needs $70,000, $48,000 for Milgram for Avenue Theatre has been sold by J. A. Ennen.

Avenue Theatre, Hazleton, closing. If movies are shown in the Sesqui Stadium, local exhibitors are liable to protest against it as a non-theatrical competition.

Lunches, too. Ann Harding, periodical, is active in the matter.

May 13'4

"EVENING LEDGER" is latest paper to go into directory type of neighborhood advertising. The paper now gives a movie critic on "The Forecaster." New setup looks cleaner, is more useful.

P. O. 1652.

The "Forecaster," which predicts the values of pictures as far as box office is concerned before they are made, came within 90% of perfection. In his recent issue, he reviews the "Forecaster" predictions, points out his mistakes and also his virtues.

It would seem that if producers, as well as exhibitors, took a look at the "Forecaster," they might be able to save themselves and customers some headaches.

HARRY SPEIGEL and John Roberts have just returned from Bermuda. George Nevins, manager, Ritz, Danville, has been just transferred to hold the reins of the Capitol Theatre, Hazelton. Ellwood Rubin, manager, Strand, Shenandoah, goes to the Keystone, Williamsport.

HARRY LEVINE was on a leave of absence from UA. His health had been poor and he needed some time to regain his lost strength. But he came back with plenty of UA pep.

WAYNE, manager of the Ogontz, had a birthday. He is still under 30 years old and getting better rapidly.

DAUGHTER of Jake Berison, Berio Vend-
Huge Philco Tieup

Arrangements have been concluded between Warner Bros. and Philco for a national exploitation tie-up on the producers' production of "20 Million Sweethearts."

Highlights include:

Campaign is scheduled to start with extensive advertising including full-page ads in the "Saturday Evening Post" and "Colliers," and six column and full-page ads in 167 newspapers covering 129 cities.

These newspaper ads will include space for local theatre names and play dates.

All Philco dealers will display a large window card and window strip with the imprint of local theatre name and play date on it. Dealers will also distribute 1,000,000 handbills with local theatre name and play date on it. They will receive, in addition to the rest of this paper, 25,000 reprints of the national ads. As prizes for cooperative contests conducted by local Philco dealers and local theatres, the Philco organization will supply free radio sets, to be used to test the most important radio stations and carrying a break for the picture, as well as to local theatre name and play date, will be available as throwaways for both the theatre and the local Philco dealer.

Philco's chartered liner "Queen of Bermuda," carrying Philco executives, salesmen and distributors on a West Indies cruise, will have the world's first "seagoing premiere" showing "20 Million Sweethearts." Warner representatives on board will work out with Philco men the most practical methods of making tie-ups between theatres and Philco dealers.

In addition to the above, there will be radio broadcasts by Boake Carter, local dealers ads, which will be placed by Philco dealers—particularly chain radio stations—and who may be approached for co-op ads and lobby displays in local theatre's核桃 by co-operating with the local Philco dealer, can arrange a local radio station in his lobby showing the different types of Philco receivers.

Selling Pictures

One local house gave out groceries including meal, soap chips, cracker meal, candy mints, coupon for 2 lbs. of flour, coupon for glass of beer, besides usual feature, shorts, etc.

Tie-up with refrigerator concern.

Perry Scores

Charlie Perry, at the Aldine, revamps the press books' ads on UA shows and modifies them to the local angles. Seems to work out okay.

“House of Rothschild” Campaign Covers Field

Campaign put on by Charlie Perry and the Aldine for opening of "House of Rothschild" didn't miss a trick.

Here are some of the highlights:

Extra space in all dailies, including Jewish language papers. Extra advance publicity.

175 24-sheets posted one week in advance.

25,000 book marks distributed public libraries.

Tie-up with local department stores to include special book marks and package slips, stuffed into every package wrapped for delivery. Special window displays. Special Cinema Shop Tie-ups.


Movie columnists in Western Union tie-up.

Serilization of the story in "Daily News."

Tie-up with bakeries on 200,000 slips. Window streamers in bakery and grocery windows. Letters to Jewish organizations, rabbis, etc.

And the result was a swell opening.

Free Tickets with Lux

One of the last exploitation stunts of Manager Jack D. O'Rear at the Victoria, Harrisburg, before he was made manager of the Majestic, Harrisburg, was an unusual tie-up without a leading department store of the city.

Department store ran in all daily newspapers of Harrisburg a two-column ad, the entire length of the page, containing a large picture of the face of Miss Dodd and explanation that she was featured in "The Journal of a Crime" to open at the Victoria Theatre. At the top of the ad it stated, "Ticket to Victoria without charge with each purchase of ten cakes of Lux Toilet Soap." Under the picture of Miss Dodd it stated, "Miss Dodd says, 'I certainly am enthusiastic about the way Lux Toilet Soap keeps the skin always soft and smooth.'"
“Palooka” Gets Prize

Advertising campaign prepared by the United Artists advertising department on the presentation of Reliance’s motion picture, “Palooka,” has been adjudged the best advertising copy of the year by the editors of The American Spectator, which, in the May issue, announced selections of the best play, fiction, prose, cartoon, news reporting and advertising that have been brought out in America during the last twelve months.

In the selection of the “Palooka” advertising, not only were advertisements of other motion pictures of the year considered but also those of all other advertisers—those of automobiles, perfumes, cigarettes or what-not.

“Forgotten Men”

His first exploitation stunt as manager of the Victoria Theatre, Harrisburg, was launched by Girard Wollaston for the film “Forgotten Men,” which opened at the Victoria.

“Gerry” started with the distribution of 5000 tabloid heralds and worked up to increased advertising space. Learning the Veterans of Foreign Wars were in convention, he plastered the walls and windows of the convention hall with “Forgotten Men” literature and distributed circulars among the 1500 delegates attending the convention. Circular letters were sent to clubs and other organizations.

For “Death”

Lew Black, Aldine, Wilmington, played up the idea of serious accidents with “no lives lost” for “Death Takes a Holiday.” In a hook-up with the Delaware Safety Council, a wrecked car was put on the road with warning signs of “Stop, Look and Listen,” with the label “No Lives Lost,” “Death Takes a Holiday.” Another gag was a picture of a steamship going down with “no lives lost.”

Plugging “Teen”

Morton Levine, manager, Grand Opera House, Wilmington and assistant manager Prague, worked out a series of ballyhoos and tie-ups that put “Harold Teen” over in a big way. Various drug stores were tied up for Harold Teen sundae gags. Announcement of the picture and some musical selections from it were brought out at the Black Cat dance hall the night Ozzie Nelson and his orchestra were there. Lew Katz’ orchestra, duPont grill, played music from the film with references to the film. Old flivver was put on the street on collegiate style. A town with a yellow decorated slicer gave out 2000 copies of the Sunday Public Ledger funnies. Extra newspaper campaign was put on and 5000 regular heralds were put out.

Nurse Maids for “Tarzan”

Roles of nurse maids were assumed by Manager Charlie McLeary and his assistant Bob Etchberger, Loew’s Regent Theatre, Harrisburg, during showing at Loew’s of “Tarzan and His Mate.”

“There were children, children everywhere,” Mac declared, “and it was a man’s—not a nurse maid’s job—to root them out of the theatre after they had seen the picture several times.” Frate parents descended upon the theatre and let loose their wrath upon the wobbly heads of Mac and Bob who spent much of their time accompanying parents through the theatre aisles in search of little loved ones.

Block’s Stunt

A stunt that helped immeasurably towards building up the good-will of the theatre was that pulled by Artie Block, manager, Park. Block distributed a folder, in which he asked his patrons to choose the forthcoming attractions at his house, to all local movie-goers.

Selling “Nana”

In ushering in the premiere of “Nana” Bob Suits, manager, Loew’s Colonial, Reading, put over an effective exploitation campaign.

Both local radio stations participated in the campaign and gave the picture many swell breaks over the air. Station WEEU arranged a playlet on the picture which was enacted by their local stock company and put on the air three days before the opening. Station WRAW also gave the picture mention on its many programs. Through a tie-up with station WREE, a “Lucky Listener’s Contest” was arranged in which names were selected from the local directory and free tickets offered.

Booking Theatres Everywhere

Honest :: Reliable
Conscientious
Service

EDWARD SHERMAN
VAUDEVILLE AGENCY
Real Estate Trust Bldg.,
PHILADELPHIA

PHILADELPHIA
WASHINGTON
BALTIMORE

NATIONAL
PENN
PRINTING
CO.
1233 VINE STREET
PHILADELPHIA

POSTER RENTALS

Genuine
Friendliness

Distinctive
Craftsmanship

Unexcelled
Service

SIMON LIBROS
1307 VINE STREET
PHILADELPHIA

NATIONAL
KLINE
POSTER
CO.

NATIONAL
PENN
PRINTING
CO.

GEO. H. KLINE
OSCAR LIBROS

POSTER RENTALS

Straight
Dealing

PRINTING
YOU CAN SHOO
Mr. Sum. R. Blues

Increase your income
during the
HOT WEATHER
with a
BERLO
CANDY VENDOR

"Ask Your
Fellow Exhibitor"

Get in touch with:
GEO. P. AARONS
301 N. 13th Street
LOCUST 4245

OR CALL POPLAR 6011

BERLO
VENDING
COMPANY
1518 N. Broad St., Phila.

Specializing in Candy
Vending Equipment
for the Theatre Trade!

NEW YORK  BALTIMORE
SCRANTON  WASHINGTON
ALLENTOWN  CLEVELAND
PITTSBURGH  CINCINNATI

NOW THAT the Warner boys have stepped out and knocked the pre-Lenten bugaboo into a cocked hat, they're ready to battle Mr. Sum¬mer Slump to a standstill. . . . Iz Wernik (Sedgwick) has already fired the first gun to defeat the hot weather. . . . Effected a sweet
tie-up that will provide his lobby with cool, summer furniture. . . . Roland Haynes, formerly Forum, but now Colney, had the merchants of his sector working for the theatre. . . . Tied-up with the Olney Business Men's Asso¬ciation to plug "April Celebration Month." . . . Of all the unusual lobby stunts on "Eskimo," Haynes had one of the best. . . . Igloo of papier mache and a huge stuffed Polar bear lent Arctic realism to Colney lobby. . . . Credit Warner executives with alert showmanship in following up the recent personal appearance of Joe Penner by booking his shorts around the circuit. . . . Live ducks ballyhoos did plenty of "quacking" for Penner. . . . Aldine framed a colorful letter to sell "Catherine the Great" to teachers and others engaged in educational work. . . . District Manager Plough has ex¬tended the cartoon carnival idea to regular programs during the week to increase adult attendance. . . . Cartoon reviews were first inaugurated at Saturday kid matinees . . . Plough also has his boys in certain spots starting a serial on Monday nights for grown-ups. . . . Idea is taking hold in the less ritzy neighbor¬hoods. . . . Marty Goldenberg (Colonial) always has a gag or two up his showman's sleeve. . . . Exploited "Hips, Hips, Hooray!" by awarding "laugh passes" to the prize win¬ners in the pet show recently staged by the Germantown Boys Club. . . . Marty pre-sold Disney's "Funny Little Bunnies" by digging up a shot of a real rabbit going through antics and having operator fade into slide effect announc¬ing date of Disney cartoon. . . . Joe Riley, Liberty, Columbia Avenue, cooked up co-oper¬ative news herald with local merchants. . . . Fifty-six shopkeepers contributed ads. . . . Joe cemented popularity with kid patrons by distributing 2000 Easter Eggs to the young¬sters. . . . Warnings are under full steam ahead for May. . . . Plug for "20 Million Sweethearts" in tie-up with WCAU drew a lot of attention. . . . Picture got off to a big start. . . . And plenty of publicity, too.

The "Los Angeles Examiner" says:
"'CHEATERS' has all the qualities of any picture coming from the best of the so-called major producers. It is a beautifully mounted production with an intriguing story about a group of crooks. A bit different from the big outdoor stuff Bill Boyd usually does, it gives him the role of a polo-playing confidence man. Very good performances by Bill, June Collyer, Dorothy Mackaill, William Collyer, Sr., and Alan Mowbray."

- M. H. HOFFMAN

Distributed by
Hollywood Film Exchanges, Inc.
PHILADELPHIA

SENTRY SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them. PLAINLY THIS IS ALL WRONG. In Safety there is no half-way meas¬ure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equip¬ment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP.
10th ST. and ALLEGHENY AVE.
PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
Bruise Reels

One local exhibitor says there are so many scenes of riots in newscasts that they ought to be called "Bruise Reels."

LANCASTER

A TOUCH OF BEAUTY is to be added to the front of the Hamilton. . . . Color scheme of front of the lobby is to be changed and brightened. . . . Herbert Thatcher is manager. . . . Plymouth, managed by George Kelty, has helped boost business for "Palooka." . . . Huge O's that flickered on and off carried the message "Oo, Look Palooka!". . . . Capitol, managed by Douglas George, has adopted a new policy. . . . Pictures change Monday and Thursday under the new plan instead of Saturday and Wednesday. . . . Vaudeville held the boards one day a week. . . . Bob Lynch and Al Boyd dropped in for a visit and chatted with old friends. . . . Ray O'Connell, manager, Grand, apparently has some advance dope on programs. . . . Has boosted the price of his matinees from 25 to 30 cents.

Charles M. Howell, manager, Colonial, held over "David Harum." . . . Lancaster was well represented at the Warner Bros. party held in York. . . . Was the first annual meeting and banquet held in this area.

RAY O'CONNELL, manager, Grand, displayed a 24-sheet ad advertising "Fakino." . . . Firemen said the sign violated fire regulations. . . . Police were doubtful. . . . Both departments put it up to the mayor's office and down came the sign.

FULTON OPERA HOUSE is to be remodeled. . . . New improvements, to tune of $8,000, will include new seats, new interior, etc. . . . House is one of oldest in the city.

Chase Agreement Up

Creditors and stockholders of General Theatres, Inc., were to be given a chance to voice their approval or disapproval of the compromise agreement with the Chase National Bank of New York, May 1, in the Court of Chancery in Wilmington on an order signed by Chief Justice Daniel J. Layton.

This agreement provides that the bank will reduce its claim against the corporation from an excess of $20,000,000 to $15,310,832 and that in return the bank will assist in the reorganization of the company and will give the corporation right to purchase $25,000 shares of Fox Film stock, Class A, at $15 a share.

"City Park" Ready

"City Park," Chesterfield picture, will be released by First Division exchanges. Story centers around the activities of three penniless old men who provide home and food, and even play matchmaker for a destitute young girl. Cast includes Sally Blane, Henry B. Walthall, Matty Kemp, Johnny Harron, Hale Hamilton, Claude King, Owen Lee and others.

Printers Oppose Any Rise in Exhibitor Prices

Poster, Window Card Units Protecting Trade

Poster and window card printers of this territory will use every possible method to prevent a wholesale increase in price of these items to exhibitors.

This much was indicated following a meeting of Philadelphia and Baltimore members of the National Poster Printers' Association of the United States and Canada with representatives of the New York district members.

The attitude of the majority of the Philadelphia unit is that the rise in price as suggested by other members in Zone No. 1 would prove a hardship upon the exhibitor.

The organization was formed in Chicago, March 23, 1934. The administrative agency of the code for National Product Group (poster and window card printers) is the executive committee of the National Poster Printers' Association.

Under that plan the country has been divided into zones. In each zone there is a regional administrative agency, which sees that the provisions of the code are carried out. In Zone No. 1 is included New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia and New England states. On March 30, the Poster Printers' Association was formed in New York. This regional association is part of the national body and is the administrative agency of the code in Zone No. 1.

At the first Chicago meeting, a cost list was adopted for posters and window cards (based on the available cost findings in various poster printing establishments). The list was submitted to the code administration in Washington. If it is approved, it will become mandatory upon all the poster and window card printers in the United States. All charges below this cost list become illegal. Books of the poster and window card companies are to be kept open for inspection by the zone enforcement committee. Violators are subject to penalties.

Harrisburg Shifts

Assuming his new managerial duties at the Victoria Theatre, Harrisburg, April 23, Gerard (Gerry) Wollaston, who entered the motion picture business four years ago when he became a doorman at the Colonial Theatre, two doors from the Victoria, is the youngest theatre manager in Harrisburg. He celebrated his 24th birthday anniversary only recently, succeeding John D. O'Rear, under whom he had worked as a doorman and assistant until last October.

Wollaston was assistant manager to Charles Bierbauer at the State, Harrisburg, when he received his present appointment.

Joseph (Paddy) Ryan, veteran minstrel man and the stage manager at the State, returned with Manager Wollaston to the Victoria where he had been made general maintenance man. Harry Fornwalt, Victoria operator, was transferred to the Majestic as head operator. Harry Michaels was made an operator at the Victoria, succeeding Fornwalt.

For "Trumpet"

Embassy Theatre, Reading, Paul E. Glase manager, staged a worthwhile stunt to publicize "The Trumpet Blows," with George Raft.

An airplane, carrying a trumpeter, flew all over Reading and suburbs, the trumpet notes being amplified by electric apparatus in the airplane. Trumpeting could clearly be heard wherever the plane passed, and a long streamer, carrying the name of the picture in letters the size of a barn door, told skygazers what the Embassy attraction was. Idea was original with Glase.

Love for "Rothschild"

Harrisburg Telegraph, Harrisburg daily newspaper, devoted considerable space daily to a "Love or Riches?" contest for Charles McLeary, manager of Loew's Regent Theatre, Harrisburg, for a week prior to opening at Loew's of 20th Century, "The House of Rothschild."

Opposition to the standardized cost list came from the Philadelphia minority because this would necessitate more than 100% rise in prices, an added expense the exhibitors and trade in general cannot stand.

A meeting is scheduled for the near future. Its outcome will be watched with interest.

"BADGE OF HONOR"

Buster Crabbe and Ruth Hall are featured in "Badge of Honor" from Masterpiece

Charter


May 1'34 35
6-Point Reviews

1 ➞ Who made it?
2 ➞ Who's in it?
3 ➞ How good is it?
4 ➞ Is it family or adult type?
5 ➞ What's it about?
6 ➞ Running Time?

COLUMBIA

The Fighting Ranger
Family Western
Buck Jones, Dorothy Revier, Bradley Page, Ward Bond, Monticello Brant.
Buck is a ranger who has to find the Cougar. After his brother is killed by the Cougar, there isn't any question of how it will end. Buck gets the girl and kills the Cougar.
Estimate: Zowie, wham.

The Man Trailer
Family Western
Buck Jones, Cecilia Parker, Arthur Vinton.
This time our Buck is an outlaw who turned straight. But when his former pals throw a holdup, well, it looks like our Buck might be involved. Of course he isn't, but it takes 6 reels to clear him and lead the sheriff to the layout as well as win the girl.
Estimate: Yesiree.

Sisters Under the Skin
Adult Drama
Story of a successful man who reaches middle age with a desire for romance and renewed youth. He falls in love with a naive girl and eventually finds the real murderer. Show will undoubtedly appeal to the women and should do a fair business.
Estimate: Names to sell.

Springtime for Henry
Adult Comedy
Class product that may prove confusing to those who don't grasp the type of humor. Picture is taken from a stage play and includes a bachelor, a wife on the make, a secretary who turns out to have murdered her husband, a husband and dumb friend.
Estimate: Class.

Such Women Are Dangerous
Adult Drama
Tale of an author who finds himself involved with several women who are just crazy about him. Developments become brisk when a murder enters and he is accused. Just as it looks bad, a letter reveals that the woman killed herself and all is forgiven. Show will undoubtedly appeal to the women and should do a fair business.
Estimate: Woman's yarn.

Wild Gold
Family Comedy Drama
John Boles, Harry Green, Roger Imhof, Claire Trevor, Maureen O'Sullivan, Ed Garnett.
Programmer that misses out somewhere along the line. Piece has a modern gold rush for its background, carries a lot of dancing girls, includes a romance between the hero and the married heroine, and winds up with a murder and a dam break that gets rid of the husband, allowing for the usual clinch.
Estimate: Missout.

FOX

Now I'll Tell
Adult Melodrama
Spencer Tracy, Helen Twelvetrees, Henry O'Neill, Herbert Mundin, Robert Young, Anna Q. Nilsson, Mary Astor, Diana Darrin, William Tabbert.
Yarn of a gangster who does the noble thing in the end and well cast. Picture, however, will have to depend on Tracy's personality and the name aids rather than story, which falls into a familiar category. Piece is said to have been written by Mrs. Arnold Rothstein, which gives an idea of its theme. Where they still love gangster yarns, it may suffice.
Estimate: Gangster stuff.

FOX

Springtime for Henry
Adult Comedy
Class product that may prove confusing to those who don't grasp the type of humor. Picture is taken from a stage play and includes a bachelor, a wife on the make, a secretary who turns out to have murdered her husband, a husband and dumb friend.
Estimate: Class.

Sisters Under the Skin
Adult Drama
Story of a successful man who reaches middle age with a desire for romance and renewed youth. He falls in love with a naive girl and eventually finds the real murderer. Show will undoubtedly appeal to the women and should do a fair business.
Estimate: Names to sell.

20th Century

20th Century
Adult Comedy
Satire on the theatrical world, and along the same order as "Once In a Lifetime" was to the movies. Show is well produced, has name strength but may be a bit above the heads of the folks out in the hinterlands. For the cities it packs plenty of laughs and punches, but it carries a type of humor that may hamper it in other spots.
Estimate: Different.

What Do You Think?

It is the aim of this publication to give its readers every possible service. Review of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.

THE EXHIBITOR
### THE EXHIBITOR

#### PARAMOUNT

<table>
<thead>
<tr>
<th>Title</th>
<th>Category</th>
<th>Length</th>
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</thead>
<tbody>
<tr>
<td><strong>Double Door</strong></td>
<td>Adult Melodrama</td>
<td>75m.</td>
</tr>
<tr>
<td><strong>The Scarlet Empress</strong></td>
<td>Adult Costume</td>
<td>103m.</td>
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<tr>
<td><strong>The Witching Hour</strong></td>
<td>Family Mystery</td>
<td>63m.</td>
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<tr>
<td><strong>We're Not Dressing</strong></td>
<td>Family Comedy</td>
<td>80m.</td>
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<tr>
<td><strong>Smarty</strong></td>
<td>Adult Comedy</td>
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#### RADIO

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<tr>
<td><strong>Where Sinners Meet</strong></td>
<td>Adult Comedy</td>
<td>62m.</td>
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<tr>
<td><strong>Strictly Dynamite</strong></td>
<td>Family Comedy</td>
<td>67 1/2  m.</td>
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<tr>
<td><strong>Doomed to Die</strong></td>
<td>Family Western</td>
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<tr>
<td><strong>Half a Sinner</strong></td>
<td>Family Comedy</td>
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#### CHESTERFIELD

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<td><strong>In Love with Life</strong></td>
<td>Family Comedy</td>
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<td><strong>Twin Husbands</strong></td>
<td>Family Action</td>
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#### UNITED ARTISTS

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<tr>
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<tr>
<td><strong>The Affairs of Cellini</strong></td>
<td>Adult Costume Drama</td>
<td>90m.</td>
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<tr>
<td><strong>Ariane</strong></td>
<td>Adult Drama</td>
<td>64m.</td>
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<tr>
<td><strong>Dick Turpin</strong></td>
<td>Family Action</td>
<td>82m.</td>
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#### WARNERS

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<td><strong>Smarty</strong></td>
<td>Adult Comedy</td>
<td>63m.</td>
</tr>
<tr>
<td><strong>The Uncertain Lady</strong></td>
<td>Adult Farce</td>
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#### STATE RIGHTS

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<tr>
<td><strong>Ariane</strong></td>
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#### UNIVERSAL

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<td>Family Western</td>
<td>62m.</td>
</tr>
<tr>
<td><strong>Ariane</strong></td>
<td>Adult Drama</td>
<td>64m.</td>
</tr>
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**Estimate: Hissssssss.**

**Estimate: My theory stuff.**

**Estimate: Good grosser.**

**Estimate: Nice.**

**Estimate: Light comedy.**

**Estimate: Some laughs.**

**Estimate: Another sexer.**

**Estimate: Thrills.**

**Estimate: Well done.**

**Estimate: Only Bergner.**

**Estimate: Plenty hard riding.**

**Estimate: Another sexer.**

**Estimate: Thrills.**

---
Columbia

The Fighting Code . 1-Feb.
It's a Long Night . 2-Mar.
No Greater Glory 2-Jan.
The Lighthouse . 2-Mar.
The Lineup . 2-Mar.
The Ninth Guest . 2-Mar.
Sprint Wind . 2-Dec.
The Lady Is Wishing . 1-Apr.
The Social Nigger 2-Dec.
One Is Guilty . 2-Apr.
Violet Encore Night . 2-Jan.
The Whirlpool . 2-Apr.
The Fighting Ranger . 1-May.
The Man Trailer . 1-May.
Silent Under the Skin . 1-May.
The Party's Over . 1-May.
20th Century

Dancing Lady . 1-Dec.
Sons of the Desert . 1-Jan.
Women In His Life . 1-Jan.
Queen Christina . 1-Jan.
Fugitives . 2-Jan.
You Can't Buy Everything . 1-Feb.
This Side of Heaven . 2-Feb.
Men In White . 2-Feb.
Cat and the Fiddle . 2-Feb.
Drake of Mr. X . 2-Feb.
Lazy River . 2-Feb.
The Showoff . 2-Feb.
Riplide . 2-Apr.
The Hollywood Party . 2-Apr.
Viva Villa . 2-Apr.
Manhattan Melodrama . 1-May.
Tarzan and His Mate . 1-May.

Monogram

Sensation Hunters . DISTRIBUTED BY FIRST DIVISION
1-Jan.
The Sagebrush Trail . 2-Jan.
Luckey Me . 2-Jan.
Woman's Man . 2-Jan.
16th of Deep . 2-Feb.
West of Divide . 2-Feb.
Mystery Train . 2-Feb.
Beggars in Ermine 2-Feb.
City Aflame . 2-Apr.
Manhattan Love Song . 2-Apr.
Monte Carlo Nights . 1-May.
House of Mystery . 1-May.

Paramount

Take a Chance . 1-Nov.
Hell and High Water . 2-Nov.
White Woman . 1-Nov.
Design for Living . 2-Nov.
Drake of the 5th Ave. 2-Nov.
Duck Soup . 2-Nov.
Long Lost Brother . 2-Nov.
Thundering Herd . 2-Nov.
Sitting Pretty . 1-Dec.
Girl Wanted in a Room . 2-Dec.
Alice in Wonderland . 2-Dec.
Miss Fane's Baby Is Stolen . 1-Jan.
His Double Life . 1-Jan.
The Last Roundup . 2-Jan.
Search for Beauty . 2-Jan.
Four Frightened People . 2-Jan.
All This . 2-Jan.
Death Takes a Holiday (Strange Holiday) . 2-Jan.
Good Dame . 2-Feb.
Six Trial . 2-Feb.
Bolero . 2-Feb.
No More Women . 2-Feb.
Come On Marines . 2-Mar.
She Made Her Bed . 2-Mar.
Wharf Angel . 2-Mar.
Melody in Spring . 2-Apr.
The Trumpet Blows . 2-Apr.
You're Telling Me . 2-Apr.
Dough Door . 2-Apr.
The Scarlet Empress . 1-May.
The Winning Hour . 1-May.
We're Not Dressing . 1-May.

Radio

Ace of Aces . 2-Oct.
Apple Annie . 2-Oct.
Little Women . 2-Nov.
After Tonight (Woman Spy) . 2-Nov.
Right to Romance . 1-Dec.
If It's Free . 2-Dec.
Flying Down to Rio . 2-Jan.
Man of Two Worlds . 2-Jan.
Man with a Blue Streak . 2-Jan.
Son of Kong . 1-Feb.
Two Aces . 1-Feb.
Hips Hips Hooyah . 1-Feb.
Keep 'Em Rolling . 2-Feb.
Long Lost Father . 2-Feb.
The Lost Dog . 2-Feb.
Sing and Like It . 2-Feb.
Spiffire . 1-Mar.
Success at Any Price . 2-Mar.
This Man Is Mine . 2-Mar.
The Crime Doctor . 1-Apr.

Universal

Broadway Thru Keyhole . 1-Nov.
Emperor Jones . 1-Oct.
Henry the Eighth . 1-Dec.
Blood Money . 1-Dec.
Roman Scandals . 2-Dec.
Advice to the Lovelorn . 2-Dec.
Gallant Lady . 2-Dec.
Moulin Rouge . 1-Jan.
Nan . 2-Feb.
Palooka . 1-Feb.
Sorrell and Son . 2-Feb.
Lookout for Trouble . 2-Feb.
Catherine the Great . 2-Mar.
House of Seville . 2-Mar.
The Affairs of Cellini . 1-May.

First Division

Rainbow Over Broadway . 1-Dec.
Notorious But Innocent . 2-Nov.
Murder on the Campus . 2-Feb.
Cross Streets 2-Dec.
The Quiller . 1-Apr.
Stolen Secrets . 2-Apr.
In Love With Life . 1-May.
Twin Husbands . 1-May.
Let's Be Ratty . 2-Apr.
Glamour . 2-Apr.
The Affair of the World . 2-Apr.
Doomed to Die . 1-May.
Left Hand . 1-May.
The Unknown Lady . 1-May.

Gold Medal

Singing, Sinner, Sinner . 2-Aug.
The Big Bluff . 2-Oct.
The Big Business . 2-Oct.
Laughing at Life . 2-June.
Curtain at Eight . 1-Dec.
You Made Me Love You . 2-Dec.
The Tragedy of the Deceiver . 2-Dec.
Sin of Nora Moran . 2-Jan.
Big Time or Bust . 2-Jan.
Enlighten Thy Daughter . 2-Jan.
The Morgen After . 1-Mar.
Unknown Blonde . 1-Mar.

Masterpiece

Her Forgotten Past . 2-Nov.
Sadie and the Professor . 1-Jan.
Secret Sinners . 2-Jan.
Wine, Women, and Song . 2-Jan.
What's Your Hat? . 2-Jan.
Dancing Man . 2-Mar.
Back Page . 1-Apr.
WEAK KNEED

or an alert, constructive force?

PUT yourself in Mr. Theatre Owner’s chair! Would you rather devote your Trade Reading Hours to ponderous treatises of nation-wide problems and academic studies of appalling trade practices violations in Peoria—or would you rather devote those same T. R. H.’s to a decided, two-fisted attack on your local ills—a pat on the back for a local job well done—all garnished with a flowing, breezy, newsy chatter about the fellows you know and situations with which you are familiar?

Professor Einstein has the world’s greatest modern mind, but if you wanted understandable interesting news, you’d rather listen to Lowell Thomas.

Take advantage of Mr. Theatre Owner’s T. R. H.’s through the columns of his local Regional.

JAY EMANUEL PUBLICATIONS
HOME TOWN TRADE PAPERS OF 4600 THEATRE OWNERS
When a picture does business . . .  
that's News  

. . . but when a picture does sensational business and holds over——
that's Metro

and Here are Some of the Record Breakers

1. TARZAN and HIS MATE  
   With Johnny Weismuller and Maureen O'Sullivan  
   Extended Playing Time Everywhere

2. VIVA VILLA  
   With Wallace Beery and a cast of thousands  
   A $2.00 Attraction on Broadway  
   Ask About the Hippo Exploitation

3. RIPTIDE  
   With Norma Shearer » Robert Montgomery  
   Ask the Boys Who Played It

4. SADIE MCKEE  
   With Joan Crawford, Gene Raymond, Franchot Tone  
   Watch for Bigger Grosses than “Dancing Lady”

5. LAUGHING BOY  
   With Ramon Navarro « Lupe Velez  
   The Preview Talk of the Industry

And the Spring and Summer Brings Better Pictures from

METRO - GOLDWYN - MAYER
1233 Summer Street, Philadelphia

BOB LYNCH
A Regal Bit of Entertainment!

SYLVIA SIDNEY in
“THIRTY-DAY PRINCESS”
with CARY GRANT
Directed by MARION GERING
A B. P. SCHULBERG Production

If it's a PARAMOUNT PICTURE it’s the best show in town!
May 15 '34 pg. 2

A Production with all of the . . . Simplicity . . .
Beauty . . . Romance and Pathos of "Little Women"

S-h-h-h!

"IN LOVE WITH LIFE"
AN INVINCIBLE PICTURE

FEATURING—
DICKIE MOORE
LILA LEE

CLAUDE GILLING-
WATER, ONSLOW
STEVENS and the famous
MEGLIN KIDDIES

Wait 'll you see
Dickie! He's bet-
ter'n he was with
Ann Harding in
"Gallant Lady"
You'll love him
as Laury!

Now Playing:
Broadway's New
Casino
Theatre

Like Most of the Big Ones it's from the World's Leading Independent
FIRST DIVISION EXCHANGEs, Inc.
HARRY H. THOMAS, President
Executive Offices: RKO BUILDING, RADIO CITY, N.Y.
Branches in:
NEW YORK    ALBANY    BUFFALO
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CHARLOTTE    PHILADELPHIA    LOUISVILLE
John Barrymore in “20th Century”

with

Carole Lombard
Walter Connolly — Roscoe Karns

From the notable New York Stage Success by Ben Hecht
Charles MacArthur—Chas. B. Milholland

A HOWARD HAWKS Production

Now playing to record crowds at Radio City Music Hall!
“Should cop the Academy award for 1934”
—Picture Play

GOOD PICTURES MAKE GREAT

BOX OFFICE

HERE ARE FOUR MORE NOW

“Most Precious Thing in Life”

with

Jean Arthur
Donald Cook
Richard Cromwell

From the McCall Magazine story
by Travis Ingham
Directed by Lambert Hillyer

The powerful drama of
a woman who loved
and lost—only to
find a greater
love!

Elissa Landi in
“Sisters Under The Skin”

with

Frank Morgan
Joseph Schildkraut

Story by S. K. LAUREN
Adaptation and Screen Play
by JO SWERLING
Directed by DAVID BURTON
Opens soon at
Radio City Music Hall!

The fun begins in the first reel and ends when

“The Party’s Over”

Stuart Erwin — Ann Sothern

Arlene Judge — Chick Chandler — Patsy Kelly
From the stage comedy hit by Daniel Kusell
Directed by Walter Lang
“A cinch for hearty laughs and chuckles” — Billboard

May 15 1934 pg 3
To the Exhibitors of the United States and Canada:

On Monday, June 4th, Carl Laemmle will release LITTLE MAN, WHAT NOW? with Margaret Sullavan and Douglass Montgomery, the most important picture Frank Borzage has directed since the immortal SEVENTH HEAVEN.

J. R. GRAINGER
Unusual Letdown

GLANCING at some of the current release schedules, one begins to wonder by what herculean methods exhibitors will be able to entice customers into their theatres. Not that there are many poorly made pictures around, but the usual tail-end drop finds an assortment of all-feature, non-star productions from most companies that will test the abilities of even the most capable exhibitors, managers and showmen. Not only are the pictures devoid of many selling qualities but they are hovering close to the 60-70 minute line, some going under.

It is only natural to expect that the tail-end of the year would find a rush of low cost pictures, but a succession of these during the summer months will provide unusual demands for aspirin on the part of exhibitors.

It would have been far better for some studios to have cut their schedules and deliver the usual leaders on the 1934-1935 new season. Good two reelers were scarce enough. A shortage in the total number of each month by Jay Emanuel Publications, Inc. Publishing office, 219 North Broad Street, Philadelphia. Branches at 1600 Broadway, New York City; Washington, D. C. Jay Emanuel, publisher; Paul J. Greenhalgh, advertising manager; Herbert M. Miller, managing editor. Subscription rates: $2 for one year, $5 for three years. Single copies, $1 in Eastern Pennsylvania, Southern New Jersey and Delaware.

Right Problem; Wrong Answer

Pete Harrison, who rightfully may be called the watchdog for the independent exhibitor, has a new plan to curb rising film rentals. He takes issue with the mass protest plan advocated by at least one exhibitor body. This last, he maintains, will result in a lot of resolutions and have no beneficial effects. Pete says the idea should be to take away the theatres from the producer-distributors. For example, his plan would work out like this: If producer A has a strong chain in one zone, the exhibitors refrain from buying his pictures there. If producer B has a circuit that dominates in another territory, let theatremen buy everything except B's pictures in that district. In such a way, the exchange losses will offset the theatre profits, if any, and the producer-circuit will go back to the independents.

Unfortunately, Pete is dealing with exhibitors. An exhibitor, if there had been any in Webster's time, would be defined as a man who tries to buy the best pictures for the least money to make the most money with the smallest overhead. Therefore, if producer A's pictures look good to an exhibitor, he will rush to buy them even if A has a monopolistic hold on the territory. If B has a nice looking line-up, exhibitors will want B's pictures, regardless. The trouble with exhibitors in general is that each figures he is in the best position to make his own deals. Organizations may be okay for general purposes, but in the final analysis, according to exhibitor reasoning, it is better to play the lone wolf.

That, unfortunately, is the reason for weak organizations, for rising film prices and the improbability of Pete Harrison's plan ever working out. The first important requisite should be to effect a strong local exhibitors' organization with a national body, including representatives from each zone with a leader, paid a good salary, who would make it his business to protect exhibitor interest without fear or favor.
Official Rulings

re: Emanuel vs Fox Film Corp G No. 4
Ruling of the Board:
In accordance with a resolution of the Grievance Board dated May 8, 1934, to wit: Resolved that non-theatrical accounts be not served until six (6) months subsequent to the release date; Fox Film Corporation is prohibited from serving Penn A. C. prior to such period. Grievance Board Resolution No. 1.
Resolved that non-theatrical accounts be not served until six months subsequent to the release date for the City of Philadelphia.
Dated May 8, 1934.

ADVICE ON CODE PROCEDURE

Plenty of Squawks But All Wait for Champions

If all the coat pockets, vest pockets and pants pockets of the exhibitors of this territory were emptied, a huge deluge of cases for the local grievance and zoning boards would be visible to the naked eye. That is the opinion of local observers who are in direct touch with the exhibitors of this district.

Potential cases are being carried around by exhibitors. Charges of price cutting, unfair advertising, improper passes are heard. But as yet the local boards have not been buried in a deluge of complaints.

Frankly, the situation shapes up like this. The majority of exhibitors who have been accustomed to having a few film men take up the cudgel on everything except the same thing to expect the exact same thing to happen.

Apparently the exhibitors have been out of town during the time when a mass of information regarding code matters was relayed to them during the time when a mass of information regarding code matters was relayed to them. The board, hearing the complaint, may rule that B is within his rights to run double features, and A is still without the relief he really wanted, that of getting enough pictures to meet his requirements. Had A been concise in his complaint, and asked for the relief he wanted, the board would have ruled on the actual difficulty. Apparently B was only running double features to use up the product he had contracted for.

THE BOARD, of course, will not be arbitrary in its attitude, and if it appears that A, in opening his case, is really complaining about the lack of sufficient pictures and not about the double featuring, it will allow A to amend his complaint immediately, and proceed along the lines of the actual difficulty. A new situation arises now, however. B has come prepared to defend along the lines set forth in the complaint filed, of which he has received a copy. He now pleads surprise because he is not prepared to defend this new complaint. Moreover, under the new complaint, there are undoubtedly several distributors directly involved because of the contracts they made with B. They also must have an opportunity to prepare themselves. A has therefore brought about an unavoidable delay, and through his own fault to set his difficulties down clearly has defeated himself.

THE PROPER METHOD to follow is to set each fact down in a separate paragraph, and keep them in consecutive order. All paragraphs concerning the same series of facts should be grouped together. Finish a subject before you go on to the next. If the first three paragraphs concern one subject matter and the next three another, do not put something into the seventh that belongs with the first three. Put it where it belongs. If it happens to be a vague paragraph that could just as easily have been fitted in with the last group it may mislead the board, and work to the complainant's disadvantage. After all the facts have been stated clearly, setting forth what acts have been committed, and how the complainant has been hurt, then ask for the relief you believe yourself entitled to.

IT IS ADVISABLE to draw up the Statement of Facts on scrap paper first. Then reduce it to the simplest language possible, using only as many words as are necessary to convey the thought. In this way, vague and ambiguous expressions are eliminated. Consider it carefully, checking back to see whether you have made out an actual case of complaint, and if you have asked for the relief you desire. Then write it out in the finished state. This may sound like extra work, but a few minutes spent that way is better than possibly several weeks' delay, in addition to time wasted sitting around the Board room while other cases are heard before yours is called.

BEFORE DRAWING up your complaint, be sure that you have used the proper form. Careful examination of the forms will usually answer any question as to which is the proper form. If there is still any doubt whatsoever in your mind, consult the Secretary either in person, or if you are at a distant point, by mail, at the Philadelphia Saving Fund Building, 12 South 12th Street, Philadelphia. You are also entitled to be represented by attorney if you do not care to try the case yourself. However, your attorney cannot testify for you; any allegations you make must be made on the witness stand by yourself, as in any court.

IN FILLING OUT the forms, the word "Respondent" means the same as "Defendant," a word with which you are probably more familiar. It comes from the word "respond," meaning "to answer."

BASIL M. ZIEGLER.

Varbalow District Judge

Joseph A. Varbalow, well known to exhibitors and the trade in general, has been made a district court judge in Camden County.

At the ceremony, District Court Judge Frank F. Mentte, Judge Samuel M. Shay, Justice Frank T. Lloyd were present, as well as friends and other well wishers. Varbalow has been active in Jersey circles for many years.

No Delaware Meeting

While double features seems to be the only matter bothering the members of the IMPTO of Delaware and the Eastern Shore of Maryland, A. J. DeFiore, Wilmington, president, after a talk with Robert H. Hargrave, George Schwartz of Dover and others, decided not to call a meeting of the organization for a couple of weeks or so.

11 A. M. Start

The first meeting of the grievance board began with a few of the members coming in late. This was forgiven, but after this all meetings will start at 11 A. M.
Expect Ruling on Question of Contract
Discrimination at May 17 Board Meeting

Local Grievance Body Heats First Cases—Six Months’
Clearance Decision in Non-Theatrical Protest—Double
Feature Issue Highlight

Exhibitors of this territory will have to wait until May 17 to find out the attitude of
the local grievance board on a question of alleged double feature discrimination
brought before the board at the first session of any local code unit held May 8, at
11 A. M., in the assembly room of the Philadelphia Savings Fund Society Build-
ing, 12th and Market streets.

Final disposition of a question that is of vital importance to the territory is expected to be
made at the May 17 meeting.

Complaint in question is that of the Grand-
Jackson Theatre Company, operating the Grand
and Jackson Theatres, South Philadelphia,
against the Venice Theatre, South Philadelphia.
Complaint alleges that there is discrimination
by two exchanges, United Artists, in the
matter of enforcement of clauses in con-
tracts barring those company’s pictures from
being double-featured with other films. Com-
plaint also says that double feature practice
amounts to a cut in admission prices.

When the case came up, Charles Stiefel,
Venice Theatre, asked for a postponement in
view of the fact that his attorney, Michael
Egnol, was out of town. This resulted in
a confab which brought a ruling from the board
that no postponement could be allowed in view
of the fact that all present were sacrificing
time to attend code affairs and that postpone-
ments would defeat the ends of the code.

Testimony in the case came from Jay
Emanuel, representing the Grand-Jackson The-
atre Company; Samuel Gross, Fox branch ex-
change manager; Harry Bodkin, United Artists
exchange manager; Charles Stiefel, Venice
Theatre.

All stated their case, with the exception of
Stiefel, who refused to testify in view of the
fact that his attorney was not present.

Case was then continued until May 17, at
11 A. M.

It is expected that the case will bring the
question of double features into the open.
Many houses have been double featuring in
violation of contract and a ruling from the
local grievance board is expected to set the
matter straight.

Observers are of the opinion that should an
appeal be taken to the Code Authority, re-
gardless of the decision, the industry’s highest
body may have to rule on not only the question
of discrimination in enforcement of double
features but also the right of distributors to
bar double featuring of their pictures.

It is a known fact that Emanuel favors
modifying double features. Testimony also
brought this out.

Another case to come up was that of the
Grand-Jackson Theatre Company against Fox.
Jay Emanuel, appearing for the theatre unit,
brought up the matter of Fox serving the
Penn A. C., a non-theatrical account, with film
weeks after second run, Philadelphia. Samuel
Gross, appearing for Fox, said the practice
would be stopped. In order to get a ruling,
however, and to put the matter in the record,
it was decided to go through with the case.

Ruling of the board was: That non-theatrical
accounts be not served until six months subse-
quent to the release date for the city of Phila-
delphia. It was assented to unanimously.

Case of Lou Linker, Bridgeton, N. J., against
the Stanley Theatre Bridgeston, N. J., was
postponed at request of both parties and with
the consent of the board. Charges concern
overbuying.

The next hearing of the grievance commit-
tee will be May 17, 11 A. M.

Present on the board were Lewen Pizor,
Mike Landow, Frank McNamara, Monte Sal-
on, an alternate for M. B. Comerford, Ray-
mond Rau, impartial member, as alternate for
Colonel Saltzer.

N. Y. Case Here

Three exchange managers were sub-
poenaed last week to appear before the
Jersey advisory committee of the New
York code zoning board regarding a
matter involving a theatre in Washing-
ton, N. J., and the Wilmer-Vincent the-
atre in Easton.

Clearance is the topic. Presence of the
local exchange chiefs was necessary
because clearance involved Easton, part
of this territory, although Washington
is not.

JAY EMANUEL.
Golden Says Doubles Are Asset to Industry

Claims Two Feature Idea Innovative in Business

The double feature program is necessary and—

Between 6,000-7,000 houses are using double features; success of American films in the British market depends largely on expansion of such practice in this country: use of double features is the key to the success of American films. Large companies derive a lot of revenue from the double feature. The use of double features depends largely on expansion of double feature programs and barring trade and monopoly. Members of the Motion Picture Operators Union indicated that they were not in accord with the proposed program of revision. It was pointed out that the ordinance was passed to reduce the fire hazard. It was pointed out that the ordinance was passed to reduce the fire hazard. The question to be settled, he stated, was not the case in hand but whether or not companies could carry a clause in their contract barring the practice. The question to be settled, he stated, was not the case in hand but whether or not companies could carry a clause in their contract barring the practice. The question to be settled, he stated, was not the case in hand but whether or not companies could carry a clause in their contract barring the practice. The question to be settled, he stated, was not the case in hand but whether or not companies could carry a clause in their contract barring the practice.

Wilkes-Barre Law Up

Wilkes-Barre may have a new ordinance on the licensing of motion picture theatres soon. Present regulations, drafted in 1915, before the State enacted legislation, differs in many ways with the Pennsylvania law. City Solicitor, Edwin B. Morgan, has been instructed to review the ordinance now in effect and the State code, so that he might draft a new ordinance, suitable for conditions of today.

Handicap, imposed by the law in Wilkes-Barre now, was brought to the attention of the city council by H. A. Smith, representing Kiwanis Club. He pointed out that, under regulations, service clubs, schools and other organizations, using projecting machines for demonstrations or educational purposes, were in constant difficulty. Members of the Motion Picture Operators Union indicated that they were not in accord with the proposed program of revision.

It was pointed out that the ordinance was passed to reduce the fire hazard. The courts of the City of Philadelphia are now demonstrating that it is quite possible, with the right kind of men in charge, to bring the "numbers situation" into the open. This gives added incentive to the belief that even some of the practices current in this business can be made public.

Let the scoffers scoff. But the gentlemen who hold their tongues in their cheeks will have another guess coming.

JAY EMANUEL.

RUDE AWAKENING

There were only six spectators, including interested observers and those concerned directly with cases, at first session of the local grievance board. It would have been well if all members of the industry, especially the independents had been there. Because the board served notice that the code for the motion picture industry will not be handled in the same manner as have been a lot of other important institutions and problems.

It would be well for the summer tenants of the northwest, southwest, northeast and southeast corners of Vine street to have witnessed the session. They would have gotten an eyeful. They would have seen six responsible members of this business attacking problems and issues at hand with a directness which would have astounded the corner gentlemen. It let be said now for once and for all that the local code boards will not stand for the tactics of some of the other gentlemen in the film business. In the first place, there will be no postponements. There will be no oratorical demonstrations. There will be nothing that does not affect the cases. In other words, the boards will stand for no fooling. It is about time that some of the exhibitors realized that a code board is not a cardboard institution. Regardless of whether or not codes become permanent, at the present time they are governing bodies. If they hand down a decision, that decision becomes a law unto the theatremen, with chances of appeal, of course.

It is also about time that some of the gentlemen who have been hiding their ability to pull fast ones under the proverbial bushel realized that eventually they will be ferreted out. The courts of the City of Philadelphia are now demonstrating that it is quite possible, with the right kind of men in charge, to bring the "numbers situation" into the open. This gives added incentive to the belief that even some of the practices current in this business can be made public.

Let the scoffers scoff. But the gentlemen who hold their tongues in their cheeks will have another guess coming.

JAY EMANUEL.

York Strike On

York's theatre strike is on.

Employes of the Warner Brothers theatres there walked out at the close of business May 9. Later on, they appeared all day in front of the theatres, entreating theatregoers not to patronize the theatres.

With the exception of about five employees the strike was unanimous, cashiers, ushers, doormen and general help walking out. The strike was called by the York union after two of its representatives visited the Philadelphia office of the Warner company.

Strikers themselves resorted to peaceful picketing. Sympathizers, however, were not so peaceful. They stood in little groups in front of the theatres and booted anybody who presented themselves to see the current attractions.

Sayre Closing Issue

Wishes of 20 persons in the borough of Sayre may result in the closing of Sayre's only movie house on Sunday. Deputy Attorney General O'Hara of Wilkesbarre has served notice on the Comerford Company, owners of the theatre, of the receipt of the petition asking for a writ of quo warranto against the company. If the action is successful it will result in the company losing its state charter.

Theatre was opened on Sunday by Comerford on the request of the merchants of the borough and others and has been enjoying a large Sunday attendance.
Long Saturday Matinee Shows Barred from All Stanley-Warner Theatres

Protest Meeting Silent

No statements emerged from the protest meeting held in New York City at which time a delegation of MPTO members traveled to the big town to discuss problems with exhibitors of other states. It was believed likely that some sort of general meeting idea would be used. David Barrist headed the local delegation.

Praise Krouse for Work at Annual Dinner

Rosenblatt and Others Credit Local 307's Leader

Praise for the co-operation of Local 307 and appreciation for the work of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware highlighted the address of Divisional Administrator Sol A. Rosenblatt before the assembled members and guests of the Philadelphia Moving Picture Machine Operators Union, Local 307, IATSE, at the 21st anniversary dinner dance at the Broadwood Hotel, May 6.

Rosenblatt gave special praise to Lou Krouse, president of the union, for his work in Washington.

600 Present

The dinner, attended by about 600 members, wives and invited guests, heard addresses by Lou Krouse, president; William C. Elliott, national president; Fred Dempsey, national treasurer, and others.

Elliott paid tribute to Krouse and the local. He stated Krouse had been with the IATSE in many ways and was always eager to serve for the interests of the NRA and the country in general. He revealed that if any local had any complaint, it was always referred to Krouse who gave it immediate attention. He then praised the local MPTO for co-operation and said it was a pleasure to be there.

Legendre Talks

Morris Legendre, aide to Rosenblatt, spoke, said he worked with Krouse, praised his fairness and trust.

Rosenblatt followed, repeated the praise for Krouse, enjoyed working with him, said he dealt in over 200 crafts, found no one more willing to co-operate. He said he would rather appear before Local 307 than any other labor organization. He said Krouse worked with him in many ways and was always eager to serve for the interests of the NRA and the country in general. He revealed that if any local had any complaint, it was always referred to Krouse who gave it immediate attention. He then praised the local MPTO for co-operation and said it was a pleasure to be there.

At Head Table

At the head table were: Rosenblatt, Legendre, Mr. and Mrs. Krouse, Mr. and Mrs. Abbott Oliver, Willie Friedman, A. Baker Freeman, Mr. and Mrs. Harry Abbott, Ben Green, Joe Abrams, B. F. Bache, Fred Dempsey, and William Elliott among others.

Gift

A big basket of flowers was given Mr. and Mrs. Krouse by the stage hands union. Willie Friedman saved the day when he got a picture of President Roosevelt from Jack Kelly, local Democratic leader. This graced the head table.

Film Men, Too

Others from the exhibition field included George Gravenstine, Leonard Schlesinger, Lou Goldsmith, Larry Graver, S. Seidenberg, Tony Capriotti, Jules Seltzer. Fire marshal Muthen and Captain Clinton were also present. Entertaining was contributed by Earle, Fay's, Carman, Fox and other houses as well as by Al Boyd, Frank Buhrer, Eddie Sherman, Lipshutz and Mazer, Harry Biben and Joe Feldman. Floral and electrical decorations were a beautiful revelation. Event voted by all the most outstanding affair in years.

SAILING—Joseph M. Schenck, president, 20th Century Pictures, welcomes his million dollar production chief, Darryl F. Zanuck, vice-president and production chief, 20th Century and Mrs. Zanuck upon their arrival in New York en route to a three months' business and hunting trip in Europe and Africa.

Two-Three Feature Bills To Be Dropped for More Shorts, Etc.—Test Lasts Until September—Length Depends Upon Inde Co-operation

Two- and three-feature, four-hour shows, long a practice in this territory, received a death blow last week when Joseph Bernhard, managing director of all Warner theatres, ruled that Stanley-Warner would cut out the practice.

Leonard Schlesinger, managing director of this zone, concurred in the decision before he left for St. Louis for a vacation, with the result that S-W sent out notices to all district managers as well as managers informing them of the ban.

It was expected that Stanley-Warner houses would use other means, plenty of shorts, etc., to keep the kiddie trade in their houses, but no avalanche of features would be seen. Test will last until September.

Whether or not the policy will be permanent depends on the inde coopera­tion. Should the indes keep up the long show policy, then Stanley-Warner will go back to the old form. However, it is thought likely that indes would also make a move in S-W's direction.

At the same time, a movement to provide special kiddie shows for Saturday afternoon has been started. Advocates want the privilege of dropping the regular feature, when it is of sexy or unfavorable nature, and substituting an action show or something more suitable. Some houses have been doing this for years. In some cases it has resulted in squawks from the kiddies who want to see the regular show, no matter what it may be.

Trade folk point out that there are very few children at theatres during the week but that the deluge descends on Saturday. If all theatres co-operate, the long show menace may be curbed for once and for all.

Stanley-Warner's attitude was accepted for its sincerity by most of the trade. It remains to be seen whether or not the inde element will be as sincere in its co-operation. There have been many complaints on the part of independent theatre operators on the four hour show. It will therefore be of interest to the industry to watch their actions now that the chain operated theatres have eliminated the practice.

John J. Grelis Passes

Passing of John J. Grelis, magistrate and a former exhibitor, was mourned by exhibitors who knew him as a real veteran. Grelis used to operate the York Palace and built up a reputation for sincerity and square shooting. Although he retired and closed the house some time ago, he kept in touch with many friends in the trade. He was also a partner in the Interstate Film Company, with V. R. Carrick and Mike Lessy.


Delaware Assembly

Delaware General Assembly adjourned sine die after a hectic 78-day session of bickering over relief bills that they never passed and leaving two important bills affecting the motion picture business abandoned like the rest of the measures.
Code Authority Outlines Procedure in Premium Vote

Highest Body Instructs Trade on Way to Determine Desire

Committee on Administration of Local Grievance Boards has presented a resolution to the Code Authority which outlines the procedure on definition of areas in connection with the premium vote.

The committee included Robert H. Cochran, Nathan Yamins, Harold S. Bareford and the resolution was adopted by the Code Authority unanimously.

Here is the resolution as adopted:

WHEREAS Section 2, Part 3 of Article 5 of the Code of Fair Competition for the Motion Picture Industry prohibits the giving of rebates such as premiums in the form of gifts or other things of value in these areas as shall be defined by each local Clearance and Zoning Board where the exhibitors operating not less than 75% of the number of the then actively and continuously operating theatres affiliated with distributors or producers and the exhibitors operating not less than 75% of the number of the then actively and continuously operating theatres affiliated with distributors and producers have both declared in writing that the giving of rebates in such form shall not be permitted, and

WHEREAS, the question has been raised as to the procedure for effectuating the provisions of such Section 2, Part 3 of Article 5, now therefore, it is

RESOLVED: That upon written request made to any local Clearance and Zoning Board for the definition of areas as provided in Section 2, Part 3, Article 5 of the Code of Fair Competition for the Motion Picture Industry, such local Clearance and Zoning Board shall forthwith define the area in which exhibitors may declare in writing their desire to prohibit the giving of rebates as in such Section 2, Part 3, Article 5, defined. The local Clearance and Zoning Boards shall forthwith and within seven (7) days from the date of filing with such local Clearance and Zoning Board a written request define such area and file their definition thereof with the local Grievance Board and also communicate such definition to the petitioning exhibitors.

The giving of rebates such as premiums in the form of gifts or other things of value shall be prohibited from and after ninety (90) days after the first signature is placed thereon.

First Appeal Upheld

Code Authority upheld the overbuying award of the Milwaukee grievance board last week when the appeal in the case of the Saxe Amusement Management, Inc., operating the Capitol, Madison, Wisconsin, and the Vitagraph came up. Saxe was awarded 30 Warner pictures. He had won in the case when it was heard by the local grievance board in Milwaukee.

New RCA Contact

E. A. Timulty, formerly assistant to E. O. Heyl, manager Photophone division, has been appointed special representative of the national office of the Photophone Division with headquarters at the Fifth Avenue offices of the RCA Victor Company, New York.

Timulty's new duties will now include contacting out-of-town exhibitors visiting New York, arranging for special demonstrations of Photophone High Fidelity sound and inspection trips to important RCA Victor Photophone equipment installations in Rockefeller Centre and elsewhere in the midtown theatrical district.

Catholic Drive Hits Biz

Appeals by priests in various Catholic parishes to congregations to stay away from the movies is affecting business.

One theatre, alone, estimates a $200 drop in business to that influence. Priest admits that the exhibitor is being made to suffer for something not his fault but doesn't offer any solution.

The letter sent to the attorney general follows:

May 2, 1934.

William A. Schneider, Esq.
Attorney General of Commonwealth of Penna.,
Harrisburg, Pa.

Re: Penna. State Board of Censors

Dear Sir:

In accordance with its declared policy and purpose of protecting the civil rights of citizens, the Pennsylvania Civil Liberties Committee has undertaken to bring cases before the open board of the Board of Censors of Pennsylvania.

A survey of the field has convinced me that this Board is conducting its work in a tyrannical manner, and that its deletions of moving pictures are not only unwanted, unnecessary, but are brought within the word "Discrétion" but are more numerous than made by similar Boards in almost every other state in the Union. It cannot be that the morals of Pennsylvania are different from those of residents of other states and therefore require the eliminations ordered by an arrogant bureaucracy whose methods, reasons, and results are shrouded in a veil of public applause. This is its latter element that has aroused the liberal opinion in this State, and our Committee is determined to ascertain what principle of more rigid censorship, resulting from the pipe of superintendents of the Board, who refuse to permit their judgments to be made public.

A recent communication by the Pennsylvania Civil Liberties Committee to the Board brought forth a reply signed by Samuel D. Schwartz, Chairman, that Section 6 of the Act of Assembly approved May 15, 1915, P. L. 534, prohibits the publication of eliminations made by it, and the examination of the deletions by interested citizens. The response relied upon will show that it merely defines the duties of the Board. I beg to quote the first signature is placed thereon.

"The Board shall keep a record of all examinations and eliminations ordered by it, and the record of all films, reels, or views which have been approved and those which have not been approved, with reason for such disapproval."

This being so, it is a clear legal direction to the Board to keep a complete record of all its actions.

Our objection is that the Board refuses to permit anyone as a member of the public to see this record. Of course, we realize the fact that people differ in their moral judgments. Our objection is to the secrecy of this Board which has moral judgments from the inner sanctity of its hidden recesses.

We propose to test the right of this Board to refuse to make public its deletions, or to permit examination of its record. It is, undoubtedly, a public one, you, as attorney general, are the only one who can bring the action.

Our Committee has been advised by counsel that mandamus proceedings should be brought, and that since the duty owed is a public one you, as attorney general, are the only one who can bring a mandamus proceeding to compel the Board to make public its deletions, or to permit examination of its record.

Will you be so kind as to advise, as soon as is convenient, whether the Act of 1915, above cited applies?

1. Prohibits the publication of deletions.
2. Permits examinations of deletions by interested parties.
3. Grants a duty to a duty by implication of law to make public the activities and eliminations of the Board; and
4. Will you be party plaintiff in a mandamus proceeding against the Board of Censors, if you conclude that the public body should be permitted to conduct its action, and intimate distributors and exhibitors so that they are fearful to make public the antecedents of this Board?

Very truly yours,

J. V. STANGER,
EXECUTIVE SECRETARY.

Civil Liberties Unit Asks Opinion on Censors

Questions Att'y. Gen., Schnader Regarding Elimination Data

The Pennsylvania Civil Liberties Committee is seeking the opinion of William A. Schnader, attorney general, regarding the matter of elimination publicity.

We propose to test the right of this Board to refuse to make public its deletions, or to permit examination of its record. It is, undoubtedly, a public one, you, as attorney general, are the only one who can bring the action.

Our objection is that the Board refuses to permit anyone as a member of the public to see this record. Of course, we realize the fact that people differ in their moral judgments. Our objection is to the secrecy of this Board which has moral judgments from the inner sanctity of its hidden recesses.

We propose to test the right of this Board to refuse to make public its deletions, or to permit examination of its record. It is, undoubtedly, a public one, you, as attorney general, are the only one who can bring the action.
YOU CAN SHOO
Mr. Sum. R. Blues

Increase your income during the
HOT WEATHER
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CANDY VENDOR

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BALTIMORE
WASHINGTON
CLEVELAND
CINCINNATI

WILKES-BARRE

MANAGER Bittinger, Kingston, gave the paying customers a vaudeville treat. . . . Experience is believed just another bid for general Wyoming Valley patronage since the Kingston decided to step out of its local field. . . . Although the Children's Theatre took it on the chin during the season just closed, it was indicated that another try will be made next year. . . . Al Cox was so sold on "Bottoms Up" that he offered the customers their money back if they were not "entirely satisfied." . . . Fred Hermann, Capitol, also comes through with a personal word on "Gallant Lady." . . . John Galvin, Penn, is wearing the smile that won't come off. . . . Strand, Swoyerville, admitted the folks for a dime and a newspaper coupon last week. . . . That was a nice tribute that Eddie Dowling paid to M. E. Comerford at the dinner given by Wilkes-Barre Democrats. . . . Bill Roberts, Shawnee, Plymouth, stepped into line with a stage show. . . . Although the kiddies were invited, there were no dime tickets available after 6 P. M.

STATE, Nanticoke, provided an unexpected thrill for its patrons last week when it screened the Democratic convention of 1924 as a special feature. . . . Next time that Joseph Quinn, 19, Pittston, decides to take in a show, he's going to lay his cash on the line. . . . Last week, after breaking a window at the Penn in an alleged effort to crash the show, he was trapped on a roof of a nearby building by the combined Penn and Orpheum staffs.

LEHIGH VALLEY

New manager of the new manager of Wilmer & Vincent's Rialto, Allentown, is Miss Grace Anne Maury, who arrived at the residence of Mr. and Mrs. James H. Maury, April 27, weighing seven pounds. . . . Rialto, James Maury, and Colonial, Lee Levy, are featuring special bargain matinees. . . . Wilmer and Vincent's State, Jack Van, dark. . . . 19th Street theatre ran a special ad in the Morning Call for "Wonder Bar," signed by theatre personnel. . . . Of the 196 prize winning ads in the first week of the Allentown Morning Call—Zain ad contest, five were written for the Embassy and Strand.

LYRIC, United Chain, has resumed policy of big stage and screen shows Saturdays. Nile, Bethlehem, Charles E. Moyer, had Hindu mystic as a stage attraction. . . . Numerous Community Night moving picture programs, St. John's Church, Allentown, have been brought to a close.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
PRODUCTION

Trustees Sue Para
For $12,237,071 Total

Trustees in bankruptcy have sued Paramount board of directors during 1931-1932 for $12,237,071. Those named are Adolph Zukor, Sam Katz, Sidney Kent, J. Lasky, Ralph Kohn, Austin Keough, John Hertz, Jules Brulatour, Frank Bailey, William English (deceased), Daniel Frohman, Felix Kahn, Gilbert Kahn, E. S. Bauer, deceased, and executors for Donald S. Stralem, as executor for estate of E. S. Bauer, deceased, and executors for Casimir I. Stralem, deceased, and executors for estate of Casimir I. Stralem, deceased, and executors for E. S. Bauer, deceased. Figure is said to represent amount expended for repurchase of stock issued for acquisition of theatres.

See End of
WE-Warners Warfare

Settlement of the long dispute between Warners and ERP1 is seen close at hand. Reported that millions would go to the theatre men, following a compromise. Meanwhile, a new suit started when Biophone Corporation instituted a $15,000,000 action against A. T. and T., WE and ERP1, alleging violations of Sherman and Clayton anti-trust acts. Suit is for $5,000,000 but calls for treble damages.

Kohn Resignation
Stirs the Trade

Resignation of Ralph A. Kohn as vice-president and a director of Paramount Publix and subsidiaries came as a surprise to the trade. Kohn had been with the company since the Famous Players Film Company era. No reason was given. His successor was not announced.

More Foreign Pictures
Expected Next Season

With the improvement in British production, it is expected that more British films will invade the local hemisphere. Use of American stars, production with an eye toward American values have aided the films in that country. Quota regulations, politics may also result in American companies getting more imports.

Exhibitor Groups
Schedule Protest Meets

At behest of the Eastern Pennsylvania unit, exhibitor leaders are scheduled to get together to do something about rumored increase in film prices for next season. Allied units apparently will have little to do with such a move. Neither will a lot of other exhibitors who remember similar affairs of the past.

Dailies All Give
Better News Breaks

Gradually, most papers throughout the country are tearing down old attitudes and are using movie news as circulation builders. Some sheets still stick to old routines but more progressive papers are boosting movie news, using features, giving films a break. In a lot of spots, this includes a real deal on rates.

Zehbel Elected Head
of RKO Possessions

Herman Zehbel has been elected president of all RKO theatres excepting the K A O affiliations. He is also vice-president of RKO Radio Pictures and vice-president of RKO Distributing.

CODE

Daily Check Seen
On All Board Work

All boards throughout the country are sending in daily reports on activities to Divisional Administrator Sol A. Rosenblatt. This will give the latter a complete picture of the code situation and be invaluable in cases that may come up later for decision.

Kuykendall Says Code
Will Be Revised

Ed Kuykendall, fresh as a daisy from the Los Angeles rounds of speeches and conventions, is reported as having said that the code could not help be reopened in the near future. Meanwhile, the trade wondered what the MPTOA proxy intended to do about the 15% cancellation request, rap against double feature moves that came out of the convention.

First Case Appealed
To Code Authority

The first decision before a local board, that involving a Milwaukee chain which lost a decision to another inde group, was appealed to the Code Authority. This, possibly, can be taken as a tipoff on most of the cases involving topics of discussion. It looks like a busy session for the CA.

DISTRIBUTION

Paramount Drops
Some Two Reelers

Paramount is cutting its shorts quota next season. The two reelers, which weren't any godsend, will be dropped during the new year. 100 single reels, exclusive of the news, will be distributed.

Convention Season
Breaks This Month

Each month will hold its meeting May 30-June 1 in New York City. 200 delegates will be present. Company will probably make 30 next year. RKO holds its annual session in Chicago, June 18-20.

Paramount gets underway the same day at the Ambassador Hotel, Los Angeles.

Warner's are not set yet.
Metro the same.
United Artists may not have a general meeting.

Plenty of Shifts
In Ranks of Managers

There have been a lot of shifts of late in the ranks of exchange managers. Many companies have brought in new faces, others have been promoted.

In one spot, when the exchange manager was removed, exhibitors signed a petition asking for his reinstatement. It didn't look like this was going to happen.
THE PHILADELPHIA EXHIBITOR

BETWEEN THE PARAGRAPHS

HAYS ORGANIZATION EXERTING PRESSURE AS PROTESTS GROW

It was in March that this publication became the first in the industry to point to the campaign against salacious and indecent pictures that was to be started by Catholic laymen and others. About a month later, the industry awoke to the fact that this was not to be a campaign of paper talk but one of action. In various districts, organized campaigns are under way. They have taken pains to indicate to exhibitors that such moves are not directed against them but that the intention is to influence the producers eventually.

The Hays organization, by banning a couple of books (amidst a torrent of publicity), and forcing finished pictures to go through the censoring mill before release, has given indication that it will do its best to check the production minds responsible for the pictures. Such moves, however, will not be enough. The scope of the organized campaign against undesirable films indicates that it will not be stopped in a hurry, but rather will continue indefinitely as a governing force. It may prove a serious box office blow to the industry but eventually it will react to its benefit. No one is to blame but the picture-makers, themselves.

MAE WEST MAY PROVE CENTRE OF CONFLICT

If, as has been intimated, 'I'm No Angel' is to be the centre of current fights on block booking, it will be interesting to see the reaction. 'I'm No Angel', is the highest grosser on the Paramount list, will probably run up a total of between $1,500,000-$2,000,000, and returns are in as far as is known, no cancellations have been reported. Thus, if an exhibitor uses local community groups to work against block booking, he ought to have an answer ready if someone asks if the West show was cancelled. From the trade angle, such a cancellation would be poor business judgment, inasmuch as the picture has done very nicely in most spots, but just the same, its cancellation would have been in line with women's clubs ideas about block booking.

MOVIE INDUSTRY NOW FAVORITE FOR OUTSIDERS

There is no question but that the film industry has become the logical selection when women's clubs, reform movements, etc., look around for something on which to concentrate. Other fields may seem more difficult to analyze, but in the case of the films, with the majority part of everyday life, it only seems natural that the outsider's desire to try to correct all the so-called evils. Once it was liquor, then a weak attempt against the cigarette and now, the movies. Unfortunately, in none of the movements is there the remotest possibility of anything which can be used to better business.

SOME PRIZE IS DUE THESE SMART SHOWMEN

The prizes peculiar to the trade should be awarded to the exhibitor who has double featured "The House of Rothschild," as well as "Viva Villa." Both of these events have already been marked up. Of course, the argument on the first may be that a lot of people never went for Arliss and that a second feature is protection. The question here isn't one of double features. It's whether or not an industry can get anywhere when it has "showmen" in it who take such pieces of property out of the can and throw it to the audience that way. The Greeks probably have a name for it that this column can't reprint. Oh, "Viva Villa," without attempting to analyze the alibi, one wonders how long a show was given. "Villa" runs almost two hours. Another feature would make for plenty of business. And they call such operators showmen.

ALL COMPANIES AIM FOR PRESTIGE IN FOREIGN MARKETS

Glancing at some of the plans for next season, some of the companies are making extensive plans to gain a strong foothold in foreign markets. Even the independents are shaping their ideas accordingly. No exhibitor can find fault with a picture that is well made and which brings credit to the industry either here or abroad. The argument is that the domestic exhibitor who plays a film foreign in atmosphere shares in none of the profits resulting from the foreign market. "Cavalcade" is an outstanding example. Some exhibitors may have made money with the show in the country but a lot of them took a licking. "Cavalcade" cleaned up in Britain, but none of the profit was passed back to the American exhibitor in the form of cheaper films or bigger adjustments.

 Granted that the foreign market has demands of its own, but as far as the American exhibitor is concerned, he doesn't see why any picture made more for the other side than this should be forced upon him.

LLOYD COMEBACK SHOULD BE INTERESTING EVENT

Harold Lloyd's first release for Fox, "The Cat's Paw," will mark the return of a favorite whose talkie grosses hit new lows. They say now that Lloyd will make more pictures in order to regain his favor. It would be better to wait what the reaction is when the first gets around. Then it will be easier to tell whether or not the Lloyd of yesterday can ever be the same.

FIRST FEW MONTHS WILL GIVE LINE ON THE CODE

Exhibitors will have a fair view of the code workings within a few months. By that time problems involving all industry questions will have been met by boards or passed up to the Code Authority. Disposition, by the CA, of these cases, will also give a line on how the body will meet these problems.

Votes on premiums in various parts of the country will also be instituted. Thus far, most of the decisions which weren't liked have been passed up to the CA. It looks like a busy season for these gentlemen.

It is up to the CA.

A few bad moves will destroy all the good will the code is building in every zone. Hauled properly the code can be a big success.

M. N. HOFFMAN PRESENTS

"Rates High as Film Entertainment"—VARIETY . . . "Swell picture . . . will keep audiences in suspense"—M. P. DAILY . . . "Outstanding mystery story"—BILLBOARD . . . "One of the top-notch independent productions of the year"—N. Y. STATE EXHIBITOR.

1934 1935

HOBART MANN.
**Hits Vulgarity**

"An absolutely unbalanced diet of vulgarity, in the name of recreation" has been given the motion-picture audiences in this country, Mrs. August Belmont, noted philanthropist and civic worker, president of the Motion-Picture Research Council, declared in an address here.

"This vulgarity," she said, "is chiseling at the moral fiber of not only our own people, but over the whole world, going out with the stamp 'Made in America.'"

The Council held an organizing meeting at the Bellevue-Stratford in an effort to form a Philadelphia committee.

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**"Viva Villa" Argument**

A crowd gathered to hear a heated argument in front of the box office of Loew's Regent Theatre, Harrisburg, during showing of "Viva Villa." Young woman in the ticket office had protested because a gentleman had produced a Mexican greenback, printed in Villa's time, in payment for a ticket to see the motion picture.

To settle the argument, management permitted the stranger to pay for his admission ticket with the worthless greenback. Manager McLeary posted the currency on a window.

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**For "Earth Turns"**

Many school teachers and their scholars visited the lobby of the Colonial Theatre, Harrisburg, during showing of "The Earth Turns" as the result of an open letter published in Harrisburg newspapers and mailed to schools throughout the city and vicinity by Manager Harry Lambert. A copy of the letter follows:

"Starting now and continuing throughout the engagement of "The Earth Turns" at the Colonial Theatre, the management extends to all school children and their teachers an invitation to view the inside lobby display of the earth turning. The display illustrates just how one side of the earth is flooded with light as it turns towards the sun while the opposite side remains in darkness, which we call night. Teachers may find the display valuable as an illustration by which they can explain to their classes just how the sphere upon which we live operates."

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**Praise for "Rothschild"**

Other theatre managers were wondering how Charles McLeary, manager, Loew's Regent, Harrisburg, does it, when there appeared in the Harrisburg Telegraph, daily Harrisburg newspaper, on day following opening at Loew's of "House of Rothschild" an editorial containing flowery words of praise. Not only did the editorial praise the film, but it mentioned the name of the theatre at which it was showing.

It called the film a "superior moving picture" and reviewed part of the story.

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**New Jersey Messengers Service**

They know they can go away on trips, completely sold on New Jersey Messenger Service. For the record of this company is one that shows no missouts at any time. The service satisfies.

---

**Better Management • Tested Ideas • Successful Merchandising**

"Love or Riches"?

A "Love or Riches" contest to exploit "The House of Rothschild," Loew's Regent Theatre, Harrisburg, was run by Charles McLeary, manager, for a full week prior to its opening, in the Harrisburg Telegraph.

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**Marines Invited**

Morton Levine, manager, Grand Opera House, W. S., Wilmington, for the opening of "Come On Marines" had the whole contingent of engineers, or as many as could come, from Fort DuPont, Delaware City, with the fort band, march into the house to see the show.

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**Love or Riches**

"Love conquers all in "20 Million Sweethearts" from Warners with Dick Powell, Ginger Rogers, Pat O'Brien."
M OST OF THEM ARE PICKERS and CHOOSERS THESE DAYS . . .

They shop for amusements nowadays. The pickers and choosers want to know what they’re going to see and where they can see it, and there’s a lot of pickers and choosers! Catch them when they’re shopping in the Record’s Amusements. Tell them what you want to know what they’re going to see and where they can see it, and be sure to see it.

In Philadelphia they do their show shopping in the Record’s Amusement Directory, reaching 182,000 people daily and 288,000 on Sunday. For only 30 cents a day you can tell them who’s playing in your theatre. A longer form of advertising ever presented to Philadelphia theatre-owners. To place your listing just call

THE RECORD Amusement Directory

offers you the most economical form of advertising ever presented to Philadelphia theatre-owners. To place your listing just call

PHILADELPHIA RECORD

CLASSIFIED DEPARTMENT WALNUT 2300

DICK HILSHIRE, formerly an assistant manager for Warner Brothers at Chester, is pushing forward on his first managerial position in Wilmington . . . Manager of the Queen, second run house, he is making a good job of it.

DAYLIGHT SAVING ushered in the same old hokum. . . . “We might just as well open up ‘till sundown,” said Harry Brubaker, New Rialto . . . Warner managers had the same complaint. . . . Only George Jones, Loew’s Parkway, started off well with advanced time, and well should he with such a drawing card as “Rothschild.” . . . Morris Winter, United Artists, was in town preceding the picture . . . Jones was taken ill with a throat ailment and was laid up . . . Assistant Manager Martin looked after things . . . “Morty” Levine, who hiked prices up at the Opera House, Warner house, when the Savoy, third runner, was opened up, to 30 cents, soon found out how much a nickel meant to his following, apparently, for he yanked it down to 25 within a few weeks . . . Now Wilmer Highfield, manager of the Savoy is wondering how the reduction will affect him . . . “Morty” took on a cashier, Miss Marie Baker, and an usher, John Buckley . . . Morty had a girl passing out bits of candy in the lobby one day.

LEW BLACK and his assistant Edman Devenney were supervising the arrangement of a gorgeous display of flowers and designs in the lobby for Mother’s Day . . . Joe DiFiore, has his ind house all repaired in front . . . A. J. Belair, New Rialto, has placed a chair, lamp and mirror in his lobby . . . I’m told there have been a lot of agents for ventilating systems calling upon him lately . . . Jimmy Olwell is kept busy these days putting up Rialto window cards all over town . . . George Jones, Loew’s Parkway hooked up a Rothschild “ad” with a Delaware Power & Light Co. electric refrigerator “ad”, and also the Persian Rug Co. put on a rug making demonstration in the lobby.

ALL-COMIC programs Saturday morning for children has now spread to the Warner Bros. in that city . . . Dick Hilsihire, manager, Queen, has tried out a show . . . Lew Black, manager, Aldine (SW) Wilmington, ballyhoosing “Wild Cargo,” gave a lot of thought, probably not so serious, to the idea of making a play on the Delaware Legislature with some kind of a slogan like “Buck Brings ‘Em Back Alive,” (the Governor of Delaware being named Buck and much harassed by the do nothing legislature which just wouldn’t adjourn) but couldn’t get very far with the idea . . . Playhouse getting ready to close for the season.

“Green Eyes” Starts

George R. Batcheller has started production on the ninth picture for Chesterfield list, entitled “Green Eyes” and has in its cast Shirley Grey, Charles Starrett, Claude Gillingwater, John Wray, William Bakewell, Dorothy Revier, Ben Hendricks, Jr.
COLONIAL, Victoria and Majestic, Wither and Vincent Theatres in Harrisburg, admitted free, Saturday morning, every child in Harrisburg who was on the Dental Honor Roll, . . . Strand, Steetle, ran ads in Harrisburg newspapers for “The Bowery,” . . . “Lost Jungle” opened at Rialto, Harrisburg, . . . Williams Grove Park opened, . . . Park will show free movies Sundays, . . . “We’re in the Money Now” was shown at the Little Theatre, Hershey, at meeting of Food and Beverage Industries, . . . Broad, Harrisburg, going in strong for double features, . . . Jack D. O’Rear continues to receive “mash” notes since his picture appeared in a Harrisburg newspaper, . . . Practice at the Victoria, Harrisburg, of William Hoffman, organist, leading audiences in song has met with such popular approval among audiences that Manager Jerry Wolkston will continue it.

VANCE C. McCORMICK, publisher, The Patriot, The Evening News, daily morning and evening newspapers, respectively, in Harrisburg, has been named a director of the Motion Picture Research Council, . . . Repeal of the Sunday sports law will be asked of the next Pennsylvania legislature, Dr. O. B. Paulson, secretary of the Pennsylvania Men’s Dry League, stated at a meeting.

A LOTTA FUN Charlie McLeary, manager, Loew’s Regent Theatre, Harrisburg, is having with the family automobile, . . . With fifteen minutes to spare, which was plenty of time, Charlie was driving his mother-in-law to the railroad station to get her train for her home in St. Louis, . . . Charlie was driving slowly, . . . In the hood of the car is a ventilator which has a nasty habit of sticking, . . . Grasping what he believed was the handle of the ventilator, Charlie gave handle a mighty jerk, . . . The car came to a sudden stop and its hood burst into flames, . . . A passing motorist with a fire extinguisher put out the fire, . . . He told Charlie he had pulled a wire, instead of the ventilator handle, which caused a short circuit.

RECOVERING rapidly from that operation is Mrs. Mary Belle Zeiders, cashier, Loew’s Regent, Harrisburg, . . . Henry Pohn, Loew artist, radio enthusiast and stamp collector, is under the care of a physician, . . . Rhinoceros that whooped things up in “Tarzan and His Mate” at Loew’s Regent, Harrisburg, was on display in front of the theatre, . . . Manager McLeary loaned him to an automobile firm for use in a parade in which McLeary had a truck covered with signs advertising “Viva Villa.”

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HEARD IN

CROSTOWN

"Rothschild" Does Big Business

“HOUSE OF ROTHSCILD” has been doing a whole of business at the Alhambra. Eric Knight, the wiz of the critical world, is now a producer. Report major producers will make more horse pictures as a result. Eric ought to find a run of “Keep ’Em Rolling” somewhere. That’s a horse picture.

ONE THEATRE in city finally put in a men’s room. Seemed that house used to let men pass out for the purpose, discovered many who were not paying were getting in for nothing when adjusting clothing. Vogue still closed. Reports of reopening still around.

EDWIN T. EMERY has been appointed director of public relations for the New York Hippodrome. He was once at the State, Allentown.

FRANK FOGEL running for representative on the Republic ticket. Popular lawyer, C. Folk Kline running for representative on the Democrat ticket. 34th ward. Popular manager, Nick Power is operating the American, Tower City. Also has the Opera House but is keeping it closed. Means the return of one of the real oldtimers in the business.

GEORGE JESSEL dropped into the Earle for a week. House has been having trouble getting big names, despite Artie Cohn’s whirlwind exploitation on all shows. Fay’s still going merrily along despite weather, heat, etc., Eddie Sherman’s booking of unit shows helping a lot. And keeping the gross up. Sid Stanley still selling heavily. House closed March 15 last year. State reported expecting.

FAMILY THEATRE, Mahanoy City, has been taken over by Victoria Amusement Enterprises. Herbert Eflinger is general manager, M. E. Comerford formerly had it. House at the Venice Theatre has been a notable success since its opening. Shipperd's Kelly is expected to sit on top of the Met until the new exhibition policy opens. Frank B. Murdock running for place in House of Representatives, State reported expecting.

A RESOLUTION criticising the moving pictures and urging their improvement was adopted at the 150th annual convention of the Protestant Episcopal Diocese of Pennsylvania. Meeting asked that the General Convention of the Church throw its full weight to improve pictures. Philadelphia committee of the Motion Picture Research Council held a luncheon conference at the Bellevue Stratford Hotel, May 11. . . Mrs. August Belmont, Dr. Bernard Sachs, William H. Short and Mrs. Mercy V. Kerns were active.

TEN YEARS AGO. . . MPTO held its convention in Boston. Fire marshal threatened drastic action on careless film handling.

New Attitude

Sidney R. Kent announces for Fox that the company will distribute a series of O'Brien westerns on a separate contract to anyone desiring them. The exhibitor will not be forced to take them if he doesn’t want them.

This sincere attitude is in line with the attitude of this publication and leading exhibitors who claim that westerns should be apart from the regular contract and should not be included when the 10% cancellation privilege is brought up.

Fox has set the pace. Other companies may follow with profit to themselves as well as illustrating their sense of fairness.

STRICTLY PERSONAL

Eddie Sherman Adopts Baby Girl

WHO WAS the ex-city official that Misses Diamond and Freedman were riding with? Why the interest in politics? A traveling auditor has been going out with a blonde. The romance is still in bloom, referring to another situation. Harry Freeman, George Scher visitors. Joe Burke quite a golfer. Basil Ziegler, the unattached board secretary, looks attractive to Vine Street lassies. George Lessy has a smile. Why? Who were the blondes Messrs. Diamond and Engel were with? The Al Fishers are expecting.

EDDIE SHERMAN has adopted a little girl. He adopted a little boy more than a year ago and is he happy now. Joe Engel threw away the old cold, got a new one.

THE TRADE was sorry to hear of the death of the mother of George P. Aarons, general counsel for the MPTO. . . She had been ill for quite a while.

YORK

WITH A STRIKE of employees brewing, managers here have been too busy to do much in the way of exploitation or promotion. Sydney Poppay, Radio, however, found time to get out a special herald, something unusual, for “Wharf Angel.” Poppay is using a three sheet, which he displays all week in front of the theatre to plug his Saturday morning kiddies show.

TRAFFIC was blocked in front of the Strand when Cleon Miller brought “Little Mary,” the rhinoceros star of “Tarzan and His Mate” to this city. Spring house cleaning at the four York theatres included new drapes and curtains.

Stanley stock was offered publicly. Phillipjohn planned a new theatre. Vine Street exchanges were playing baseball.

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Heard In

Rosstown

"Rothschild" Does Big Business
**CODE CASES**

(Ed. Note: For the convenience of exhibitors, brief reports on cases involving exhibitors in various sections of the country are included. These have been culled from various sources. Readers reading these will get an idea of how boards are meeting situations in other sections.)

**Overbuying**

Milwaukee—Saxe Amusement Company filed protest against Ashley Theatre Corporation and Vitagraph. Former charged product booked for Capitol, Madison, upon acquisition from Warners by Saxe was disposed of to Ashley, which operates three houses in town. Saxe claimed this sale left them without enough pictures for Capitol for entire season. Decision: Ashley to be released from contract. Exchange sells 30 pictures to Saxe at same terms and conditions as given to Ashley. (Decision upheld by Code Authority.)

Chicago—One overbuying case is reported here.

Los Angeles—Independent theatre claimed two chains had combined to keep it from getting product. Grievance board ruled in favor of single exhibitor. Appeal by two chains was expected.

This case has also been appealed to the Code Authority by the losing party.

**Clearance**

Cleveland—Exhibitors here complaining of clearance, claim when schedule was set up, first runs had higher admissions. Now say some subsequent charge more than first runs. No decision.

Kansas City—Subsequent run here complaining about clearance. First run pictures shown at 25 cents top. No decision.

**Cut Rate Passes**

Cleveland—Grievance board put three exhibitors on six months’ probation after finding them guilty of distributing 10-packs in quantities. This was ruled a violation of minimum contract price of 15 cents.

**Two For Ones**

Los Angeles—Pacific Theatres, Inc., charged National Theatre, National City, with distributing two-for-ones. Board ordered end of the practice in 48 hours, threatening stoppage of film or shutdown if practice kept up.

**STRIKING**

indeed is this front on “The Death Parade,” distributed by Herb Given exchange here. Front covers entire building.

**American Uniform Scores**

Manoff Reliable Busy

L. Manoff Reliable Decorative Company has completed many contracts recently.

Louis Rome, Capitol, Baltimore, is pleased with the job on the theatre: draperies and decorations were taken care of for Columbia, Baltimore; Palace, Newport News, Va., was entirely redecorated.

Thompson in Sea Isle City

Charlie Thompson, well known film man and former manager, has taken over the Pier, Sea Isle City, N. J., for the summer.

He is installing new RCA sound.

502 Sign Code

502 theatres have signed the code for the motion picture industry in the local zone.

This is considered a good record.

**TRENTON**

GURK ASSEMBLY sales tax measure, providing for a two percent levy on sales is bitterly opposed by Allied Theatre Owners of New Jersey, Inc., will likely be shelved when the New Jersey Legislature re-convenes, June 4. . . Naughtight Measure Assembly 75 met defeat during the session. . . . Charlie Sweet Stacy, manager, made a tie-up with local radio dealers during the showing of “20 Million Sweethearts.” . . . John Bodley is scoring success with local amateur productions at the Cazety. . . . Muir, Assembly Bill 175, to limit the issuance of injunctions in labor disputes, permitting peaceful picketing, measure opposed by motion picture and theatre owners was passed by the House of Assembly but shelved in Senate Committee.

Two Houses Conveyed

2715-19 Germantown Avenue, two-story brick motion picture theatre building, assessed at $75,000, has been conveyed by M. Milgram to the Margolin Realty Corp., subject to a mortgage of $48,000. Stamps worth $4.50 were attached to the deed. 1028-32 Fairmount Avenue, one-story theatre building, lot 62 feet by an irregular depth to Melon Street, has been transferred from M. Milgram to the Lorraine Theatre Amusement Co. Assessed at $19,500.

**OFFICIAL CODE NEWS**

Following has been made public to the trade as official news of the Code Authority:

CODE AUTHORITY selected Major J. O. Donovan, former secretary Vaudeville Managers Protective Association, to act as the paid secretary in Hollywood, California, and to act as assistant to John C. Fillin, executive secretary, in the handling of Hollywood, California, Code Authority matters.

ACCOUNTING to the Code Authority, as of May 15, 1934, 3,179 exhibitors had paid assessments for the first half of 1934, allocation of Code Authority expenses in the amount of $317,55.

COMMITTEE on Unfair Competition of the Code Authority, Messrs. Ed Kuykendall, Charles L. O’Reilly and George Skouras, was authorized by the Code Authority to investigate necessary legal steps to be taken to safeguard
HEAR IN

VINE STREET
Eddie Golden
Visits Here

IRVING, Wilkes-Barre, has booked "Enlighten Thy Daughter" for June... Gold Medal now distributing ten features made by "World Wide". Resumes include "Great Gabbo", "Rainbow Man", "Blaze of Glory". "Rene", among others. Preferred having a playdate drive. ... Mitzi and Dotzi feeling to the grindstone during working hours... But still keeping their noses apace... Jack still drawing... Claire okay, "Reno", among others... Preferred having consciousness... But still keeping their noses apace...

HERB GIVEN giving lots of attention to "The Death Parade"... Had a big front on it... Drew interest... Exhibs ought to get a flash of it... Also doing nicely with "Dawn to Dusk"... And others... John Adler went uptaste... "Take the Stand". "Cheaters". "No Ransom". "When Strangers Meet" leading the way...

EARLE SWEGERT still waiting for "The Scarlet Empress"... Paramount manager getting thinner... Bob Mochrie talking about "20 Million Sweethearts", says Warners will have the hits this summer... C. C. Pippin greeted Miss, the hippo, likes to handle Eskimo dogs better... All the boys golf conscious... But still keeping their noses to the grindstone during working hours... Harry Weinriner enthused about "20th Century"... And "Sisters Under the Skin"...

EDDIE GOLDEN came to town, invited the boys to lunch, had to borrow money from Al Block... Didn't think he would be in town that long... Eddie renewed old acquaintances... Moe Verbin and George Schorr dopped in to Fox exchange to take a look at "Heart Song"... Thought it rather nice... SOMEONE anonymous is sending in notes about W. P... This department doesn't run such notes... Tony Luchese is still convalscing... But there's no stopping the exchange from getting in plenty of new product, including the feature version of "The Lost Jungle"... Meanwhile, the serial is working around aplenty... And "Unknown Blonde" will get its premiere here soon... As well as "Enlighten Thy Daughter"... Mike Katz is taking care of things.

SAM ROSEN has a telegram saying State, Reading, broke all records with "The Ghouls"... A two-week daily helped a lot... In addition, show made out fine in Lebanon... And Comerford circuit made a buy of it...

INTER-CONTINENT Film, headed by M. D. Strong, has taken over the distribution rights for the entire state of New York and the southern part of New Jersey to the one reel short entitled "Two Hard Workers" and featuring Molasses and January, "Showboat" radio stars.

Delaware Charters
Major Film Producing Co., Inc., take motion pictures.

Lownstein Theatres, Inc., operate theatres, opera houses, motion picture houses, etc.

Photo Process Research Corp., deals in photo-color films.

Sapg Theatres Corporation. Operate theatres, music halls, etc.

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MID - JERSEY

MID-JERSEY UNIFORMS

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Cool — Snap — Inexpensive
Any Color Gabardine
WRITE FOR INFORMATION

THOMSON, AC Strand, all thrilled because Governor Buck attended the house with his wife... Theatre has a new front, is doing a nice business... Hy Jacobs, AC Embassy, doing plenty fishing... Buying all kinds of fish... Claire Fineman, who used to be with New Jersey Messenger, had a birthday, treated everyone to cake, etc.

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The Crime of Helen Stanley
Family Melodrama 58m.
Shirley Temple, Ralph Bellamy, Bradley Page, Vincent Sherman, Arthur Rankin.
A movie star is murdered. Ralph Bellamy and his co-stars are under suspicion. Those who like murder mystery stories will be intrigued. Story is as interesting as the general run of mystery murder pictures. There is a slight romance.

Estimate: Average.

FOX
Change of Heart
Family Romantic comedy 76m.
A return to the old Gaynor-Farrell and this time it won't fail because case is fortified by Dunn and Rogers, a clean, entertaining romantic story and a pleasant picture throughout. Four youngsters try to conquer a big city and the story includes all the pathos, etc., such a yarn usually offers. Name strength is of topmost importance. Fox has a dough picture in this one.

Estimate: Welcome.

Handy Andy
Family Comedy 80m.
Will Rogers, Peggie Wood, Conchita Montenegro, Mary Carlisle, Robert Taylor, Roger Imhof, Helen Warm, Gene Austin.
This Rogers is the small town druggist whose wife wants him to travel around against his wishes. Story allows the usual Rogers drollery and should please his followers. Romance between his daughter and a young fellow of his choice helps attract the younger element.

Estimate: Okay Rogers.

MONOGRAM
Blue Steel
Family Western 60m.
John Wayne, Eleanor Hunt, Yakima Canutt, Lafe McKee, George Hayes.
The outlaws want to take away the land from the homesteaders. Our John hears about it, has a tough time, but wins out. In addition, he gets a wife. It'll do.

Estimate: It'll do.

The Loudspeaker
Family Comedy 70m.
Ray Walker, Jacqueline Wells, Spencer Charters, Charles Grapewin, Nuel Francis, Mary Carr.
Comedy about the lad who got a break in the radio field and became a big star. Success goes to his head and he takes the eventual slide until the gal who believes picks him up and starts him back on the right track. Show has comedy angles and is a fair entrant.

Estimate: Fair.

COLUMBIA
Laughing Boy
Adult Drama 75m.
Dana Andrews, Lupe Velez, William Diebhann, Chief Thunderbird, Catalina Bambula, Deer Spring, Polychrome.
Picturization of a well known book and not likely to hit home in a lot of spots. Metro has given the story Van Dyke direction but few people will be interested in the troubles and sex life of the red man. Picture was not good movie material in the first place. Novarro does the Oriental and will probably be of some draw, but generally, show won't hit.

Estimate: Difficult.

Sadie McKee
Adult Drama 97m.
Joan Crawford, Gene Raymond, Franchot Tone, Edward Arnold, Esther Dale, Joan Dixon, Helen Warm, Gene Austin.
Dough show with the insurance a sexy yarn, three names to sell and the usual Metro standard. Crawford is a gal who played three men before she finds the one she loves. This should be sufficient at most box offices. Vilma Delmar wrote the story and the rest goes without saying.

Estimate: Money.

UNITED ARTISTS
Bulldog Drummond Strikes Back
Family Melodrama comedy 80m.
Ace melodrama with comedy that should be one of the best moneygetters Colman has ever turned out. Picture has action, love, comedy, thrills, and is handsomely mounted. 20th Century has contributed a sequel which should do better than the original Drummond. Colman is again the amateur sleuth who outwits the Oriental and wins the girl. Picture has plenty of cross-currents and should be a heavy favorite everywhere.

Estimate: Triumph.

The Last Gentleman
Family Comedy 80m.
George Arliss, Edna May Oliver, Charlotte Henry, Janet Beecher, Edna May Oliver, Ralph Morgan, Frank Albertson, Joseph Cawthorn.
One man performance by Arliss with the story revolving around an old gent who calls his family together at a niece's memorial service to get one look at them before he passes on. There is a romance and some neat Arliss acting tricks. Performance, as usual, is A-1, but show, generally, is in the class division.

Estimate: One man picture.

METRO
Little Miss Marker
Family Comedy 74m.
Shirley Temple, Dorothy Dell, Adolphe Menjou, Charles Bickford, Eugene Overman, Jack Shea, Sam Hardy, Warren Hymer.
Story of a little girl who is left as collateral on an I. O. U. with a track bookie by her father who kills himself. Mix in a hard boiled heroine who sings in a cabaret, a tough guy and a gang and that's the background for the Damon Runyon story. Little girl eventually straightens the affair out.

Estimate: Sweet show.

PARAMOUNT
Many Happy Returns
Family Farce 67m.
Farce is a treat. Burns and Allen have a hand made vehicle that allows them to run through amidst a torrent of laughs. In addition there are some good songs, Gay Lombardo and plenty of action.

Estimate: Funny.

Murder at the Vanities
Adult Comedy with Songs 93m.
Vie McLague, Jack Oakie, Kitty Carlisle, Gail Patrick, Carl Brian, Gertrude Michael, Toba Wing, Lona Andre, Donald Meek, Dorothy Dickerson.
Screen version based on a stage hit with plenty of chorus numbers, a murder mystery, a couple of comedy detectives and names to boot. Picture has some entrancing chorus numbers, bearing some sort of a peak for madness but, side from the chorus angle, has little in the way of novelty. Picture, however, looms more of an exploitation entrant than most.

Estimate: Has the elements.

PRIVATE SCANDB
Family Comedy 63m.
Programmer that will be relegated to the so-so class but which deserves a better fate because it has a capable cast, plenty of laughs and an interesting yarn to back it up. A man is murdered. The comedy, strange to say, comes during the investigating.

Estimate: Laughs.

THIRTY DAY PRINCESS
Family Romantic Comedy 74m.
Romantic comedy about the girl who took the place of the princess of the mythical kingdom who was supposed to make a tour of this country in order to get an American loan. Princess gets the mumps. Pseudo-princess falls in love with the newspaper publisher.

Estimate: Pretty.
**STATE RIGHTS**

**Anthony of Padua**  
Family Religious  
Produced in Italy, film is story of St. Anthony and intended generally for Catholic audiences.

Religious film, best suited for such bodies, with a good score, nice photography but limited appeal. Picture was made in Italy has English titles and accompaniment includes voice and music. It may appeal in some spots.  
*Estimate: Limited.*

**Hitler’s Reign of Terror**  
News Drama 65m.  
Production is a compilation of newsreel material, posed shots, etc., on anti-Nazi matters.

No question but that this picture is most valuable because of its title and its selling angles. Show, itself, doesn’t convey much that will startle. Picture has newscast clips, talks by prominent citizens against Hitler regime, discussions, posed shots, all on Nazi question. Where the question is hot, picture can do business.  
*Estimate: To be sold.*

**No Funny Business**  
Adult Comedy 60m.  
Gertrude Lawreence, Jill Billoud, Lawrence Olivier, Gibb McLoughlin, Edward Brown.

English made comedy that misses quite a bit and which fails to get its message across. Show isn’t up to the standard set by other foreigners, and although it has some names that might prove attractive, can’t be rated much. Story deals with husband and wife and their correspondents who fall in love. Songs are included.  
*Estimate: Misses.*

**Prince of Wales**  
Family Biography 56m.  
Compilation of various pictures of the Prince of Wales throughout his life.

This collection of pictures showing life of the Prince of Wales will be most important where there are English people interested in such a biography. Picture is well handled, with dignity, includes a short talk by the prince and is well edited.  
*Estimate: Different.*

**The Death Parade**  
War Action Drama 77m.  
Compilation of war shots, sound and song.

This companion picture to “The Big Drive” can stand up where such films still are the vogue. In addition, publication of war pictures in daily papers will help. In its nature, “The Death Parade” is along lines similar to other.  
*Estimate: Tie-up possibilities.*

**The End of the World**  
Adult Novelty 84m.

French picture, with English subtitles, with French cast.

The world has ten days in which to live. After that it will end. The picture deals with the 10 days, has marvelous camera work, photography, etc., should interest.  
*Estimate: Novel.*

**Tomorrows’ Children**  
Adult Morality Play 60m.  
Diana Sinclair, Sterling Holloway, John Preston, Sara Padden, Donald Douglas.

Topical treatise on sterilization with the picture containing pro and con talks by laymen and priests as well as a story about a girl who almost underwent the treatment. Picture has exploitation angles and can be sold. Show is well treated, although heavy at times.  
*Estimate: Exploitation opportunity.*

**The Blue Light**  
Family Romantic Tragedy 89m.  
Leni Riefenstahl and native cast.

Foreign picture with German, Italian and local dialect but a triumph of photograph, beauty etc. Best for art houses, it tells the story of a mountain girl who is regarded as a sort of a witch. A stranger comes from the city and solves the mystery of ‘The Blue Light,’ a crystal deposit with the moon shining on. The girl loses desire to live and kills herself.  
*Estimate: Art.*

**FIRST DIVISION**

**Young Eagles**  
Family Action serial 12 episodes  
Twelve-episode serial with a three-reel first episode.

It looks as if this is a real novelty in the serial line. Two boy scouts, chosen to fly to their South American boy scout brethren, crash in the Central American jungles. The aviator is injured, but the boys make the most of their opportunity to show the value of their scoutcraft. Succeeding episodes should allow for lots of action. Serial has no names to sell, but is clean, a great tieup opportunity with the Boy Scouts and other organizations.  
*Estimate: Top notch serial.*
Columbia

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Monogram

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<td>Lucky Texan</td>
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<td>Blue Steel</td>
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<td>The Lookout</td>
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Paramount

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<td>Thundering Herd</td>
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<td>Sitting Pretty</td>
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<td>Girl Without a Room</td>
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<td>Search for Beauty</td>
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<td>Death Takes a Holiday (Strange Holiday)</td>
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<td>Good Date</td>
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<td>Bolo</td>
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<td>Come On Marbles</td>
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<td>Double Door</td>
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<td>Many Happy Returns</td>
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<td>Morny's Vows</td>
<td>2-May</td>
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<tr>
<td>Private Scandal</td>
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<tr>
<td>Thirty Day Princess</td>
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Radio

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<tr>
<td>Angie Ankleby</td>
<td>2-Oct</td>
</tr>
<tr>
<td>Little Women</td>
<td>2-Oct</td>
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<tr>
<td>After Tonight (Woman Sky)</td>
<td>2-Oct</td>
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<tr>
<td>Right In Romance</td>
<td>2-Oct</td>
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<tr>
<td>If I Were Free</td>
<td>2-Dec</td>
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<tr>
<td>Flying Flemish</td>
<td>1-May</td>
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<tr>
<td>Man of Two Worlds</td>
<td>1-May</td>
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<td>Mamest Gage</td>
<td>1-May</td>
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<tr>
<td>Son of Kong</td>
<td>1-May</td>
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<tr>
<td>Two Tickets</td>
<td>2-Apr</td>
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<tr>
<td>Hips Hips Hooyah</td>
<td>1-Feb</td>
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<tr>
<td>Keep 'Em Rolling</td>
<td>2-Feb</td>
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<tr>
<td>Long Lost Father</td>
<td>2-Feb</td>
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<tr>
<td>The Lost Patrol</td>
<td>2-Feb</td>
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<td>Sing and Silence</td>
<td>1-Mar</td>
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<td>Spiffle</td>
<td>1-Mar</td>
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<td>Success At Any Price</td>
<td>2-May</td>
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<tr>
<td>This Man Is Mine</td>
<td>2-May</td>
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<td>The Shime Deacon</td>
<td>1-Apr</td>
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<tr>
<td>Finishing School</td>
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Metro

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<thead>
<tr>
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<tr>
<td>The Philadelphian and the Lady</td>
<td>2-Mar</td>
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<tr>
<td>Eskimo</td>
<td>2-Mar</td>
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<tr>
<td>Should Ladies Behave (The Vinegar Tree)</td>
<td>2-Mar</td>
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<td>Dancing Lady</td>
<td>1-Dec</td>
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<tr>
<td>Sons of the Desert</td>
<td>2-Dec</td>
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<td>Wild Cargo</td>
<td>2-Apr</td>
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<td>Where Sinners Meet</td>
<td>1-May</td>
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<tr>
<td>Strictly Dynamite</td>
<td>1-May</td>
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<tr>
<td>Singgare</td>
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United Artists

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<thead>
<tr>
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<tbody>
<tr>
<td>Henry the Eighth</td>
<td>1-Oct</td>
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<tr>
<td>Blood Money</td>
<td>1-Dec</td>
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<tr>
<td>Roman Scandals</td>
<td>1-Dec</td>
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<tr>
<td>Advice to the Lovelorn</td>
<td>2-Dec</td>
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<tr>
<td>Gallant Girl</td>
<td>1-Dec</td>
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<tr>
<td>Moulin Rouge</td>
<td>1-Jan</td>
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<td>Nana</td>
<td>2-Jan</td>
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<td>Palooka</td>
<td>1-Feb</td>
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<tr>
<td>Sorrell and Son</td>
<td>2-Feb</td>
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<tr>
<td>Looking for Trouble</td>
<td>2-Feb</td>
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<tr>
<td>Catherine the Great</td>
<td>1-Mar</td>
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<tr>
<td>House of Rothschild</td>
<td>2-Mar</td>
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<tr>
<td>The Affairs of Cellini</td>
<td>1-May</td>
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<tr>
<td>Big Money</td>
<td>2-May</td>
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<tr>
<td>The Last Gentleman</td>
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Universal

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<tbody>
<tr>
<td>Bombay Mall</td>
<td>2-Jan</td>
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<tr>
<td>Madame Spy</td>
<td>1-Feb</td>
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<tr>
<td>The Poor Rich</td>
<td>2-Jan</td>
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<td>Cross Country Cruise</td>
<td>1-Feb</td>
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<td>I Like It That Way</td>
<td>2-Jul</td>
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<td>Wheels of Destiny</td>
<td>2-May</td>
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<td>The Crooked Case</td>
<td>2-May</td>
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<td>Love Birds</td>
<td>2-May</td>
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<td>Midnight</td>
<td>2-May</td>
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<td>Gun Justice</td>
<td>2-May</td>
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<tr>
<td>Countess of Monte Cristo</td>
<td>2-May</td>
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<td>Honor of the West</td>
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<td>Let's Be Gay</td>
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<td>Glamour</td>
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<td>I'll Tell the World</td>
<td>2-May</td>
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<td>Domen to Die</td>
<td>1-May</td>
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<td>Half a Sinner</td>
<td>2-May</td>
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<td>The Uncertain Lady</td>
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<td>Affairs of Gentlemen</td>
<td>2-May</td>
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<tr>
<td>Affairing Women</td>
<td>2-May</td>
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<tr>
<td>The Black Cat</td>
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First Division

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<thead>
<tr>
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<tbody>
<tr>
<td>Rainover On Broadway</td>
<td>1-Dec</td>
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<tr>
<td>Notorious But Nice</td>
<td>2-Nov</td>
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<tr>
<td>Murder On The Campus</td>
<td>1-Feb</td>
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<tr>
<td>Cross Streets</td>
<td>1-Mar</td>
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<tr>
<td>The Quitter</td>
<td>1-Apr</td>
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<td>Stolen Sweets</td>
<td>1-May</td>
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<tr>
<td>In Love With Life</td>
<td>1-May</td>
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<td>Twinning Man</td>
<td>2-May</td>
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<tr>
<td>The Road To Ruin</td>
<td>2-Dec</td>
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<td>He Whoowned The Gods</td>
<td>2-Jan</td>
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<td>Under Secret Orders</td>
<td>1-Jan</td>
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<tr>
<td>Forgotten Man</td>
<td>2-Jan</td>
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<tr>
<td>Texas Tornado</td>
<td>2-Mar</td>
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<tr>
<td>The General's Pig</td>
<td>2-Mar</td>
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<tr>
<td>Young Eagles</td>
<td>2-May</td>
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Gold Medal

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<tr>
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<tbody>
<tr>
<td>Sing, Sinner, Sings</td>
<td>2-Aug</td>
</tr>
<tr>
<td>The Big Bluff</td>
<td>2-Oct</td>
</tr>
<tr>
<td>Important Witness</td>
<td>2-Aug</td>
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<tr>
<td>Laughing at Life</td>
<td>2-Dec</td>
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<tr>
<td>Curtain at Eight</td>
<td>1-Dec</td>
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<tr>
<td>You Made Me Love You</td>
<td>1-Dec</td>
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<tr>
<td>The Charming Deceiver</td>
<td>1-Jan</td>
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<tr>
<td>Sin of Nora Moroz</td>
<td>1-Jan</td>
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<td>Big Time or Small Day</td>
<td>2-Jan</td>
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<tr>
<td>Enlighten Thy Daughter</td>
<td>2-Jan</td>
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<td>Unknown Blonde</td>
<td>1-Apr</td>
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Masterpiece

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<tr>
<th>Title</th>
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<tbody>
<tr>
<td>Her Forgotten Past</td>
<td>2-Nov</td>
</tr>
<tr>
<td>Round Square</td>
<td>2-Aug</td>
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<tr>
<td>Secret Sinners</td>
<td>1-Jan</td>
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<tr>
<td>Women and Song</td>
<td>2-Dec</td>
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<tr>
<td>What's Your Racket?</td>
<td>2-Feb</td>
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<tr>
<td>Dancing Man</td>
<td>2-May</td>
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<tr>
<td>Back Page</td>
<td>1-Apr</td>
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</table>
WEAK KNEED

or an alert, constructive force?

PUT yourself in Mr. Theatre Owner's chair! Would you rather devote your Trade Reading Hours to ponderous treatises of nation-wide problems and academic studies of appalling trade practices violations in Peoria—or would you rather devote those same T. R. H.'s to a decided, two-fisted attack on your local ills—a pat on the back for a local job well done—all garnished with a flowing, breezy, newsy chatter about the fellows you know and situations with which you are familiar?

Professor Einstein has the world's greatest modern mind, but if you wanted understandable interesting news, you'd rather listen to Lowell Thomas.

Take advantage of Mr. Theatre Owner's T. R. H.'s through the columns of his local Regional.

JAY EMANUEL PUBLICATIONS
HOME TOWN TRADE PAPERS OF 4600 THEATRE OWNERS
Out of the wilderness rides "Stingaree" who feared neither death nor devil...a price on his head...a song in his heart...a girl in his dreams...to fire your blood with leaping thrills in a rash romance of danger!

IRENE DUNNE
RICHARD DIX

"CIMARRON'S" GLORIOUS STARS UNITED AGAIN IN

STINGAREE

with

MARY BOLAND
CONWAY TEARLE...ANDY DEVINE
HENRY STEPHENSON...UNA O'CONNOR
DIRECTED BY WILLIAM A. WELLMAN
RKO RADIO PICTURE
BASED ON STORIES BY E. W. HORNUNG
A MERIAN C. COOPER PRESENTATION
PANDRO S. BERMAN, Executive Producer

DEcoration Day Release
The rendezvous of lovers... the meeting place of thieves... the home of the homeless... haven of the rich and poor...

"CITY PARK"

With HENRY B. WALTHALL, SALLY BLANE
MATTY KEMP, Gwen Lee, Johnny Harron,
Hale Hamilton, Lafe McKee and others.

A Chesterfield Picture

Directed by Richard Thorpe

The Cream of the Independent Market from the World's Leading Independent

FIRST DIVISION EXCHANGES, Inc.

Executive Offices: RKO BUILDING, RADIO CITY, N. Y.

BRANCHES IN:

NEW YORK
ALBANY
BUFFALO

CLEVELAND
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DETROIT
BOSTON
PITTSBURGH

CHARLOTTE
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LOUISVILLE

NEW HAVEN
CINCINNATI
NEW ORLEANS
April 25
1934

Mr. A. Rapport,
Hippodrome Theatre,
Baltimore, Md.

Dear Sir:

Mr. L. E. Stone advises us that you are interested in
the purchase of theatre seats and asks that we write
you relative to the Union City Body Company's chair.

The experience we have had with these seats, we think,
qualifies us to recommend them. We have several
theatres seated with this chair -- these theatres are
scattered over the circuit and one is our large vaude-
ville house at Nashville.

We are particularly sold on the construction of the
chair -- it is absolutely fool-proof -- there is no
hinge to break or get out of order. If you are
seriously contemplating the purchase of theatre seats,
we do not think you could make a mistake in using this
particular type chair.

If there is any further detailed information you would
like to have us supply, let us know and we shall be very
glad to answer any questions you care to ask.

Yours very truly,

THE CRESCENT AMUSEMENT COMPANY.

By T. Sudekum

TS:BM

other answers can also be had from

L. E. STONE

801 Flint Building, 219 North Broad Street, Philadelphia

Theatre Seating Since 1895

Sold Nationally by INTERNATIONAL SEAT CORPORATION, Paramount Bldg., New York—Subsidiary of Union City Body Co.
Nat Levine presents
America's Great Hero
DAUNTLESS
Clyde BEATTY

THE MOST WIDELY
PUBLICIZED CHARACTER
EVER SEEN ON ANY
MOTION PICTURE
SCREEN — IN

"The Lost Jungle"

"Plenty of thrills . . . the grown-ups will get a kick out of it."—Film Daily.
"Good exploitation values and should attract adults as well as children."
—Motion Picture Daily.
"Beatty's ability to handle the animals provides plenty of action and numerous
thrills."—Motion Picture Herald.

Distributed by
Gold Medal Film Company
A. LUCCHESI, Proprietor
1236 Vine Street, Philadelphia
Too Perfect

- NO ONE can discredit the sincerity with which various independent exhibitor factions are meeting to perfect some method whereby reported rising film rentals for the new season may be checked. That the bodies are firm in their resolution that once and for all tendency toward increased prices each year must be discouraged is indicated.

Unfortunately, the problem is one that finds its solution in an economic law. When one looks at the endless and unceasing warfare between buyer and seller the former is handicapped when the buying market is restricted while the seller is hindered when the buying market is wide open. In this case, it appears as if the sellers have placed themselves in a position where many of the exhibitors need their pictures, no substitute will do.

No one encourages a boycott. Rather one may seek to throw more business toward those companies which give fairer terms. But these producers do not necessarily make the best pictures. It is not just the question of getting enough pictures to keep theatres open. Rather, the exhibitor wants the product which can deliver upon individuals, it is too much to expect that it will succeed along the suggested lines.

It has been said also that a governing committee in each zone will give the right to exhibitors in situations where their present product, regardless of terms, is a necessity, to again close for these pictures, even at high terms. This opens up the way for exceptions. There may be too many of these situations. The result would find the protesting exhibitors holding a weapon which cannot be brought into play.

If there were not the human element to be considered, one might easily predict success in the move to combat higher rentals. But where the success of the plan depends upon individuals, it is too much to expect that it will succeed along the suggested lines.

Withhold Judgment

- ANY MOVE which seeks to bring more pictures of higher quality into the field, should be encouraged. For that reason alone, the reported production hookup between Allied and unnamed parties is to be welcomed because of its initiative.

Final commendation, however, must be withheld until one sees the type of product that will result.

Reports have it that there is plenty of money ready to make good pictures. Should these result in box office hits, not only Allied but exhibitors everywhere will be glad to play them.

If, however, the results should not be so rosy, one might look for a duplication of the Tiffany experience.

Until the finished product is available, then, one should withhold judgment.

Jay Emanuel

Almost a Miracle

SOMETHING unimaginable is happening in this industry. It is of a nature so terrifying that it deserves the undivided co-operation of all elements, all factions, all divisions of the business.

Believe it or not, regardless of everything that has been said to the contrary, it is beginning to look as if the code for the motion picture industry is working out exactly as planned.

If that doesn't call for an investigation, a wave of resolutions, a torrent of protests, something must be wrong with the allegedly radical elements within the industry.

True, everyone gave a lot of time to the code. Many people, many groups, spent time, money, effort to formulate a code. But who would think that anyone ever had the faintest idea that the code would ever get to the stage where it would seem to be working?

Cases are being heard in all parts of the country. Decisions are being handed down. Either because they are sold on the code or they feel their presence on the guiding bodies to be a solemn duty, members of the boards are performing their functions in a rather sincere manner.

When first the inkling of this fairness and sincerity was seen it was only natural to believe that the scoffers might still point to the Code Authority as a place where the terrible things said about what was going to happen would happen. But the Code Authority heard a case, upheld the decision that had been handed down by the local group.

If this succession of fair decisions continues, it looks as if the COMMITTEE TO DO SOMETHING ABOUT SOMETHING is going to have a busy session. The code may not be the last word in perfection but it certainly hasn't pulled as many boners up to this time as many predicted for it.

"Great heavens, it looks as if it is working."
ACTIVE IN NEW ORGANIZATION CIRCLES: Shapiro, George Rosnick, Henry Rosinsky, Louis Berger, A. Waldman, Morris Nemez, treasurer, and Morris Gerson are reported among those leading formation of Independent Exhibitors' Protective Association. Above men have been linked with first meetings.

LEAVING his post as Philadelphia branch manager for Universal, Mike Landow enters the pottery business in York.

PROMOTED to branch manager for Universal, Joe Engel takes his post officially in July.

BETTER understanding of movies and movie problems resulted when George P. Aarons, counsel and secretary for the MPTO, addressed the Pottstown Parents' and Teachers' Association on the problems of the films. His talk was well received. Aarons has done a lot of good work in this division of oratory and his services are in demand in all parts of the territory. Exhibitors who have requested him to speak to community groups in their territory report added good will from their towns following his address. This has added to his enviable record since he has been with the MPTO. His aid on code cases has been especially valuable to all.

PROMINENT in legal and political circles, ex-congressman Ben Golder has filed a legal test on double features.

PRODUCER for Monogram, Robert E. Welsh, comes to his duties with wide experience.
Pizor Calls Most Important Session in History of Theatre Owners’ Group

Dual Membership Seen

That exhibitors can belong to both the MPTO and the IPEA is believed possible.
Observes point out that the new organization will probably function as a more aggressive liberal wing. In other districts, there are dual organizations. A similar instance occurs in New York City where the TOCC and the ITOA operate.

Doubles Test Suit Reveals New Exhib Unit

Independent Exhibitors’ Protective Association Formed Here

Filing of the long awaited test suit on double features revealed the formation of a new exhibitor unit for the territory, the Independent Exhibitors’ Protective Association.
The preliminary officers’ board of the new organization, prior to actual election of permanent officers includes: Morris Wax, president; Morris Neniez, treasurer; Ray Schwartz, secretary. Directors: Columbus Stamper, Louis Berger and the three officers.
After the charter has been secured, it is thought likely that ex-Congressman Ben Golder may be elected president of the body.
The long-awaited test case on double features was begun this week.
Harry Perelman, West Allegheny and Lehigh Theatres, filed a petition in United States District Court against Warners, First National, Vitagraph, RKO, Paramount, Metro, Fox, United Artists.
He asks that the court adjudge and decree that the defendants have engaged in a conspiracy in restraint of interstate trade and commerce and that they be enjoined from carrying out this alleged conspiracy as well as inserting the provisions complained of in the contracts, and also requests the defendants be restrained from maintaining the alleged conspiracy as well as for recovery of amount of license fees for films yet undelivered as liquidated damages.

MEETING of MPTO June 5 at Broadwood Hotel is deemed most important in organization’s history by Lewen Pizor, president. He asks a record turnout.

June 5 Meeting at Broadwood Hotel Scheduled as Big Gathering—President Makes Personal Appeal to All Exhibitors for Attendance

What is believed to be the most important meeting ever called in the history of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware has been scheduled for the Broadwood Hotel, June 5, at 11 A.M.

President Lewen Pizor, in calling the session, points out that the nature of the subjects to be considered are of such vital importance that he personally makes a plea of every exhibitor to attend.
The meeting, a special one, will begin promptly at H A.M. Attendance is expected to top all those ever recorded at an MPTO session.
Not only will the regulars of the organization he present, but it is reported that personal solicitation will result in an 100% turnout or the nearest thing possible to it.

Papers reveal that in some of the contracts, violation of the double feature clause provides for cancellation and as for recovery of amount of license fees for films yet undelivered as liquidated damages.
That the defendants produce and distribute 75-80% of all features exhibited to the public was also indicated, without which it was said it would be impossible for the independent exhibitor to continue in business.
Later it was learned that six separate suits were filed involving Harry Perelman, Charlie Siefel, Columbus Stamper, Sam Waldman, H. M. Phillip, Dave Shapiro of the Lehigh and West Allegheny, Venice, Tioga, Garbo, Upsal and Oaklyn and Penn Theatres respectively.
Bill asks for an injunction in equity.
The application for membership in the new Independent Exhibitors’ Protective Association follows:

APPLICATION FOR MEMBERSHIP TO THE INDEPENDENT EXHIBITORS PROTECTIVE ASSOCIATION

I hereby take pleasure in being among the first to apply for membership in the association about to be formed which, I believe, is destined to bring about a deal for the truly independent exhibitor, big or little, in this territory; and to set an example to be followed by all independent exhibitors throughout the nation.
I further take pleasure in pledging my full and wholehearted support to this movement, morally and financially, and agree to abide by the rules and regulations prescribed by its duly elected governing body, and to uphold its constitution and by-laws when I am admitted to membership.
It is understood that the amount of dues to be paid is to be determined after the organization is formed and shall meet with the approval of the majority of the membership. Anyone dissatisfied with the amount assessed shall not be bound by this application.

Formation of the new association is believed to be the outgrowth of a demand for a new deal on the part of many of the exhibitors of the district. This wing of the exhibitor faction is of the opinion that new policies are necessary if the independent exhibitor is to be protected against higher rentals and an added burden upon him.
While this spirit has been smouldering for quite a while, it broke out following the recent double feature case before the grievance board.
Meanwhile, the local industry is looking at the picture with a lot of interest.
Darrow Report Highlight of Delaware Organization Get-Together

Doubles Also Scheduled as Topic When Body Meets—Plans for Annual Convention Being Completed—Harrington Session Scene

Whether independent motion picture exhibitors should side with the Darrow report on the NRA and urge either abolition of the code or changes that would be more favorable to the independent exhibitor was the question scheduled for discussion at the meeting of the Independent Motion Picture Owners of Delaware and the Eastern Shore of Maryland which was set to take place May 31 at Harrington.

A. J. DeFiore, Wilmington, president, said he felt that, inasmuch as the Darrow report sides definitely with the independent and particularly points out so-called unfairness and favoritism in the administration of the motion picture code, it was highly necessary for the organization to voice its views on the matter.

If it is decided to favor the Darrow code, the matter will be laid before authorities in Washington, DeFiore declared.

Double features may also be discussed, as well as plans for the regular annual convention of the organization.

YORK

AFTER A WEEK of picketing, employees of the York Warner Brothers theaters called off their strike. . . . Strikers returned to work on May 17. . . . William Israel, district manager, who was kept busy during the week of the strike meeting with employees’ delegations and department of labor conciliator, put into effect several changes immediately necessitated and department of labor conciliator, put into effect several changes immediately necessitated by the seniority ruling. . . . No effort was made on the part of the Warner Brothers management to break the strike, other than to deny in the daily newspapers the allegations of unfair treatment of union labor made by the picketing strikers.

Irving Dunn made a bid for the Kiddie Business on “Wild Cargo,” at the Capitol. . . . Decorated his lobby with black and white cutouts of animals which were sure to catch the eye of the kiddies. . . . Cleon Miller, made an appeal to the “select” theatregoers when he staged a special preview on “House of Rothschild,” to which he invited the ministers of the city, the city officials and physicians and other professional men. . . . Theaters gave the policemen a plug on their Field Day.

York, York’s new theatre, is rapidly nearing completion. . . . J. William Richley, builder, hopes to open it within the next several weeks. Auditorium itself has been completed with the exception of the installation of chairs and other fixtures. . . . New theatre will seat 1,000 and will be equipped with stage and projection machines. . . . A stage 24 by 48 is provided and it is Richley’s intention to present vaudeville in addition to the screen entertainment. . . . Sydney Poppay, Rialto, is planning on showing two serials a week. . . . He now has a special show Saturday mornings with a serial as a side attraction and he plans another for Monday and Tuesday. Because of the strike schedules at the Strand and Capitol theaters were disrupted. . . . Both holding over the pictures they showed during the picketing.

LYLE TRENCHARD, Warner district manager, Wilmington-Chester area, believes that the business will be back in a picture off the rack before its time is up. . . . Another idea I get from Trenchard concerns such events as week and month celebrations. He believes in selling pictures rather than anniversaries. . . . Dick Hilshire, manager, Queen, is putting on first runs occasionally. . . . “Two Alone” was the first. . . . To do this Dick had a 40 by 60 display on a sound truck. . . . When I called on him he was nursing a finger blistered by beaver board and wondering where he was going to find the fashions and horse and buggies for Parker “hally.”. . . . All Warner employees are going to get vacations this year. . . . Whinner Highfield, new manager, Savoy, W-S, continues to find business good.

Heard In

WILMINGTON

Vacations For All This Year

Vedette cutouts of animals which were sure to find business good.

WILKES-BARRE

VAUDE dropped at Penn

By Mac

VAUDE dropped at the Penn. . . . Season was the best in years. . . . Penn, incidentally, will continue open for the Summer, under present arrangements. . . . Several changes have been made in the booking of the better pictures which have been fine. . . . Bill Roberts, Shawnee, Plymouth, made the most of his Institute’s Ninth Anniversary Week. . . . Week previously, vaude was offered for two days with a special kiddie matinee. . . . Al Cox grabbed himself some publicity for “Spitfire,” when he tied up with the Girl of Ararat in a contest. . . . Drawing of Miss Hepburn was published for two days and readers were asked to color it. . . . Fred Hermann, Capitol, had reason to believe that he will have a good week with “Men in White.”. . . Luzerne County W. C. T. U., at its convention here, adopted a resolution, calling for federal censorship.

FRED HERMANN took advantage of the high spirit to remind the public that the Capitol Theatre is “carefully cooled.”. . . Dupont schools have arranged to hold graduation exercises at the Lincoln, June 15. . . . Comerford workers are taking no small amount of pride in their prowess as baseball players. . . . Forty Fort Progressive Club has decided to drop the move to show pictures at the Wilkes-Barre Institute. . . . Capitol had a lovely break when there were shots of the late President Theodore Roosevelt on his visit to Wilkes-Barre in 1905 when he was a guest of Monsignor J. J. Curran. . . . There was a special matinee at the Kingston for the benefit of the needy, proceeds being turned over to the Dorrance Memorial Church. . . . Kingston is showing the pictures, requested by its patrons in a special appeal to the public to select its own programs. . . . Newport is making a specialty of gifts on Wednesday nights.

THE PHILADELPHIA EXHIBITOR

Get-Together

Arbitration Clause Up

A notice from George P. Aarons, MPTO, says:

Each exhibitor should give notice in writing to each distributor with whom he has an optional standard license agreement that he desires to arbitrate all claims and controversies arising under such existing agreement.
“STINGAREE”

History’s most fascinating scoundrel is loose and out to steal box-office records!

He has taken the public of three cities by storm with his charm and daring and packed houses are rewarding New York, San Francisco and Washington.

WARNING!

TO THEATRE MANAGERS

Buckle on your advertising hardware and go after him—the big money is waiting!

IRENE DUNNE and RICHARD DIX co-starred for the first time since “Cimarron” have brought real romance and adventure back to the screen in another great big RKO-Radio Money Show.
MONOPOLISTIC PRACTICES in this industry are bold and aggressive and its small enterprise is cruelly opposed. The industry includes the making, the disindependent. The rest of the authority, or failing to do so, the authority designate his successor, subject to the approval of the authority so constituted self-perpetuating.

It contained, with other unusual and unjust features, seven of the eight companies implicated by the testimony of the code was present at the first hearing and was under the code for the benefit of the large producers and distributors. The result is that in many instances they cannot get popular pictures until their competitors have largely exhausted the drawing power of the circuit.

FINALLY, for a discussion of the whole of the authority thereof, none, or not. By this practice also small producers that are in a disadvantage. They must pay for the use of popular pictures and then dictate the competition of the affiliated producers, since they can choose all the best days and nights of labor preceding the submission of the motion picture industry.

Rosenblatt's Answer

SOL. A. ROSENBLATT, commenting on the Darrow report's motion picture industry, asserted that the code was unjust, prejudiced, and therefore, not to be testified. The recommendation, he said, was more康养 stable, such, and irregularly, frequently on "flagrant misconception." He also asserted that there was no justification for the recommendation that he be removed as deputy administrator, which recommendation was "totally un-supported and gained the slightest proof of any kind and is based solely upon the vicious malcontents, innuendos and conspiracy, slanderous and libelous enemies of the NRA and particularly of the Motion Picture Code.

Rosenblatt, as deputy administrator of independent theatre owners, pointed out that he had defied the board by refusing to testify and because of testimony of the provisions of the code." The recommendation, he said, was more康养 stable, such, and irregularly, frequently on "flagrant misconception." He also asserted that there was no justification for the recommendation that he be removed as deputy administrator, which recommendation was "totally un-supported and gained the slightest proof of any kind and is based solely upon the vicious malcontents, innuendos and conspiracy, slanderous and libelous enemies of the NRA and particularly of the Motion Picture Code.

He also asserted that the Motion Picture Code was not designed to promote monopolies or to oppose small enterprises. He concluded that the Motion Picture Code was not designed to promote monopolies or to oppose small enterprises.

Richberg's Answer

THE RECORD of this hearing by the Review Board in a recent decision, issued on the charge that the deputy administrator "was invited to testify, but refused to come on the stand and give testimony," has been fully investigated by the Review Board. For the benefit of the affected parties, the Review Board held that the deputy administrator had the right to be heard and that all his records were available to the Board.

THE CODE was amended in writing by 5929 members of the industry; 21 complaining witnesses were heard by the Board, including 15 of 7,000 theatre operators. In contrast to 14 hours and 20 minutes of "hearing" in the Philadelphia case, during which only 206 witnesses had offered testimony at the NRA hearings which have only twenty-one had statements before the Review Board.

THE HEARING before the National Recovery Review Board, reputed for an exhibitor association which had from the first instant insisted that the NIRA did not apply to its members and which has attacked the NRA in the courts, and which has used every despicable means to obstruct and sabotage the President's program, sat beside counsel for the National Recovery Review Board and virtually engineered the Motion Picture Code. The Review Board wrote the recommendations for changes in the code—recommendations, many of which after careful consideration were rejected, later, brazenly misstated facts, constitute the basis of the report. For a number of complaints and witnesses were heard, and it said that 5,000 theatre operators in this country only fifteen appeared before the board to give unsworn statements.

THEIR TESTING of the Motion Picture Code by the NIRA, by refusing to listen to the investigation was carried on with so much disregard for the fact that the conclusions of the board are unworthy of the slightest consideration.

ANYONE ADEQUATELY INFORMED concerning the industry to learn without difficulty, and to see from the volume of support given the code and the small volume of opposition to the Motion Picture Code, is able to benefit to the small enterprises of the inquiry and afford great assistance to the Motion Picture Code. The copy-right laws and other property rights which give legal advantage to the small enterprises, have resulted in large measure to their requiring the code to forgo to a considerable extent.

A RETURN to the "savage, selfish" competition advocated by the board would mean simply an enlargement of monopolistic power subsidized by law.

THE REFUSAL of the board even to receive correct information, is clear evidence of the fact that the brief filed by seven producing-distributing companies, the board is, in fact, in an attitude of opposed the Motion Picture Code. The board is, in fact, in an attitude of opposed the Motion Picture Code. For the benefit of the audience, the board might as well have submitted the brief to the court, comments of the court and excerpts from trade publications.

ON THE CONTENTIOUS question of block booking, Rosenblatt said that there has been only one decision in the United States on that subject and that decision had been affirmed by the Supreme Court of the United States. He also cited a case in which a witness before the Darrow board, he said, had alleged block booking to be illegal. Although the Darrow board, in the Baloney case, upheld the conclusion of the Circuit Court of Appeals which held that block booking was legal, Rosenblatt made the correction on the record, and "silence was resorted to to cover up the falsity of the testimony," said Rosenblatt.

"If this lack of mental integrity were not evident, it would be hard to imagine that the Darrow board and the Baloney board, in the Baloney case, would have reached conclusions contrary to fact and conclusions contrary to any intelligent opinion.
Mike Landow Leaves Industry for Pottery

Universal Branch Manager Had Enviable Record

Michael Landow, one of the real veterans in the local industry, is resigning from Universal’s branch management here. He will be associated with a pottery manufacturing organization which does a national business with various retail outlets, including department stores, etc.

After a short training in the business, he is expected to become sales manager. In his new work he will be allied with Louis Appell, with whom he was in the York exhibition field recently.

Landow’s experience in the business includes a varied range of posts, but his most prominent connections were with Paramount and Universal.

His resignation takes effect July 1. His friends in the industry wish him well in his new endeavor.

Monogram Meets

W. Ray Johnston announces that over 175 men will be in attendance at the three regional meetings to be conducted by Monogram Pictures over the next three weeks starting May 26. First meeting was in Salt Lake City, second in Cincinnati and the third, June 9, in New York City.

Three meetings will be conducted by Edward Golden, general sales manager.

In New York there will be New York, Boston, Albany, Philadelphia, New Haven, Washington and Pittsburgh offices in attendance. In addition to Messrs. Golden and Johnston, the meeting will be presided over by Harry Thomas, Herman Riffkin, B. H. Mills, Sam Flax and Jim Alexander. Members of the sales force who will be present are: Sam Flax, M. Edward Morey, Steve Broidy, Robert Cobe, Al Fecke, Charles Wilson, George Collins, Sam Fineberg, Morris Epstein, William Benson, Dick Perry, Harry Carlock, Myron Starr, Albert Glaubinger, Otto Lederer, Jules Chatman, Charles Rosenweig, Claire Simon, Joe Joel, Al Friedlander, Al Blevson, Mauric Sherman, M. J. Levenson and the Misses Etta Segal, Molly Shear and Pearl Goldstein.

WHEN MIKE LANDOW steps out of Universal, every exhibitor in this territory is taking a personal loss. The industry is losing a valued member, a veteran who knew all the angles, played fair, handled every job he had in the business on the same principles—sincerity, honesty, fair play.

I CAN REMEMBER Mike’s first job in the business, when he played the violin in a Phoenixville house. Then he operated the Forrest, Bristol, and later became associated with Paramount and Universal in various posts. Mike is the sort of person the industry can ill afford to lose. He had a faculty of looking ahead. He knows how to hand it out and how to take it.

There are too few people in this field who can do that.

IT ISN’T RIGHT that a person has to pass out before he can be appreciated. That’s the reason for this send-off for Mike. Whatever is being written here will be re-echoed by all his friends and film people everywhere. Here’s hoping he has plenty of time to play golf, tune up his flute and get in condition to stand up under anything. I know everybody wishes “Mike” well.

IT WOULD BE a good idea if Mike’s departure from the industry took the form of a dinner to him. At such a time, all his friends and former customers could show him what they really think of him. In addition, if members of the pottery industry were invited, it could well convey to them what sort of a man they are getting into their field.

JAY EMANUEL.

New Harrisburg Policy

New policy, including a change in prices and programs, effective June 1, has been announced by Girard Wollaston, manager, Victoria Theatre, Harrisburg. New prices will be 15 cents all over the theatre from 11 A.M. opening until 1:30 P.M.: 20 cents all seats from 1:30 until 5:30 P.M., and 25 cents all seats after 5:30 P.M. Old prices were 25 cents all seats before 5:30 P.M. and 25 and 40 cents after 5:30 P.M.

Rosenblatt Won’t Leave Post, Belief—Johnson, Richberg Answer Advisory Group’s Analysis—Divisional Administrator Also Replies

Not entirely surprised by the contents of the Darrow report on industry codes, the motion picture world is now speculating on how, if at all, the report will affect the business’s new form of regulation.

That Sol A. Rosenblatt, divisional administrator, will not be removed from his post is evident.

Meanwhile, Administrator Hugh S. Johnson and Donald Richberg, legal department NRA, answered the Darrow report.

Review Group Dies

It was believed likely that the National Recovery Review Board would depart after its legal term expires.

Ed Kuykendall, president, MPTOA, came out with a sweeping denunciation of the Darrow report. He kicked the NRA and Divisional Administrator Sol A. Rosenblatt to the curb.

Advisory Board

Formation of an advisory council of the NRA to pass on all codes was announced by General Hugh S. Johnson. Labor, consumer and industry advisory boards will be represented.

General review of the report, the answers, will be found on page 10.

Engel Moves Up to Universal Managernship

Salesman Takes Landow’s Place as Chief

Joe Engel, with Universal eight years, is the new Universal branch manager, succeeding Mike Landow, who resigns, as of July 1.

Engel is popular with the film folk, having a varied experience.

He started in the business with Fox in 1921, and later became associated with Goldwyn, PDC and later with Universal, where he began as a salesman.

He is popular with all exhibitors and steps into the new post with the good wishes of the trade.

A shift in the Universal sales ranks brings Jack Engle in from the Harrisburg sector and moves him to Jersey as salesman for that territory.

Comerford on Board

M. E. Comerford has been appointed a member of Paramount’s national advisory committee by Sam Dembow, Jr. M. B. Comerford was named alternate.
IN THE CASE of Criterion Theatre, Bridgeport, N. J., vs. Stanley Theatre, Bridgeport, N. J., on charge of overbuying, Albert Cohen appeared as attorney for Ben Amsterdam, Atlantic Theatres, Inc., which operates the Stanley, while Michael Fgnod appeared for Lou Linker, operating Criterion.

Various exchange managers, Linker, Amsterdam, Iz Epstein and others were heard during the testimony.

Following the decision, it was understood that an appeal to the Code Authority was being made.

IN THE CASE of Criterion Theatre, Bridgeport, N. J., vs. Stanley Theatre, Bridgeport, N. J., decision was:

“The board finds that the Stanley Theatre, Bridgeport, has contracted for more feature motion pictures than are reasonably required, and directs that the Atlantic Theatres, Inc., operating the Stanley Theatre, Bridgeport, New Jersey, release to the Criterion Theatre, Bridgeport, one picture a week of the feature motion pictures under contract with Paramount, Fox, Universal, Columbia, Vitagraph and Metro-Goldwyn-Mayer, starting June 4 until September 29th, being a total of seventeen pictures.

"Further, the pictures to be released shall be determined in the following manner:

“The Atlantic Theatres, Inc., shall submit to Louis Linker, Inc., two groups of seventeen pictures each available to Bridgeport in the period aforementioned, and each group shall consist of four feature motion pictures from Paramount, four from Fox, two from Universal, two from Columbia, four from Vitagraph, and one from Metro-Goldwyn-Mayer.

“Such lists shall be submitted to Louis Linker within three days from the date hereof, and Louis Linker shall make his election one group within three days after it is submitted.”

IN THE CASE of Palm Theatre, Palmerston, vs. the Colonial, Palmerston, on charge of unfair competition and failing to maintain prices as called for in contract, testimony was heard from Joe Weiner, who operates the Colonial, and Jack Ungerfeld, who runs the Palm.

Weiner admitted he ran 5 cent movies on Saturdays but announced that he already had stopped the practice.

Decision was:

"Colonial, Palmerston, is ordered forthwith, to cease and desist from maintaining a policy of 5 cent admissions.”

IN ACCORDANCE with a written request signed by Samuel Sonnion of the Palm Theatre and on motion of Harry Weiner, seconded by Milton Rogasner, the following resolution was adopted:

““All that area contained within the corporate limits of the city of Philadelphia is hereby designated as the zone in which exhibitors shall vote upon the question of the use of premiums.”

ON MOTION made by Percy Bloch, seconded by Louis Linker, it was resolved that the clearance and zoning board begin work on a tentative clearance and zoning schedule to take effect at such times as the Code Authority shall authorize and the board shall commence such work on June 1, 1934.

(Ed. Note—A telegram sent from the CA to the local board ordered it to stop all work on such schedule until advised further.)

ON MOTION made by Harry Weiner, seconded by Percy Bloch, the motion passed:

“Resolved that the meeting day of the clearance and zoning board be changed to Friday of each week and that the board shall meet at 2 P. M. for the general transaction of business and that hearings on cases commence at 2 P. M.”

CASE involving local exchange managers and which concerned protection of Easton theatres over Washington, N. J., was dismissed by the New York board.

THE CODE • CASES • HEARINGS • BOARD RULINGS • DEVELOPMENTS

SCHEDULE:

GRIEVANCE—May 31
Great Northern vs. Strand, Philadelphia (overbuying).
Camden Drive-In Theatre vs. RKO (specific performance of contract).

ZONING AND CLEARANCE—June 1
Narberth vs. Ardmore and Bala.
Benson vs. Orient and Lindy, Philadelphia.

GRIEVANCE—June 7
Riant, Conshohocken vs. Norris Amusement Company, Norristown (reduced admission).

Double Case Dismissed by Local Grievance Board

Local exhibitors were compelled to await the long advertised doubles court test to find out whether their rights are in the matter of the clause in many contracts restricting double features.

The local grievance board dismissed the case of the Grand Jackson Theatre Company vs. the Venice Theatre after two days of hearings.

Here is the board's decision:

In the case of the Grand-Jackson vs. Venice Theatre:

“The testimony of the complainant in effect amended his complaint and in the judgment of the board placed the complaint outside the jurisdiction of the board.”

Complaint dismissed. Assent: Unanimous.

Testimony in the case the second day, May 17, was merely a review of the first day's hearings except for the fact that 100 exhibitors were in evidence and ex-Congressman Ben Golder acted as attorney for the Venice Theatre.

IN THE CASE of the Broadway Theatre, Bridgeport, against the Norris Amusement Company, Norristown, on an unfair clearance charge, the decision of the board reads as follows:

“Second run to play 28 days after the first run. Each succeeding run to have 7 days' clearance. Under no circumstances shall a subsequent run play before 28 days after the first run unless the prior runs and distributors consent. Bridgeport is to be considered in the Norristown run. First run in Norristown to have 14 days' clearance over Conshohocken.”

TESTIMONY in the Broadway Theatre, Bridgeport, unfair clearance case, against the Norris Amusement Company, Norristown, was presented by Michael Engol, attorney for James Engol, his father, and Dave Sablosky, for the Sablosky brothers, Abie, Nate and Lou. Subsequent run Norristown theatres were also present. Testimony was heard from James Engol, the Sabloskys, Lou Felt, exchange managers.

Following a lengthy session at which nothing was being accomplished, a recess was declared. Following the recess, the case was heard within ten minutes.

IN THE CASE of Criteron Theatre, Bridgeport, N. J., vs. Stanley Theatre, Bridgeport, N. J., on charge of overbuying, Albert Cohen appeared as attorney for Ben Amsterdam, Atlantic Theatres, Inc., which operates the Stanley, while Michael Fgnod appeared for Lou Linker, operating Criterion.

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Sidelights

HEARING on the case of the Great Northern vs. the Strand Theatre on an overbuying charge had to be postponed—was held May 21. M. B. Comerford, affiliated representative on the grievance board, could not be present. The board secretary feared this too late to get an alternate. It is believed likely that the board will ask the Code Authority to okay a permanent alternate who will sit for M. B. Comerford when the latter can't make the trek from Scranton, most observers generally agreeing that such a trip is really too much of a burden when it has to be made weekly.

AFTER A COUPLE of bad starts, both boards look as if they are getting into the routine. The grievance board started very well, the zoning board waddling around before it finally got into the right groove. Rotating chairmanships are used in each board's work.

LEONARD SCHLESINGER presided over a business meeting of the zoning board at which some resolutions were passed.

IT IS GENERALLY expected that the dockets will clear soon. Many exhibitors are still carrying cases around in their pockets. This is a positive method of not getting relief.

WHILE THE BOARDS cannot act as arbitration bodies, settlement of cases where the issues are clear are advocated. In one instance, this resulted when both parties came to an amicable understanding.

ATTENDANCE at meetings has been light, with the exception of the Grand vs. Venice case. The hearings have been averaging about four hours each.

Open for Assessment

Theatres in this zone which did not sign the code but which are open for assessment because they took advantage of the cancellation clause are:

Park, Allentown; Roxy, Ashland; Park, Ashby; Victoria, Bloomsburg; Walt Whitman, Cambria; Strand, Dobbstown; Willor, Easton; Victoria, Frackville; New- port, Glen Lyon; Faval, Jessup; Imperial, Kulpmont; Rialto, Mifflinburg; Victoria, Mt. Carmel; Crescent, Doric, Mifflin, New Colonial, Palm and Walton, Philadelphia; Faval, Frackville, Grand, Scranton; Capitol, Scranton; Victoria, Tamaqua; Thomas, Taylor, Lyric, Thrup, Greenwood, Princess, Rialto, Story, Tecknor, Community, Tuckerton, Emulse, Westville, Auditorium, Blakes, Casino, Nixom, Regent, Strand, Wildwood.

Two Dismissed

Grievance Board heard two cases May 31. Hearing resulted in dismissal of Great Northern complaint against Strand and that of Drive-In Theatre, Camden, against RKO.
Code Authority Instructs on All Clearance Cases

The Code Authority has issued the following instructions to all local clearance and zoning boards:

In order to clarify the existing misunderstanding with reference to the jurisdiction and procedure of the clearance and zoning boards, you are advised that you are permitted to follow only the procedure outlined below disregarding all previous instructions in this matter, to wit:

You will continue to receive protests from exhibitors who have assented to the code in regard to existing clearance and zoning, and after you receive several protests you will determine whether or not the entire clearance and zoning of a given territory would be affected by any decision rendered as a result of protests received. In the event that you decide that the entire clearance and zoning in any territory or definite part thereof is not affected by the protests received you will notify only those exhibitors specifically affected by your decision in the protests. If you decide that the entire clearance and zoning of any territory or definite part thereof will be affected by your decision, you will thereupon notify every exhibitor (including those who have not assented to the code) in the territory affected of the date of a hearing on the clearance and zoning for the affected territory so that all exhibitors will have an opportunity to come in and be heard.

Thereafter the procedure will be, that if any exhibitor is dissatisfied with the clearance and zoning established by your board he is permitted to appeal directly to the code authority under the procedure outlined in the code and within the time therein specified.

You will immediately give publicity to this wire and will set your meetings to hear the protests not later than June 10. You will then proceed as rapidly as possible to hear the protests and make your decision so that all decisions will be made not later than July 1.

All such changes in existing clearance and zoning are to be effective with the first release of the 1934-35 season, and not before.

the exhibitor must definitely bound the territory in which he wishes the vote taken.

The clearance and zoning board, within seven days of the receipt of the letter, will officially designate that territory.

The exhibitor then circulates a petition through the territory designated. It must bear the signatures of 75% of the affiliated theatres in one group, and 75% of the unaffiliated theatres in the other group. THE VOTE IS TAKEN AS TO THEATRES, NOT EXHIBITORS.

The required number of names must be placed on the petition within sixty days after the first name placed thereon.

Two to Fill

Resignation of Mike Landow from Universal leaves two positions to fill.

It is expected that Joe Engel will take his place on the local grievance board and that Bob Mochrie, Warners' new vice-president, will become president of the Film Board.

Premium Vote Begins in City of Philadelphia

A vote on premiums has been started in the local territory. It will include only those houses within the corporate limits of the city of Philadelphia.

Plea for a vote was made by Sam Somerson, Palm Theatre.

It has been taken for granted that the affiliated vote against premiums in the city will easily reach the 75% figure.

ERPI Scores

Fox Movietone News and Heart Metrotone News have each contracted for the new type single channel news reel recording apparatus introduced by Electrical Research Products. Movietone News has ordered twelve equipments on which delivery has already begun. Delivery of the eight equipments contracted for by Metrotone News will start in the near future.

Suit End Seen

Date for settlement of the long pending injunction and royalties suit, in Chancery Court, Wilmington, involving about $40,000,000 and brought by The Vitaphone Corporation, a Warner subsidiary, against ERPI is drawing near. It is also reliably reported that the suit of the Stanley Company of America, another Warner subsidiary, against ERPI, pending in U. S. Court in Wilmington, will be settled simultaneously.

5. If the required number of theatres sign the petition, the grievance board orders the discontinuance of the use of premiums.

This is the ONLY OFFICIAL RULING concerning premiums.
For “Sadie”

“Movie Loeddowns,” tabloid habit, made its appearance in the streets of Harrisburg prior to the opening of “Sadie McKee” at Loew’s Regent, Harrisburg. 10,000 of the unique heralds were distributed throughout the city and neighboring communities. In addition to the heralds, a co-operative tie-up was arranged by Manager McLeary with the city’s leading department store for women. Harrisburg Telygraph ran a story for three days, entitled “Love Affairs of Joan Crawford.” Ten thousand special heralds were distributed by Liberty carries to their customers, calling attention of customers that “Sadie McKee” film play at Loew’s was same story that ran in serial form in Liberty. One of the most attractive display was that in a music store show window in which the songs sung in the picture were featured, particularly the number, “All I Do Is Dream of You.” Taxicabs carried banners.

“Forgotten Men”

“How?” Levine, manager of the Opera House, Wilmington,pluging for “Forgotten Men,” had the Volunteers of Foreign Wars bugle corps “drum” up a lot of patrons in a parade to the theatre opening night. Besides the war veterans, the Boy Scouts were given a party as well. Levine and his assistant, Merritt Pragg, had a nice lobby layout.

Norris Sells “Stand Up and Cheer” to City

Dave Sablosky, at the Norris, Norris-town, put on a gigantic campaign for the opening of “Stand Up and Cheer.”

He tied up with the chamber of commerce and the merchants association, which sponsored a mammoth three-day “Stand Up and Cheer” carnival, with the merchants paying for 40 canvas banners, attached to both sides of the Schuylkill Valley buses, traversing a radius of 15 miles. In addition, there were streamers on baking trucks, 79 in number; on 21 ice trucks, 10 laundry trucks, 30 brewing trucks, grocery trucks and other delivery machines. A bakery supplied a sound auto with sale and theatre ads on both sides.

Four hundred window streamers were used by merchants on their windows; cards were placed on electric light poles, window cards were used, 20,000 inserts were inserted in all loaves of bread, gummed stickers were placed on packages, each window had an 8 x 10 photo of a scene from the picture, big newspaper space was used, merchants committee speakers plugged the idea between shows at the Norris, Grand and Garrick theatres.

A parade ushered in the campaign with military units, etc., all joining in. Sixty-eight merchants participated in the sale. Trailer on the screen gave the merchants credit.

Theatre used 10,34 sheets, 100 pictorial 3-sheets, 62 block 3-sheets, 100 pictorial 1-sheets, 100 block 1-sheets, 300 14×22 pictorial window and tack cards, 10 sets 11×14 photos in neon frames, 10 8×10 photos in windows, 10,000 stirring heralds, 5,000 take a peek novelties, 5,000 proclamations, 3 sheets on electrical railroad station boards, and ads on buses.

George Jones, manager, Loews, Wilmington, landed a serial in three chapters in the “Evening Journal,” entitled “Love—and Joan Crawford,” by Beatrice Faber, during the showing of “Sadie McKee.”

Larger Floors, Desks

If some of the press books come any larger, exhibitors will need bigger desks or larger floors on which to lay them. It goes without saying that bigger wastebaskets were needed quite a while ago.

Lee Kline Progress

Lee Kline, Logan Theatre, is pulling a lot of stunts. For “Jimmy the Gent,” he had a big fellow dressed up in a 12-year-old tuxedo, much too small. He wore a black derby, too big for him. Carried a black bag, lettered in white, selling the show. Rode the subways, causing no end of comments.

Marty Goldenberg Active

Marty Goldenberg has been getting through some low cost campaigns at the Colonial, Germantown, two of which are reprinted here very briefly.

WILD CARGO—Used a mechanical lion and chimpanzee with large elephant, backed up by special jungle foliage background, lighted in blue and green in lobby; masked electric sign with cutout 24 sheet display of wild animals and Frank Buck, flanked by palms and jungle grass; used mechanical animals; displayed pen and ink drawings in lobby as teaser; wrote special letter to public and high schools, announcing wild animal drawing contest for passes, plugged matrices; distributed illusion wild animal cards; used circus type handbill; had several windows on books, etc., also daily broadcast.

20 MILLION SWEETHEARTS—Had special cutout microphone display with stills, etc., in lobby; arranged special Hollywood opening with all angles; used electrical transcription over station WTEL; used fake money with suitable copy; made use of Philco tieup on picture; arranged a movie-star similarity contest on tie-up with Chevrolet, winner to be selected by applause after cars drove through Germantown.

Capitol, Lancaster, put on a “gedunking bobs” in local restaurants when “Harold Teen” played the house. Napkins got a good circulation throughout the city.

SEND US YOUR DATES!

HORRIBLE NAZI TRUTH

In spite of extraordinary caution to prevent these terrifying conditions to be shown to the outside world—“at the risk of his life” CORNELIUS VANDERBILT, JR.

has succeeded in personally photographing the amazing scenes in Austria and Germany— Dialogue and comments by Edwin C. Hill, radio's outstanding personality and journalist.

Jewel Productions, Inc.

723 7th Ave., New York
Production Views • Exploitation • Personalities

WAMPAS baby stars, being signed by Nat Levine (seated in center), who will produce "Young and Beautiful," first and only feature photoplay, based on and presenting the famous 1934 Wampas Baby Stars. Picture will reveal the workings of the Wampas and election of the baby stars.

STRIKING was this front of the Astor, Reading, on "20 Million Sweethearts," when the Stanley-Warner house played the Warner musical hit.

HIGH UP on this stand, King Vidor directs action in "Our Daily Bread," with Karen Morley and Tom Keene. UA distributes.

"WAR'S END" opened its Philadelphia engagement at the Stanton Theatre recently as may be seen from the above photograph. Capitol exchange is handling this short feature devoted to scenes from actual engagements.

FAREWELL as 20th Century and United Artists officials wish Mr. and Mrs. Darryl F. Zanuck a nice trip to Europe. Reading clockwise, Joseph Moskowitz, Al Lichtman, Harry Buckley, William Phillips, Harry Goetz, Joseph M. Schenck and Darryl F. Zanuck. In the center William Goetz and Mrs. Zanuck.

"IN LOVE WITH LIFE" is distributed by First Division with Dickie Moore, Claude Gillingwater, Lila Lee and Onslow Stevens in the cast.
You Can Shoo Mr. Sum. R. Blues

Increase your income during the HOT WEATHER with a BERLO CANDY VENDOR

"Ask Your Fellow Exhibitor"

Get in touch with:

GEO. P. AARONS
301 N. 13th Street
LOCUST 4245

OR CALL POPLAR 6011

BERLO VENDING COMPANY
1518 N. Broad St., Phila.

Specializing in Candy Vending Equipment for the Theatre Trade!

- NEW YORK
- BOSTON
- MARKET SQUARE
- BALTIMORE
- WASHINGTON
- SCRANTON
- PHILADELPHIA
- CLEVELAND
- PITTSBURGH
- CINCINNATI

Stanley-Warner Boys on Toes for Summer

With summer almost here, Warner managers, Philadelphia zone, are "perking" up to make this a banner season.

General-manager Leonard Schlesinger expects big things, and by the looks of things in the past few weeks, the boys are going to come through for him.

During the recent engagement of "It Happened One Night" at the Logan Theatre, Greyhound bus was promoted and used between 1 P.M. and 11 P.M. in the streets of the northern part of the city. Bus was bannored on both sides. Iz Wiernik, Sedgwick, recently supplied the answer to the vexing question of efficient herald distribution with a recent tie-up for his theatre. He contacted his local laundry and sold its operators the idea of placing a herald in each bundle that left the plant for Mount Airy and Chestnut Hill. Arrangements were also made with the newsboys and magazine stands in the Sedgwick territory for additional distribution.

Every so often the local dailies plug their own features with big display ads. Marty Annisman took advantage of a recent advertisement which the Record published to boost the column of its movie critics, Elsie Finn. Record pointed to the fact that Metro had used Elsie Finn’s review of “Dinner at Eight” in its press book. Paper published pictures of the original manuscript of “Dinner at Eight,” and Marty gets credit for edging into the ad with his theatre’s name and playdates of the film. It was a plug exclusively for the Lindley.

Marty Goldenberg, manager, Colonial, came across with a bang in his opening of “Come On, Marines.” He contacted the Marine Corps, stationed at the Navy Yard, and invited the officers and the enlisted men to be his guests at the opening of the picture. These men met at a designated place and marched to the theatre led by several troops of boy scouts and followed by ushers carrying banners with the playdates and title of the film.

Manager Amos, Strand Theatre, Pottstown, really “went to town” on his campaign on “Bolero.” He obtained the co-operation of the Sunnybrook Ballroom. Following through, Amos arranged with the famous band of Noble Sissle, which was the current band at the ballroom, to play the “Bolero” music and had a local couple demonstrate the “Raftero” before the 2500 dancers who flocked to the hall. Supplementing his ballroom tie-up Amos promoted windows from all the local music stores to plug the picture from the music angle.

For his exploitation on “I’ve Got Your Number,” Roland Haynes, Colney, used a 40x60 head of Joan Blondell plus an arrow that pointed to a panel at the bottom of the board.

HORLACHER DELIVERY SERVICE, Inc.
1228 Vine St., Philadelphia

NEW YORK
SCRANTON
BALTIMORE
WASHINGTON

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories

Sentry Safety Controls Corp.
10th St. and Allegheny Ave.
Philadelphia, Penna.
“Sweethearts” Off to Big Wilmington Start

A ten-day campaign in the advance of showing "20 Million Sweethearts" by Lew Black, manager, Aldine, Wilmington, with the co-operation of District Manager Lyle Trenchard set a record ballyhoo drive for the Warner boys of that city.

A seven-chapter serial in the Morning News, with stories about Dick Powell, Ginger Rogers and the film, combined with "ad" hook-ups with Philco dealers, and a group of merchants for full-page exploitation started the ball rolling. Lobby was dressed up with a large head of Powell using a mike and a cut-out of Ginger with a silhouette of Fiorita’s band across the front, a combination radio and phonograph doing show numbers and an adogram machine flashing shoots. WDEL radio station made announcements three times a day for a week. On the opening night a "Hollywood Opening" was put on with kleig lights, banners and a 3,000 candle power spotlight casting rays over a ten-mile radius in the air. Mayor Speer, Governor Buck, and a score of other prominent citizens were invited, including Libby Holman Reynolds. Ushers wore special buttons for a week. Cards were on the trolley cars. Window tie-ups were numerous. Chrysler cars paraded with banners two days in advance. 5,000 heralds were distributed, with a cost lifting "ad" on them. Trailers were on all Warner screens. Even the perpendicular unused sign in front of the abandoned Garrick was plastered with posters. Special display was in the duPont Hotel lobby. Jumbo telegrams were in windows of the railroad stations and telegraph offices. The opening day, May 26, was designated as "Sweetheart’s Day," with merchants slugging their ads with them.

Good Teeth for “Sorrell”

Management of the Clinton Theatre, Huntingdon, entertained at the matinee showing of "Sorrell and Son" 500 school children of Huntingdon who were duly qualified under the dental health program of Huntingdon schools. Picture inspired many of these children to enter a contest on "What I Think of My Dad," sponsored by The Daily News, Huntingdon newspaper. Subject for the essay was suggested by "Sorrell and Son."

For “Unknown Soldier”

John Hopkins, manager, National Theatre, Wilmington, colored theatre, co-operated with the Brandywine Post No. 12, American Legion, in showing the 7-reel film, "The Unknown Soldier Speaks," portraying scenes in the World War of Negro troops in action. Stunt went over.

Allocation Complaint

Several local exhibitors have registered complaint against the manner in which some exchanges do not give specific information on allocation of pictures until after show is booked.

Exhibitors claim that such information is necessary before the shows are dated in and lack of knowledge entails a hardship.

1934 1935
Distributed by Hollywood Film Exchanges, Inc.
PHILADELPHIA
CODE

General Release Dates to Be Posted in Exchanges

Exhibitors who want to know the general release date of a picture will have to wait until the exchange posts them or ask their code boards' secretary for information. A CA ruling says that a picture running a minimum of three consecutive days in a first run in any given situation establishes the general release dates as the final day of the run.

What might happen if a first run holds back dating of certain pictures until months after general release date wasn't considered.

Mrs. Brokaw Gets Place in Authority

Mrs. Clare Booth Brokaw has been named second government representative on the Code Authority. There is still one vacancy open. It is not known who will fill the third place. Sol A. Rosenblatt, divisional administrator, is the first government representative.

Time for Paying Assessments Extended

Exhibitors will have some more time to pay their code assessments. Local grievance boards will be the governing factors in all such cases. 2500 theatres are still delinquent. Many exhibitors who sent in checks have had them returned because they had not signed assents to the code. Provision regarding these may be made by the Code Authority.

Code Payments Not Coming in Fast

Last report of the Code Authority indicated that 3197 exhibitors have paid in a total of $42,279 to the CA. This represents about half the signers. Second notices have gone out.

Code May Be Reopened for Assents

It is believed likely that the industry code may allow those who did not sign to file assents. Action by the CA indicates that those now willing to get in line may be favored.

Protesting Board Members Get Notice of Their Oath

Board members who have complained about the time they have been devoting to board work are reminded of their oath in a Code Authority resolution. This is believed likely to stop protests of gentlemen who find themselves overworked.

Seek Clearing of Slates Before New Season

It is the desire of the Code Authority that all cases be disposed of before the new season starts so that dockets will be clear when selling begins. Speed in handling cases is noticed everywhere. Full publicity on all hearings is also desired by the CA.

EXHIBITION

ERPI To Protect Exhibs on Patent Matters

ERPI has sent out a letter to exhibitors declaring that the patent protection clause, which is to be incorporated in any new agreement providing for continued use of Western Electric equipment after expiration of the present agreements with the company will include complete protection for the exhibitor. This indicates that ERPI will protect the exhibitor in all infringement suits as well as replace the equipment with a non-infringing equipment if necessary. The clause goes on to amplify all the angles.

Levine Believes in Individual Operation

Nat Levine, president, Mascot, has come out with an open letter endorsing the stand that the exhibitor should be allowed to operate with any policy which he deems fit and proper. Double features, he maintains, should be left to the discretion of the people involved.

Employees' Strikes Spread in Country

Strikes of theatre employees have cropped up in New York, Philadelphia, mid-west, and other spots. In most situations, especially in the smaller towns, the employee unions have been successful. Although the industry has been paying code wages, right to unionize, union recognition are points that bring up the strike issue.

Test on Double Clause Stirs Trade

Test looming on the right of major film distributors to insert clauses in some contracts barring their pictures from being doublebilled is certain to hold the interest of the trade. At this writing, the scene of the tilt will be in the eastern Pennsylvania territory but developments will affect exhibitors throughout the country. Right of the exhibitor to operate the theatre as he sees fit is also involved.

Legion of Decency Bans 63 Pictures

63 pictures, including most of the releases during the past month or more, were included on a ban list set up by the Legion of Decency of Detroit, a Catholic organization, sponsored by Bishop Michael J. Gallagher, in a drive for clean movies. 325,000 have signed in support of the Legion.

Film Buying Protest Groups Continue to Meet

Independent groups representing nearly 75% of the inde buying power of the country continue to meet in New York City to formulate plans to combat reported higher film costs in the new season. A plan for encouraging fair producers to make more pictures is being considered, it is said.

Allied Holds Up Okay on Production

Allied, currently, is not going to step into production without a careful survey of the situation. Body, at its Chicago leaders' meeting, decided to look into the production-tie-up angle a bit more carefully and take it up again later. Allied leaders also voted to favor clean pictures.

MPTOA Head Opines On Contract Doubles Clause

Ed Kuykendall, obviously speaking for the MPTOA, sent out a statement to exhibitors which asks why distributor shouldn't have the right to license exhibition as he wills. Kuykendall makes no mention of giving distributors the right to include plenty of percentage pictures, minimum Saturday, Sunday dates, etc.

PRODUCTION

Para, Warners to Shoot During Hot Spell

Paramount and Warners are breaking precedent, will produce during the summer instead of shutting down. Warners are almost six months ahead of schedule, will be further ahead through adoption of the new practice. With the arrival of Adolph Zukor, Paramount will have no letdown, either.

Metro Net Goes Way Up in 28 Weeks

Metro-Goldwyn-Mayer, for the 28 weeks ending March 15, reports an increase of $2,071,525 in net profits over the identical period last year. Net was $3,037,098 comparing with $966,173 last year.

Another happy note was the announcement that Columbia is beginning payment of dividends on common stock.

Columbia reported a net of $739,338 after Federal taxes and all charges for the 39 weeks to March 31 were paid. This compares with $546,778 for the same period last year.

Meanwhile, the receivers' report on RKO indicated a betterment in business, the loss having gone down quite a bit.

DISTRIBUTION

Sales Managers To Decide Film Board Future

Sales managers have been confering regarding the future of the Film Boards. A committee to decide their fate has been appointed and will make its report soon.
Heard In

L

EHHVOALY

Andy Anderson In Harness

By Jack

RECENT VERDICT of a Northampton county jury before Judge McKeen awarding Bee Inc., Allentown and New York the amount of $2,098.94 will be appealed. Suit was brought against the defendant, Lewen Pizor, alleging to be due for sound equipment installed and non-syncronized tables.

MISS FANNIE STANARD, cashier, Broad St., announced her wedding intentions.

HAGGERTY, manager, Savoy, Catasauqua, was arrested May 22 by Chief of Police Dugan, against a theatre manager.

WILLIAM, S. McKay, Jr., and Lawrence J. Katz, both employees of Loew's Regent Theatre, Harrisburg, were chosen delegates to the biennial convention of the International Alliance Theatrical Stage Employees and Motion Picture Operators.

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GOOD NEWS. . . . Mrs. Mary Belle Zeidlers to return within two weeks to her cashier post at Loew's Regent; Miss Genevieve Funk, Victoria cashier, expected to return within a month; local anxious to return to her duties as usher at Colonial is Miss Ruth Hale.

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NEW MIKE from RCA

An inconspicuous little microphone, no larger than a matchbox, weighing only three ounces, designed to be fastened to the coat lapel of a public speaker or entertainer, was the subject of a joint technical paper delivered by Dr. Harry F. Olsen and Richard W. Carlisle, research engineers, RCA Victor Company, before the Institute of Radio Engineers, which held a three-day session at the Benjamin Franklin Hotel this week.

Free Park Movies

Outdoor motion pictures Sunday nights will be a feature at Hershey Park, Hershey, which opened May 27. Movies will be free.

Employee Code Reopening

Heard In

UP STATE

Street Exploitation Picks Up

Heard In

APHILADELPHIA EXHIBITOR
RUBIN FRELS, an independent exhibitor of Texas, has two theatres at Victoria, a town which, according to the 1930 Federal Census, has 7241 inhabitants. He has been in that town for several years.

About three years ago the Jefferson Amusement Company, a pretty powerful Southern circuit, went into that town and built a theatre and, as is usually the case, took almost the entire product away from Frels. Frels was thus compelled to shut down one of his two theatres.

The first case that was heard by the Grievance Board of Dallas was that of Frels against the Jefferson Amusement Company and on May 11 that Board decreed that Frels shall have an equal share of all products, the pictures from each distributor to be alternated between the two competitors.

ON THIS OCCASION my friend Col. H. A. Cole, President of Allied Theatre Owners of Texas, tossed his hat in the air and screeched for joy.

The following are extracts from a circular headed, "HEY, FELLOWS, LISTEN TO THIS" which he sent to every exhibitor in Texas:

"Here is the first piece of really good news the independent exhibitor has heard in many years! "Rubin Frels . . . was given a decision yesterday against the Jefferson Amusement Company. "Frels' case was the first one heard before the Dallas Grievance Board, and the decision handed down yesterday was that all product, both national and states rights, should be divided between the two, alternate pictures from each company going to each exhibitor.

"Do you know what that means to YOU? If that principle is accepted in the business, it means that you can go home and sleep at night without the nightmare that a chain can come into your own town and take it away from you! It means that they will not even TRY to take it hereafter, because they will not dream of making the investment when they know you can get at least a fifty-fifty break with them on product.

"This is the first ray of sunshine in ten years of battle for the independents. This is the first time the industry has recognized that the independents have any rights whatsoever. The Association has spent thousands of dollars and months of time in this fight, and this is our first toehold toward real independence. Boy, does it feel good!"

MR. COLE then goes on to congratulate the Grievance Board for their fairmindedness and thank the chairman for his "fair and efficient handling of a complicated controversy," closing that paragraph with the phrase, "Altogether, it was quite a day!"

Congratulating the Grievance Board of Dallas for having rendered a just decision is congratulating an honest man for being honest.

IT IS NOT the Grievance Board Col. Cole should congratulate but he whose vision made such a decision possible.—Mr. Sol A. Rosenblatt, Division Administrator. Yes, and he should do more than congratulate him; he should send a letter asking his forgiveness for all the unjustified insinuations and remarks, he made against him in Chicago, and spending fortunes.

"Mr. Rosenblatt was the only man who could ever bring them relief, and when I recall to my mind the efforts some leaders exerted to have Mr. Rosenblatt discredited, going so far as to give the Darrow Committee inaccurate information or information based merely on assumption, it makes me wonder that any such leader has the nerve to claim credit for any relief independent exhibitors may get under the Code. Where would Mr. Frels have been had he not signed the Code? And how are they going to help those whom they have influenced not to sign it, making them lose their rights to file complaints against distributors? These will have to use the courts, waiting three years for results, at best doubtful, and spending fortunes.

THERE IS JUST ONE PERSON who deserves credit for whatever relief the independent exhibitors have begun getting and will get in the future—Division Administrator Sol A. Rosenblatt. It was due to his perseverance that the Code machinery began functioning so early, and it is he who should "crow." Next to Mr. Rosenblatt, Col. Cole and L. O'Reilly should get him his whole-hearted support ever since the Code deliberations began, and next to Mr. O'Reilly, Mr. Nathan Yamin, who, ever since the Code Authority meetings began, gave Mr. Rosenblatt the same kind of support as Mr. O'Reilly gave him all along.

MID- JERSEY

CENSORSHIP of motion pictures for New Jersey was the latest to go on record for film censorship in New Jersey. . . . Organization adopted a resolution reading: "We condemn motion pictures dealing with sex problems and portraying crime and degeneracy in a romantic manner. All motion picture concerns are in a contest to see which can produce the most vicious film." . . . An effort made about a decade ago to enact a film censorship bill was defeated by the motions throughout New Jersey. . . . Allied Theatre Owners of New Jersey, Inc., at a recent session declared for clean pictures. . . . Assemblies of William C. Hunt, chairman of the Allen's theatres in Trenton, plans to fight the ruling of the City Commission of Wildwood, N. J., to prevent operation of theatres and amusement places in the seashore town on Sunday . . . . Drive-in, Fight loons, . . . .
CROSSTOWN
Schesinger Back From St. Louis

WARNERS showed a profit of $38,855 for the 26 weeks ended February 24. . . . This was a vast improvement. . . . Allied Jersey will develop its production plan at the June 13 board meeting in New York. . . . "Constant Nymph" turned out to be a surprise at the Europa, with Moe Verbin holding it over after the show got plenty of word of mouth publicity.

EARLE THEATRE still has pickets parading up and down in front of the house. . . . For a while, the house had its own pickets out. . . . But withdrew them. . . . Business little affected. . . . When the house plays names. . . . Otherwise it doesn't make any difference who pickets.

PROCEEDINGS begun by executors to stay foreclosure of the Tioga Theatre building brought out some interesting angles. . . . The theatre property is assessed at $66,000. . . . According to the petition, William Freihofe, deceased, bought the Tioga Theatre for $200,000 in 1927. . . . House was subject to a mortgage held by John S. Evans, deceased, bought the Tioga Theatre for $137,400. . . . This was reduced to $58,000. . . . Mortgage was payable in installments of $1000 a month. . . . After Freihofe's death, his estate has gross assets of nearly $12,000,000 but couldn't raise $50,000 to pay overdue mortgage.

LENNY SCHLESINGER, Warner zone chief, hopped back to town faster than he had scheduled. . . . All tanned up. . . . Had a nice time in St. Louis and was given a party by the boys of the mid-west area.

ASTOR, READING, will keep up its Harry Biben-booked vaudeville throughout the summer. . . . Cooler weather gave houses around town a real break.

Wildwood Sunday Trouble

Mayor Doris W. Bradway, Wildwood, N. J., has ordered all movie houses in the town to remain closed Sundays.

Mayor said order was prompted by residents of the town who wanted observance of the blue laws.

Town has always been open on Sunday.

WHEN THE GIANT BENEFIT on behalf of the local musicians' union was given at the Academy of Music, Eddie Sherman, dynamic local vaudeville booker, was on the job till 3 A.M. . . . He got the stage shows from all local theatres, clubs, even brought over some stars from New York, secured co-operation of all the local vaudeville people and the result was a big success. . . . Eddie is also boosting the Jewish Theatrical Guild.

INTEGRITY FILM CORPORATION is handling "The Fascist Parade." . . . Motion picture theatre managers were exonerated by the motion picture committee of the Philadelphia Federation of Women's Clubs when charge of bad influence of movies upon children came up. . . . Undiscriminating parents were blamed. . . . Mothers should be educated, the report stated.

JAMES H. LITTLEFIELD, co-owner of the Newsreel Laboratories, passed away recently. . . . Harry Gantz is now managing for Warners in Butler.

HARRY BIBEN, who books a lot of vaudeville houses in the local territory, is kept busy these days getting big acts for the State, which continues with its vaude policy.

TEN YEARS AGO: . . . M. J. O'Toole was elected president of the MPTOA. . . . Joe Brandt predicted a brilliant future for the Academy of Music. . . . Eddie Sherman, dynamic local vaudeville booker, was on the job until 3 A.M. . . . Eddie got the stage shows from all local theatres, clubs, even brought over some stars from New York, secured co-operation of all the local vaudeville people and the result was a big success. . . . Eddie is also boosting the Jewish Theatrical Guild.

NINETEEN YEARS AGO. . . . Censorship bill was changed by amendment offered by Representative James H. Maurer and the clause "Or prejudice the public mind" was dropped. . . . It was claimed that if it had been left in, the censors would have been given despotic powers. . . . Cross Keys Theatre temporarily gave up its vaudeville policy.

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WE SOLVE YOUR SOUND PROBLEMS

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SOUND ENGINEER
262 N. 13th St.
PHILADELPHIA
Day Phone: RIT 4529
Night Phone: SHE 0805

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National Stationers
WALNUT 1760-1761
Race 4911-4912
1028 ARCH STREET
PHILADELPHIA, PA.

THE PHILADELPHIA EXHIBITOR
Jun 1'34
Heard In

VINE STREET

New Projection Room Opens

LOUIS "POP" KORSON, Masterpiece proprietor, is still in the hospital. After he was improved he suffered a relapse, is back for treatment. The entire trade would like to see him get well quickly. Meanwhile, Masterpiece adds new product in the shape of "The Fighting Rookie," with Jack LaRue. Also Mutt and Jeff color single reels. Preferred is in the midst of a date drive. Metropolitan Printing has moved across the street where there are bigger quarters for the presses. Office stays in the same spot.

TONY LUCHESE still recuperating at home. It doesn't look as if he will be back for quite a while. Herb Green is booking "War's End," which gets a Stanley-Warner deal. Willie Friedman's projection room on Vine Street fills a long felt need. Mrs. Hidding was a striking figure in blue when she visited the street recently. At least one person who saw her thought she was a movie star. She dropped in from Trenton.

DAVE THOMAS' new producing corporation, tentatively announced as Major, has signed Rose Hobart for the title role in the film version of George Booth's novel "Convention Girl." Other players who have signed to take direction from Luther Reed in "Convention Girl" are Weldon Heyburn, Sally O'Neill, Herbert Rawlinson, Shemp Howard, former Ted Healy stooge, Billy Reed, Nancy Kelly and James Spotswood.

"GREEN EYES" has been completed by Chesterfield. "The House of Strangers" is the last to come from Chesterfield and invincible this year. Eric Von Stroheim leads the cast. First Division will distribute both.

UNIVERSAL OFFICE all glad to see Joe Engel getting a deserved promotion to branch manager. All determined to make the highest record possible behind him. The Friedmans' projection room above Hollywood exchange, got going this week. Willie and "Baker" associated. Another outlet for local exchanges. Fox exchange all refurbished and redecorated. Edgar Moss and Sam Gross have more privacy now. Jim Clark hops out to Chicago this weekend to attend the trucking conference there. National Film Carriers, Inc. No clamour in sight, as yet. Lou Krouse, the hibbophile, president local 307, hopped to Louisville for the annual IA'TSE convention. Accompanied by his local associates.

NATIONAL FILM CARRIERS, INC., of which Jim Clark, Horlacher's, is president, has been moving along nicely.

Protest Meetings Continue

Another in the series of meetings being held in New York City by independent exhibitor leaders to formulate plans for combating higher film rentals was scheduled this week. A method is being arranged.

David Barratt and Lewen Pisor have been attending as representatives from this area.

LEON BEHALL is back with Eddie Gabriel in Capitol. Exchange has the "Mohollies and January" short as well as "War's End," which gets a Stanley-Warner deal. Willie Friedman's projection room on Vine Street fills a long felt need. Mrs. Hidding was a striking figure in blue when she visited the street recently. At least one person who saw her thought she was a movie star. She dropped in from Trenton.

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Talkie Text Books

Talkies as textbooks were introduced to a Harrisburg audience recently in a demonstration sponsored by the Civic Club of Harrisburg.

Subjects of the films, released by Erpi Picture Consultants, Inc., a subsidiary of Western Electric Company, included studies of infant behavior, developments in transportation, the mechanism of musical instruments, animal habitats and protective coloration, electrostatics and a new method for teaching reading.

The organization has made progress and contains 35 members.

CONVENTION TIME: Fox office went to New York City this week for the annual get-together. Warners have a regional meeting in AC, June 4-5. Monogram will have a regional meeting. Universal meets in New York June 5-7. Harry Bodkin et al went to Chicago convention.

FOX CONTINGENT at the convention included Edgar Moss, Sam Gross, F. J. Kelly, G. Fleischman, Sam Diamond, Bill Humphries, Ben Tolmas, Al Davis. . . . Earle Sweigert awaiting his convention. . . . The Paramounteer says Paramount will lead them all again next year. He says "Little Miss Marker" will do surprising business everywhere.

Bernard Englander Passes

Bernard Englander, projectionist at the Royal Theatre, passed away this week following an attack of pneumonia. Englebard was well known in the trade.

The case was particularly sad in that he was to have been married June 3.

Herald Distribution Unaffected

Distribution of heralds is being continued by local houses using that means of advertising.

Survey among printing companies reveals no let down in such production.

Recently, because of enforcement of a local ordinance, it was thought likely that such forms would suffer. However, indications are that force of campaign has diminished.

Wilmington Catholic Ban

Baltimore theatre managers got the severest jolt they have ever received at the hands of film reformers the other day when Bishop Edmond J. Fitzmaurice, Wilmington diocese, addressing a confirmation class at St. Peter's Pro-Cathedral, blamed indecent films and urged a boycott of them as well as of those which "glorify crime." There have been few utterances of this kind by members of the Catholic clergy, and Bishop Fitzmaurice has, in the past, had little to say on the subject for publication.

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JUNE 5 is the day when Betty Redmond, Metro, becomes the bride of Herman Sher, Stroudsburg. Everyone wishes them well. Manager Bob Mochrie, Warners, was all thrilled when his wife came through with a golf title. Some one reported that he was going to caddie for her.

MANAGER KEYS, Apollo, Gloucester, N. J., found out about Claire Fineman's marriage to Jack Segal exactly six months late. But that didn't stop him from giving her congrats.

TWO JUNE BRIDES this month. . . . Hilda Harris, Universal, and Marie Savage, Paramount. . . . Leonard Schlesinger seen re-laxing at one of the local night spots recently. . . . Vine Street Supper and Dance was a big success. . . . Jack Greenberg was host, with Harry Dembow able M.C. . . . Nice speeches, much applause. . . . Professional entertain-ment. . . . A1 Davis singing "Man on Flying Trapeze." . . . Messrs. Dembow and Weiner in Apache dance, . . . Caricca by Iz Hirshblond. . . . Joe Engel congratulated. . . . Cousin Carr's also present. . . . Mr. and Mrs. Ben Amsterdam enjoyed highlights. . . . Swell party. . . . Joe Burke will be missed when he goes to his new assignment. . . . Ethel Freedman quite a golfer. . . . So are Florence Weiner and Maybelle Bond.

THE MARRIAGE of Jack Blumberg, Venice Theatre manager, and Miss Esther Weinberg, South Philadelphia, was received with interest by his friends in the trade.

PHILLIP HIRSH, son of Harry Hirsh, will be more active in exhibitor ranks, now that he has graduated from high school. . . . Walt Potamkin, with the Lessys, will be saying "I Do" soon.

THE HARRISES, Ben, Sara, Jack, Claire, twins, all hopped to the boardwalk for a ses-sion. . . . Dressed to kill. . . . What? . . . Even the dog was there.

Theatre Changes

Oxford Theatre, Burlholme, is changing hands, as of June 1. Al Boyd and Theodore Kirmse will handle the theatre, with Charlie La Portes associated in management.


ST. CHARLES - AN ENTIRE BLOCK ON THE BOARDWALK • ATLANTIC CITY • A Smart Hotel in America's Smartest Resort

ATLANTIC CITY—Healthful—Restful—Affording complete relaxation so welcome after intensive work—Where the St. Charles offers the maximum in hotel comfort and service—Spacious Sun Deck occupying one entire block overlooking Boardwalk and Sea—Ocean view Lounge. IDEAL CONVENTION FACILITIES RATES GREATLY REDUCED

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1201 Vine Street
(Second Floor)
BELL TELEPHONE: RITTENHOUSE 7195
COLUMBIA

Hell Bent for Love
Tim McCoy, Lillian Bond, Lacy McKee, Vic Sherman, Harry Bradley, Bradley Page.
The cop is framed by the jealous racketeer, thrown off the force, eventually wins back his job and the girl. Show is fast moving action picture, should satisfy all the thrill lovers.
Estimate: Speed.

FIRST NATIONAL

Fog Over Frisco
Lyce Talbot, Bette Davis, Donald Woods, Hugh Herbert, Margaret Lindsay, Robert Barrat.
Blood and thunder melodrama that will please non-discriminating audiences. Show lacks star strength but has the entertainment and interest value. Intriguing title has a mystery and murder atmosphere as well as a gang of crooks for general interest.
Estimate: Fast.

COLUMBIA

Call It Luck
Pat Patterson, Herbert Mundie, Charles Starrett, Gordon Westcott, William Farnum, Georgia Caine, Susan Fleming.
Weak entrant that will have to depend on Mundie’s comedy to get any effect. Picture lacks names to sell, revolves about a cabbby who wins in a deraby, falls victim to crooks who sell him an old horse. Eventually, he outwits the scorpions and there is a comedy finish.
Estimate: So-so.

FOX

The Heart Song
Lillian Harvey, Charles Boyer, Mady Christians.
Pleasant little tidbit made abroad but which presents Harvey as well as in her American productions. This one revolves around the queen’s maid who sang to the duke while he was unconscious and the attempts of the duke to find out who did it. Picture is nicely handled, has many interesting touches.
Estimate: Neat production.

FOCUS

Midnight Alibi
Weak entrant with Barthelmess as the gangster whose life is saved by an old lady whose broken romance resulted in a 40 year period of being cloistered. Show won’t add to Barthelmess following and outside of Helen Lowell’s performance has nothing to brag about.
Estimate: Misses.

The Circus Clown
Joe E. Brown, Dorothy Burgess, Patricia Ellis, Jan Dugan, Gordon Westcott, Spencer Charters, Tom Dugan, Harry Woods.
Brown in a circus story and with a dual role should be able to turn in average Brown grosses. As a circusman who leaves the ring and wants to keep his son from it, Brown takes both parts. Son eventually does join the circus and the laughs come from situations.
Estimate: Usual Brown.

COLUMBIA

The Merry Frinks
Odd-titled farce that will have to depend on cast strength to pull. Show can be sold as a swell comedy. Picture borders on burlesque and fast farce and depicts a crazy farm with the only sane person the mother, head of the household. Eventually, all come to senses when she is about to take a walkthrough.
Estimate: Sell laughs.

COLUMBIA

What Do You Think?
It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.

Estimate: Women’s angle.

MONOGRAM

Money Means Nothing
This one is the about the wealthy girl who marries for money. With young shipping clerk, but the picture emerges as an attractive entrant. Cast has no stars to sell but the feature will satisfy all audiences who crave entertainment.
Estimate: Nice.

UNIVERSAL

Embarrassing Moments
Comedy that will please the general audience but which probably won’t be a standout anywhere. A practical joker gets himself into a jam, eventually wins the girl. Mix in a police chase, an airplane bit and some gags, old and new, and the result is apparent.
Estimate: Just about.

What’s it about?
Who made it?
Who’s in it?
Running Time?
How good is it?
Is it family or adult type?
What’s it about?
How good is it?
Running Time?

METRO

Operator 13
Marion Davies, Gasy Cooper, Douglas Dumbrille, Katherine Alexander, Ted Healy, Russell Hordace, Four Mills Brothers, Willard Robertson, Reginald Barnou, Jean Parker, Sidney Tolley, Walter Lang.
Good casting, star names and some nice production bits can’t disguise the fact that the story about the girl spy and the man spy has been seen around before. Picture may get along on the strength of names as well as Hearst publicity in some spots, but in others it is likely to be handicapped by the costume atmosphere.
Estimate: Well, huh, it’s like this.

Monster
Lillyan Harvey, Anna Rose, Mady Christians.
Estimate: Excellent.

MONOGRAM

I Give My Love
Paul Robes, Wayne Gibson, Eric Linden, John Darrow, Ted Alexander.
Woman’s show that should do an average business. A woman accidentally kills her husband, finds her son opposed to her when she returns. After many wanderings she winds up as a model with the son painting her. Eventually, her real lover tells all and mother and son are reunited.
Estimate: Women’s angle.

COLUMBIA

The Thin Man
Slow transition of a best seller, aided by excellent direction from Van Dyke, good casting and an ace pace. Picture is a treat for any box office and should do a neat business at most houses. Story moves rapidly, keeps the audience guessing and with Powell as a sleuth should find word of mouth everywhere.
Estimate: Excellent.

MONOGRAM

Little Man, What Now?
Margaret Sullivan, Douglas Montgomery, Alan Hale, Christine Exec, Do-Lo Jankins, Catherine Dunnet, Merid Kirblan.
Well produced version of a famed novel that shouldn’t have any trouble holding its own in most spots. With Sullivan sold through “Only Yesterday” and Frank Borzage direction, Universal has turned out a picture that will appeal to the women, a great aid to box office satisfaction. Story tells of the problems of young love, has been delicately handled.
Estimate: Looks good.
I Can't Escape

Lila Lee, Oswald Stevens, Russell Gleason, Gita Haxton, Henry Atkinson, Charles Kingstall Young, Nat Carr, Eddie Grilban, Knue Richmond.

Impressive story number about a paroled convict and a lady with a past who decide to make a straight go of it. Former gets back into the old racket when no other jobs appear, but is saved in the nick of time by a pal. Picture shapes us as a nice entrant from the independent market and has a story that will interest.

Estimate: Okay.

Marrying Widows


Entertaining independent entrant with some names to sell and with a story that won't cause any complaints. Picture revolves about an heiress who gets involved in domestic troubles, eventually straightens out all her problems. Picture will slip in satisfactorily where they aren't particular.

Estimate: Fair inde.

Romance in Budapest

Foreign Family

Romance cast in Hungarian with some titles to explain action.

Foreign picture that may prove of interest where audiences are cosmopolitan or in artie houses that cater to a special trade. Show is entirely in native tongue, with action taking place in Hungary, but contains some nice music and laughs for those who can understand the action. Picture has been well produced but appeal is strictly limited.

Estimate: Foreign.

Shame of a Nation

Adult Foreign

Gustav Diezel, Charles Claussen, Harry Mahal, Frank Cumpers, Jackie Munster.

Propaganda picture with limited appeal that may prove of interest to the art houses. Show was made abroad, has English dialogue that is difficult to understand. Story revolves about the effects of war on combatants and civilians, includes a romance but is generally for restricted groups.

Estimate: Restricted.

War's End

Adult

A compilation of shots showing troops in action as well as other scenes of the War effort.

Here is another of the seemingly endless string of pictures offering to show the work done by American doughboys in the World War. Shots have nothing that hasn't been seen before, but narration is good. These pictures depend on the selling and on most bills this will make an okay added attraction. Not long feature material, it can be used to boost a program. Its appeal, however, is limited.

Estimate: War stuff.

The Lost Jungle


All Beatty and an action thriller that all thrill lovers will like. Full length feature gives Beatty plenty of opportunities to work with his cats and in addition there is an action story that satisfies. Picture goes for a circus to a desert isle with plenty of dangers, of course.

Estimate: Thrills.
MASCOT PICTURES will produce a series of ten feature films and two specials for release during 1934-1935, it is announced by Nat Levine, president. More than $1,250,000 has been budgeted by Mascot and work on the feature program now is under way at the Mascot studios in Hollywood. An all-time record for independent producers was set by Levine with the signing of thirty writers, including some of the best-known writing talent in Hollywood, to fashion Mascot story material into suitable film material.

IN ADDITION to the writing staff, the production activities will be supervised by three important producers. The trio are Louis Baum, Martin G. Cohn and Sigmund Neufeld. Baum will be responsible for the two exploitation specials, "Young and Beautiful" and "Harmony Lane."

Neufeld will supervise "Along Came a Woman," "Anything Once," "The Man from Headquarters" and "One Frightened Night." Cohn will oversee production on "Crimson Romance," "Streamline Express," "Confidential," "Headlines" and others.

ACTUAL PRODUCTION on the 1934-1935 program of Mascot Pictures now is under way, with "Burn 'Em Up Barnes," an auto-racing serial, and "Along Came a Woman."" 

ONE OF THE MORE important features on the Mascot production schedule, "Young and Beautiful," is being readied. This film will star the Wampas Baby Stars of 1934. The other special on the Mascot program will be "Harmony Lane," based on the life of Stephen Foster. This will be an elaborate musical.

THE TEN FEATURE productions planned are: "Crimson Romance," a dramatic tale of the late World War, picturing a romantic story based on background of boy's struggle; "Waterfront Lady," a story of life along the waterfront; "Along Came a Woman," in which laughs and paths are intertwined in the serio-comic story of two whose sons are rivals for the same girl; "Confidential," a story of the Secret Service, culled from the archives of this most famous governmental detective body; "One Frightened Night," a mystery comedy based on the play, "The Skeleton in the Closet," by John Stewart Twist and William Worthington. "Streamline Express" will mark the first time that the most famous of all modern trains will be the background for a romantic and dramatic story; "Man From Headquarters," based on a story by John Rathmell and William A. Grew; "Headlines," revealing for the first time the news "behind the news," is being written by Ford Beebe; "The Marines Have Landed," is being written by John Rathmell and Colbert Clarke; "Anything Once," based on a story by Wyndham Gittens, Al Martin and Sherman Lowe.

IN ADDITION to the above program of feature film, four serials are being set for 1934-1935 release. Included in this quartette of chapter pictures are "The Lost Jungle," "Burn 'Em Up Barnes," now in production and "Law of the Wild," co-starring Rex, King of Wild Horses, and Rin-Tin-Tin, Jr., famous dog star. Ken Maynard, one of the more popular cowboy stars, has been signed to star in a serial, as yet untitled. He will also be starred in a feature production, based on Western life.

WEST, TEMPLE HAVE ONE THING IN COMMON

IT IS AN ODD BUSINESS indeed that can bring out two box office satellites of decidedly different temperament and make-up in the same season. Mae West and Shirley Temple have nothing in common, except that both are of the same sex. Yet, both may be classified with the best bets of the passing season. Mae West has already demonstrated her prowess while the little Temple girl indicates that with a couple of more pictures under her belt she will be strong box office material.

TOO MANY SO-AND-SO PICTURES BEING DISTRIBUTED

COAST REPORTS that at least one studio has made special attempt to turn out pictures for double feature programs indicate that the majors do not intend to make any place for other than their own interests. Glancing at some of the recent releases, one might believe that some of the pictures now being distributed were made with twin bills in mind. While they bear entertainment values of some account they are decidedly nil as marquee attractions. The pity of it all is that the industry has so encouraged values of names and stars that pictures which bear bigger entertainment values are neglected because of lack of star lustre.

GENERAL VIEW ON CODE NOW AVAILABLE TO TRADE

SEVERAL OBVIOUS CONCLUSIONS may be drawn from the workings of code boards throughout the United States. Briefly they may be summarized as follows:

1. Cases which involve overbuying are often being settled by giving the offended party some pictures.
2. Cases between independents are about as numerous as those between circuit and independent.
3. The boards have shown no tendency to favor one side or the other. Most of the cases seem to be decided on their merits.
4. Appeals to the Code Authority will be frequent. The trouble with this method of appeal is that any case can be brought up again. This should prove a bother to the Code Authority.
5. The local board secretary should be given some conciliatory power. If a case of similar nature has been decided in another part of the country, the board secretary ought to be given power to tell each of the exhibitors about it. In this manner, dockets can be cleared much faster.
6. Use of lawyers in hearings seems to retard the hearings and has not yet come to be any sort of advantage.
7. Full publicity on all cases is working out for the best interests of the industry.
8. A large number of exhibitors are still afraid to file cases. The old idea in the business that filing a case may result in some sort of a penalty later from someone seems to hang over into the code workings, as far as this is concerned.

ASK FOR CO-OPERATION ON THE CLEAN PICTURES

THE DRIVE of the Catholic church against allegedly salacious pictures seems to be reaching its peak. Whether or not it is affecting business to any great degree is a debatable point. In some sections, it is of more strength than in others. There seems to be no way, because of the nature of the campaign, to fight it directly. However, one angle has appeared which may be used by exhibitors.

If some pictures should not be seen because of their nature, then, certainly, the Church should give endorsement to pictures which it recommends. If exhibitors who have been affected request this sort of co-operation it should be forthcoming. If not, then, obviously there must be some prejudice which ought to be explained.

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BOB LYNCH

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THE HOLLYWOOD PARTY

With

Lupe Velez       Laurel & Hardy
Jimmy Durante    Polly Moran
Jack Pearl       Charles Butterworth
George Givot     Mickey Mouse

A musical travesty that will deliver loads of laughs as well as plenty of mazumeh to your box office.

Exhibit No. 2

THE THIN MAN

With

William Powell     Myrna Loy
Maureen O’Sullivan
Minna Gombell      Nat Pendleton

Directed by W. S. VANDYKE

A sensational version of a novel that is still on the "best selling" lists.
Clean Film Drive Stirs Exhibitors

Adolph Zukor presents MAE WEST in "IT AIN'T NO SIN" with Roger Pryor
John Mack Brown • Duke Ellington & Band • A Paramount Picture • Directed by Leo McCarey
A Comedy-Drama of a man who died — because he married • • •

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FOR 1934-'35
ALL THE WORLD’S THE STAGE FOR
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FEATURED PLAYERS EVER USED IN ANY MOTION PICTURE.
"I AM A FUGITIVE" WAS A WARM-UP FOR THIS STORY OF THE WAR AMERICA IS IN TODAY

PAUL MUNI

"BLACK HELL"
IT'S TIME FOR ANOTHER "DAWN PATROL"—BY THE SAME AUTHOR, JOHN MONK SAUNDERS

THE ADVENTURER EVERY MAN WOULD LIKE TO BE ... THE MAN EVERY WOMAN WOULD LIKE TO LOVE, PICTURED BY THE MOST POPULAR ROMANTIC WRITER SINCE DUMAS—THE AUTHOR OF "THE SEA HAWK", RAFAEL SABATINI
A RESPLENDENT MUSICAL ALL THEIR OWN, SCIENTIFICALLY DESIGNED TO SHOW OFF THE TREMENDOUSLY POPULAR PERSONALITIES OF—

THE BIG STAR PRODUCTION HE EARNED WITH "WONDER BAR"

AL JOLSON IN "CASINO DE PAREE"
AFTER 63 WEEKS ON BROADWAY, THIS WORLD-FAMOUS MUSICAL BY JEROME KERN AND OTTO HARBACH, AUTHORS OF A SCORE OF HIT SHOWS—A HUNDRED HIT SONGS, WILL BE BROUGHT TO THE SCREEN BY WARNER BROS.

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WARNER BROS. WILL PROVIDE YOUR BOX OFFICE WITH THE ASSURED DRAWING-POWER OF

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“BIG-HEARTED HERBERT” • “THE FIREBIRD”
“APPLESAUCE” • “A PRESENT FROM MARGATE”
improving conditions invite expansion. This industry must get its rightful share of increased consumer expenditures. So in the coming season WARNER BROS. WILL TAKE THE LEAD IN ATTRACTING A DUE PROPORTION OF NEW DEAL DOLLARS TO THE THEATRES OF THE NATION » » » Pictures such as those just presented, produced on a more elaborate scale than has been attempted in the past four years, will enable show business to compete victoriously with all other luxury attractions— not by ruinous price-cutting, but on a sound financial basis of reasonable admission scales » » » We believe that these spectacular shows, and 38 others like them from this company, will lead the industry back to the great days of big-scale showmanship after years of forced economy. We know that only the most reckless of exhibitors will want to run their theatres next year without

WARNER BROS.’ and FIRST NATIONAL’S 60 PICTURES FOR 1934-1935
The Philadelphia EXHIBITOR

First Error

It was only a question of time before the Code Authority would hand down a ruling with which even the most co-operative members of the motion picture industry would find fault. In all fairness to the Code Authority, it might be said that its actions exceed the most optimistic predictions. This, however, does not excuse the fact that the body has just made its first error, one of judgment, not actual performance.

When the Code Authority decided that the manner of publishing the “general release dates” of a picture in a zone would take in two methods (1) posting such information in the exchange affected, and (2) having the local board’s secretary release that data to anyone who might desire it, the CA placed the burden upon the exhibitor.

There are a lot of exhibitors who never have occasion to visit an exchange. Many never come to a film center. It is to be taken for granted that they would probably not write to the local boards’ secretary for information.

But that is not the argument. The error of the Code Authority rested in the fact that it is the duty of the distributor to advise the exhibitor when a picture has been “generally released” in order that the exhibitor may decide whether or not he will exercise his cancellation privilege. Posting on bulletin boards places the burden on the exhibitor. The Code Authority also disregarded the cooperation extended to it by trade journals which are more than ready to publish such release dates.

No party should be handed to Division Administrator Sol Rosenblatt in this matter. It should have been his duty to reverse the Code Authority, to have rendered a decision that is not as unfair as the one handed down. It appears as if Umpire Rosenblatt has also made his first error. By reversing the Code Authority he would have saved it from making a faux pas. By failing to do so, he made one himself.

Nothing But Appeals

No one can question the right of any party to appeal from a decision, but the avalanche of cases has resulted in plenty of work for the Code Authority.

It is quite evident that the gentlemen on the industry’s main body will have to formulate some plan to check the appeals so that the calendars aren’t cluttered. Otherwise, the local boards will become mere rehearsal grounds.

And everyone thought the umpire was going great.
Showdown Meeting Results in Wild Convention of District Exhibitors

Two Organizations Certain to Result from Present Controversy—Dropping Hays Group, Expelling Affiliated Houses, Changing Name Big Points

Definite indication that the Philadelphia territory would have to support two exhibitor organizations was given at the open meeting of theatremen of this division, held June 5, at the Broadwood Hotel, under the auspices of the MPTO.

After the wildest meeting in local history, two points became apparent:

1. There would be two organizations, the Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware and the Independent Exhibitors' Protective Association.

2. Efforts to co-ordinate the two organizations or combine them into one group seems impossible.

The June 5 session was preceded by a meeting of the IEPA, with the group's membership marching into the MPTO scene in a body. Following addresses and verbal debates, four points were considered:

1. Withdrawal from the MPTO.

2. Dropping the affiliated theatres from the MPTO ranks.

3. Changing the name of the organization.

4. Election of officers.

However, before these could be taken up constructively and calmly the meeting almost took up the nature of a riot. Sentiment favored all of the above points, but in view of the conflict and the general noise, many refused to vote under such conditions.

The upshot was that it was plain that the two organizations could not get together.

Lewen Pizor opened the meeting, announcing it as an open session. He reviewed organization work, efforts of Rome Copyright Bureau, asked closer cooperation, suggested formation of a defense committee for clearance and grievances, and voiced opinion against non-theatricals, drawing, elimination of affiliated houses, elections, indicated that sentiment was against double features, told of a special form being used for members relating to 10% cancellation clause, voiced opinion against non-theatricals, discussed the music tax and wound up by asking all to join the organization and pay dues.

Following this speech, discussion arose regarding divorcing the organization from the MPTOA, Dave Barrist, local exhibitor, spoke in favor of this move with Jay Emanuel opposing until all the facts were brought into the open.

This debate was followed by votes on withdrawing, elimination of affiliated houses, electing new officers. Present group offered to sign at a regular meeting. The present officers were defeated, but vote was pushed anyway. By this time the meeting became unmanageable, many walking out.

Following the meeting, a caucus of MPTO members indicated that the body desired to stay with the MPTOA and retain affiliated theatres since they had only one vote. A meeting to be held shortly will decide all these points.

Present upheaval centres largely on double features and premiums, with two issues influencing members of both organizations. Many exhibitors of both organizations contributed to a fund to engage Ben Golder on the theory, it would be well to ascertain, once and for all—if distributors had a right to insert the anti-double feature clause. Many of the contributors were against double features but paying on the theory they would like a legal opinion.

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BANNER HITS for summer are predicted by Robert Mochrie, Warners' branch manager here, following his return from the Atlantic City Warner convention. Among these are "Dr. Monica," with Kay Francis, "Madame Du Barry," with Dolores Del Rio; "Dames," musical hit; "Flirtation Walk," another musical; "British Agent," with Leslie Howard; "Here Comes the Navy," with James Cagney, Pat O'Brien and others. These will be the leads, but the others also will satisfy, says Mochrie.

Samuelson, Brandt to Attend Open Exhibit Meet

I. E. P. A. Bringing Inde Leaders Here June 19

Sidney Samuelson, president, Allied States Association, and Harry Brandt, president, ITOA, New York City independent unit, are to be speakers at an open meeting of exhibitors, apparently sponsored by the IEPA, the new local inde unit.

Some secrecy surrounded the meeting with all exhibitors invited.

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Pizor Chairman, Too

Lewen Pizor, president of the MPTO, also becomes chairman of the board, following the election of the board of managers held June 13.

Pizor's election amounts to a vote of confidence on the board members, the move having been taken to indicate that they have full faith in his leadership during the current crisis.

Removal of Barrist from the chairmanship is said to revolve largely about the desire of the board to have a chairman with purely exhibition interests at heart. This is said to have motivated them in their selection of Pizor. Whether Pizor will continue to hold the two posts indefinitely is uncertain, but for the present time he will be sole directing force of the organization.

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Two Organizations? No, Says Unofficial Observer

New Group Will Merely Overthrow Present Regime, Report

Two organizations for the exhibitors? Not a chance, says the Unofficial Observer, the man who has his ear close to the ground.

Regardless of the fact that the new organization, the Independent Exhibitors' Protective Association, has been announced, Philadelphia will remain a one-organization territory, according to the report circulated this week.

Here's what the Unofficial Observer says will happen:

At the next meeting of the MPTO those who demand a change in setup will be present and carry a majority vote on all the questions in issue. They will then proceed to direct the MPTO, or rather, the former MPTO, along the lines suggested.

Therefore, there will still be one organization.

What will happen, however, if the other faction, the current MPTO stalwarts, carries the meeting is another question. IEPA recently applied for a charter at Harrisburg.

Samuelson is believed likely to explain the progress of the several film buying meets which have been held in New York City and which advocate lower film rentals as well as abolition of certain industry evils. Brandt has also been active.

Whether or not Samuelson's presence indicates an interest of IEPA with Allied or whether Allied would like to have a friendly unit here is uncertain. IEPA heads apparently have been keeping their movements shrouded in secrecy.
GROUP OF HOME OFFICE EXECUTIVES attending the opening session of the United Artists annual meeting of branch managers, Chicago. Standing from left to right: Hal Horne, director of advertising and publicity; Earl Kramer, Paul Burger, home office assistant; Joseph Moskowitz, vice-president; Al Lichtman, vice-president and general manager in charge of distribution; Harry Buckley, vice-president; C. Erickson, London Films; Harry Gold, assistant to Lichtman; Moe Streimer, New York branch manager and Charles Stern, home office.

LOOKING FORWARD to a busy season, Harry Levine, United Artists sales representative here, thinks UA will deliver another banner season and that exhibitors will once again profit at the box office.

CONGRATULATIONS. Leonard Schlesinger, local Stanley-Warner zone chief, wishes Larry Graver, manager, S-W ball club, lots of luck when the team opened its season here. Graver manages the Stanley, used to be secretary of the Red Sox for ten years. The sporting outfit worn by Schlesinger was especially designed for him by a famous tailor.

AT CLAM BAKE—Them were the days when Jim Clark, genial executive of Horlacher’s Delivery Service, used to officiate at clambakes and baseball games. Above he is seen with brothers Bill and Tom, Dan Heenan, Jimmy Keating.

PROMOTED TO sales manager of local Paramount exchange, Ulrich Smith receives the congratulations of entire industry. (Page 18)

5-Territory Survey on Product Reveals Industry Taste in 1933-1934 Pictures

More Than 150 Exhibitors of Albany, Buffalo, New York, Philadelphia, Washington Areas Queried—16 Features Enter Select Class

Belief that product is generally getting better is indicated in the reports received from more than 150 showmen in the Albany, Buffalo, New York, Philadelphia and Washington territories, according to a survey recently made by Jay Emanuel Publications, Inc., publishing The Philadelphia Exhibitor, The National Exhibitor and The New York State Exhibitor.

Sixteen pictures entered select class of box office record holders, high number, with nearly all companies having an entrant in the big money division. The 150 exhibitors represented a cross-section of opinion, independents, circuits, large, small cities, buyers, bookers, etc.

"Flying Down to Rio," "Little Women," "Footlight Parade" were tied for first place with 60 votes each. "An Angel" pushed them closely with 56 votes. Next in importance came "Dancing Lady" with 42; "Gold Diggers" with 34; "Tug Boat Annie" with 33; "David Harum" with 31; "Carolina" with 26; "Paddy the Next Best Thing" and "Roman Scandals" tied with 22; "It Happened One Night" with 21; "Going Hollywood" with 18; and "Only Yesterday" and "42nd Street" and "Wonder Bar" tied with 17 each.

According to the survey, these 16 pictures held greater percentage of box office records for the year than any others.

Pictures that polled closest to these 16 were "Dinner at Eight," "The Bowery," "Mr. Skitch," "Dr. Bull," "Riptide," "Invisible Man," "Too Much Harmony," "Duck Soup," "Moonlight and Pretzels," "Henry the 8th," "George White's Scandals," "Lady for a Day," "Eskimo," and, strange as it may seem, "Alice in Wonderland." A remarkable reaction was that the owners who named "Alice in Wonderland" explained it for the remarkable coincidence by writing into their ballot "believe it or not." It seems proof enough that while they hadn't expected it to do business, some particular exploitation job made it click.

Another remarkable result of the survey is the fact that in several small town houses western and action pictures hold the house records, even though extravaganzas and epics are played. In all, some 129 features were named including several independent shows such as "Sweetheart of Sigma Chi," "Road to Ruin" and "Tarzan the Fearless."

In age choices ran from "I Am a Fugitive" to 'House of Rothschild," which is just beginning to be generally released.

Shorts vote indicates need for star values

Generally, it was shown that shorts of quality pay at the box office, but that others just eat up time on programs.

That Silly Symphonies passed Mickey Mouse was not entirely unexpected, the first named receiving a terrific boost as the result of the "Three Little Pigs." Since then, Disney has not been able to top that selection.

That Paramount has something in "Popeye" was also indicated. The series built up on its own, finally wound up as one of the real screen creations of the season.

Among the two-reelers, Laurel and Hardy held their own, although the series was not as impressive as in former seasons. Metro twisters were believed the best in that field. Novelty single reels, such as the MGM Pete Smith series, the Fox Newsreel Cameraman adventures, Paramount's Screen Souvenirs all aided in building strong programs.

Failure of new ideas, such as Soglow cartoons and the Andy series indicated that the cartoon versions of these popular mediums of entertainment had not been presented properly.

What caused surprise was the fact that only a few short series were mentioned. Apparently, a lot of shorts made no impression at all.

There was no challenger with the exception of Paramount's Popeye and the UB I-Werks Comi-Colors. In the star comedies Laurel and Hardy still held first, but were closely followed by the Pitts-Todd and Charlie Chase series. In the vote by companies, Vitaphone seemed most popular and all specialties got strong support. MGM's Pete Smith sport subjects, Fox's Adventures of a News-Reel Cameraman, Educational's Baby Burlesks and Tintypes, and Paramount's Screen Souvenirs all received a strong vote. It is surprising to note that the "Our Gang" comedies, "Amos 'n' Andy" and Joe Penner slid into little importance.

Among the shorts the only serial which received mention was Mascot's "Whispering Shadow."

Serial Drawn Heard

That serials were to be reckoned with in arranging programs was indicated by the votes for this type of picture. Mascot's "Whispering Shadow" came in for praise.

Another question asked in the survey was which news-reel received best audience reaction. Here again there was a wide variance of opinion with only 12 votes out of a total of 126 cast separating the first from the last. Hearst Metrotone managed to get its nose out in front. In reply to the question as to which product showed the greatest improvement during the year in the minds of exhibitors who played it, RKO and Warner Bros. in a tie far considering Fox and Paramount, who took up the next two places in the order named. Universal and Columbia, considering the size of their companies, polled a strong vote, while Monogram was the only independent company named. It received a very nice hand.

Question regarding the most successful product at their respective box offices again received a wide variance of opinion. Metro obviously was sold to more accounts than any other product, but in first places Warners were supreme. 60% of the theatre owners who gave the Warner product a place considered it in number one position, 46% of those giving the Radio product put it in first position; 40% gave Metro the top spot; 35% gave Fox; 22% to Paramount and the rest trailed in. Once again Monogram scored.

It is difficult to give a complete detailed summary.

It is the belief of this publication that if the production executives would study carefully the theatre owners' replies they could more accurately gauge box office values. As usual, there is a wide variance of opinion and few theatre owners voted alike on any one subject. It is only by a wide survey and a cross-checking of opinions that any definite trend can be noticed. The survey can do nothing but indicate to the thoughtful man the trend of public taste and indication of the box office reaction to different product.

"Popeye" Standout

Fastest buildup of the year can be awarded to Paramount's "Popeye." Series clicked in a hurry with the patrons going for it in a big way. The Disney Mickey Mouse and Silly Symphony, of course, held peak position in the field, while the Silly Symphony ideas, on the strength of "Three Little Pigs" topping the rodent. It was also noticed that some of the newer entrants in the cartoon field didn't stand up so well although the Comi-Color series made a good bid for attention on the strength of its material and the novelty.
Glancing Everywhere in the Territory


VISITOR in this territory, Harry Brandt, president, ITOA, New York City exhibitor unit, is scheduled to speak to assembled theatre men here June 18 (Page 12).

FIRST OFFICIAL appearance in some years will be made by Sidney Samuelson, president, Jersey Allied and Allied States Association, at June 18 meeting of exhibitors here. Trade speculated whether Allied will expand into this territory. (Page 12)

JOINS UNIVERSAL. Bill Doyle, veteran, has joined the Universal sales force and will cover upstate.

STRIKING TIE-UP on "Wild Cargo" was arranged by Marty Goldenberg, manager, Colonial, Germantown. Local variety store used a cage full of rubber animals with a litho 3-sheet for atmosphere.

HIGHLAND THEATRE, Audubon, N. J., held a First Division Week recently, playing double features daily, both consisting of First Division releases.

CHARGES INTIMIDATION—Sensation was provided at meeting of zoning board June 8 when David Barrist appeared before it. Barrist started to make charges of intimidation and coercion but was checked by chairman for the day, Harry Weiner, who declared that such a matter was one for the grievance board. Further light on the charges was expected at the meeting of the latter group this week. (Page 20)


VICE PRESIDENT of the National Board of Review was the chief guest at the 14th annual dinner of the Board of Governors of the Academy of Motion Picture Arts and Sciences May 21. The dinner was held at the Ambassador Hotel, Hollywood. Among other guests was Senator Charles E. Smith of California, chairman of the Senate Foreign Relations Committee.

HOMECOMING for the crew of W.B.'s 36th feature, "Rainbow," was celebrated in Hollywood by the film's stars and directors.

TOPIC OF DISCUSSION at the 18th annual convention of the Chicago Motion Picture Association was "Motion Pictures and the Law." A. J. Lake, president, said the convention was held to discuss "the legal problems which affect every theatre manager in the motion picture industry.

Sixty full-length feature pictures will be released by Warner Bros. and First National during the season of 1934-35, said Major Albert Warner, vice-president in charge of distribution for the affiliated companies, at the Warner Bros.-First National regional sales meeting in Atlantic City.

This is the same number of feature films released for 1943-44. Thirty of the pictures will be produced by Warner Bros., and thirty by First National.

"The coming season's line-up of product represents the most ambitious program in the history of the two companies," declared Major Warner. "We have never been so fully prepared in advance of a new selling season as we are this year. Already we will have a total of forty-seven screen stories ready for early production, with casts that will include the strongest array of acting talent, and of 'names,' in the annals of Warner Bros. and First National.

"We believe that our impending productions represent the widest range of screen material ever included in the schedule of a producing organization. We have sought and found subjects of universal appeal, having had in mind not merely the diversified interests of American audiences but those of all the world, which is now the field of talking pictures. The forty-seven stories already prepared for the new season include published novels and stories of recognized merit, original stories written directly for the screen and based upon actual life as it is lived today, and the most successful plays of the international stage.

"The list includes such important productions as "Anthony Adverse," "Sweet Adeline," "Oil for the Lamps of China," "Firebird," "Gold Diggers of 1935," "War Lord" and many others. "Painstaking care will be exercised in the casting of all these pictures. We have augmented every department in our West Coast studios. The Warner Bros.-First National production roster now includes nineteen stars, thirty-eight featured players, many of whom will be the stars of tomorrow, eighteen directors and seventy-three writers whose works will be presented on the screen in our pictures of the 1934-35 season."

The following detailed production program was announced by Major Warner:

The forty-seven screen stories, including originals, stage plays, novels and short stories published and unpublished, which Warner Bros.-First National now have ready for the new season comprise the following:

"Firebird," based on the international stage success; "Men Against Death," which will bring to the screen the inspiring and romantic story of the famous scientist, Louis Pasteur; "Gold Diggers of 1935," a brand-new musical comedy spectacle with an all-star cast; "Roadhouse," adapted from the two stories by Arthur Somers Roche; "The Magnificent Ambersons," from the memorable American novel by Booth Tarkington; "Sweet Music," a sequel to the successful musical, "20 Million Sweethearts," "I'm Back in the Chain Gang," a sequel to one of the screen's most famous productions, "I Am a Fugitive from a Chain Gang;" "Em, Jockey," a thrilling comedy-drama of the race track; "War Lord," the story of an entirely new screen character, a Chinese War Lord, with a background of the modern Orient; "The Cinct," with the huge Boulder Dam project as the setting for an exciting story; "The Six-Day Bike Race," a Joe E. Brown comedy picture with the star as a swell-headed bicycle rider; "Hallway to Heaven," a comedy-romance by Lawrence Hazard, the author of "Man's Castle;" "Babbitt," from the famous novel by Sinclair Lewis, which will team Aline MacMahon and Guy Kibbee in the leading roles; "The Little Big Shot," humorous story of a small-timer with big ambitions; "Anthony Adverse," from the most sensational successful novel of modern times; "Sweet Adeline," a musical based on the great Broadway stage hit; "Border Town," starring Paul Muni in a vivid romance of the dividing line between the United States and Mexico; "Farewell to Shang-hai," co-starring Dolores Del Rio and Franchot Tone in a romance of the Far East; "Earthworm Tractors," another Joe E. Brown comedy, with Joe as Alexander Bots, a character known to millions of readers of the Saturday Evening Post; "Air Devils," an aviation thriller teaming James Cagney and Pat O'Brien; "Go Into Your Dance," from a story by Bradford Ropes, author of "42nd Street," probably starring Al Jolson; "I'll Sell Anything," a comedy-drama which will lift the lid from the phony auction sale business; "The Story of a Country Boy," from the best-seller by E. F. Dicken; "Travelling Saleslady," a spicy bit of present-day Americana; "A Present from Margate," adapted from the London stage hit of this season by Ian Hay and A. E. W. Mason; "The Skipper of the Ispahan," an adventure story which unfolds on the high seas off the China Coast; "Kansas City Princess," a comedy now in production with Joan Blondell, Glenda Farrell, Osgood Perkins, Hugh Herbert and Robert Armstrong heading an all-star cast; "Lafayette Escadrille," a romance of love and aerial warfare, the author of "The Dawn Patrol;" "The Case of the Howling Dog," the exciting mystery play; "Just Out of College," the adventure story of five graduates when they are tossed into the maelstrom of modern life; "Lost Beauty," an ultra-modern love story; "Oil for the Lamps of China," from the best-seller by Alice Tisdale Hobart; "Casa de Pares," with Al Jolson heading an all-star cast in a musical comedy-drama; "School Days," a story of youth.


"New additions to the list are Miss Del Rio, who was signed to a long-term contract recently, Franchot Tone and Claudette Colbert; Joan Blondell and Jean Muir were raised to stardom during the past season."

Big Ones

Among the big ones on which Warner Bros. are pinning faith are "Anthony Adverse," "Sweet Adeline," "Oil for the Lamps of China," "Firebird," "Gold Diggers of 1935," "War Lord" and others.

The eighteen directors under the Warner Bros.-First National banner are Lloyd Bacon, Mervyn LeRoy, William Dieterle, Michael

(Continued on page 28)
The Hit of The Year...

Another great triumph for the glamorous star of “ONLY YESTERDAY”

A FRANK BORZAGE PRODUCTION

Carl Laemmle has the honor to present—

MARGARET SULLAVAN

in

LITTLE MAN, WHAT NOW?

with DOUGLASS MONTGOMERY

EDDIE KAPNER has a new car. . . . Stanley Smitherman traded his in, too. . . . Lou Davidoff starting out with bicycles. . . . Bought them for his twin. . . . Frank Jordan still at West Philly Colonial. . . . Walter Yost, a street visitor, “Burn Harrisburg,” with Constance Cummings and “Along Came Sally,” June 24. . . . Both have been received highly by the trade. . . . In addition, Sam has a dozen pictures ready for release in this territory. . . . He has the new Vine Street projection room is picking up business. . . . It is above John Golder’s Holly¬wood exchange.

SAM ROSEN announces a trade show of two new pictures, “Channel Crossing,” with the leading roles. . . . Frank McNamee et al to Chicago to Harry Weiner to parts yet unknown for Columbia.

SAM ROSEN reports a booking of 35 houses over the Comerford circuit on “The Ghoul.” . . . He is preparing to present some new Gaumont-British pictures soon.

JOHN GOLDER, at Hollywood, has “To¬morrow’s Children” beginning to work. . . . Herb Ellinger opens his remodeled Victoria, Mahany City, with it. . . . Show has been doing a nice business in many spots. . . . “No Ransom” and “Take the Stand” are current Liberty releases at Hollywood. . . . Jim Clark, the genial executive at Horlachers, went to the Chicago National Film Carriers, Inc., convention, reports progress, then went to the Film Daily golf tournament. . . . John Buchanan and Harold Cohen also attended the FD fest.

TONY LUCHESE is still ill at his hotel but convalescing slowly. . . . Mike Katz reports that “Burn ‘Em Up Barnes,” second Mascot serial, is beginning to work around within a week or so. . . . Clyde Beatty, the lion king of “The Lost Jungle,” was in town with the circus this week. . . . The ComiColor cartoons are also coming along nicely. . . . “Unknown Blonde” should begin to work around soon. . . . Preferred is still in the midst of its playdate drive.

ULRICH SMITH Appointed Paramount Sales Manager

Popular Booking Chief Moved Up to New Post

Ulrich Smith, one of the street’s real veterans, is the new Paramount sales manager for the local exchange.

He fills the place last held by John Kirby, who was promoted to a branch management a few seasons ago.

Smith has been on Vine Street for nearly two decades and has an unexcelled record.

He will be succeeded by Ralph Garman.

Smith started with Famous Players Lasky Company in November, 1915, as a cleaner of motion pictures. Later, he was advanced to the head of the shipping department. 13 years ago, he was made booking manager and in 1926 he was elected a member of the 100% club. He was again elected in 1933.

Smith is the oldest employee in point of service in the local exchange. He is one of the oldest in point of service with the company, having started when Paramount was 3 years old.

He is capable, knows the territory, is popular with exhibitors.

He attends the convention on the coast with P. A. Bloch and Earle Sweigert.

THE WOMAN PAYS in “Vergie Winters” as Radio presents Ann Harding and John Boles in the leading roles.
Federal Censorship Threat Looms on Heels of Clean Picture Drive

ERPI Gets Judgment

Electrical Research Products has been awarded a judgment for $792.48 and interest against the Norris Amusement Company of Philadelphia. Judgment represents delinquencies and liquidated damages under Electric installation in the Susquehanna Theatre, here, and marks the first action of this kind in this territory. Action was heard in Municipal Court. Ray Schwartz is now managing the Susquehanna.

The Cardinal’s Letter

May 25, 1934.

Reverend and dear Father:

Perhaps the greatest menace to faith and morals in America today is the motion picture theatre attended every week by almost seventy-seven million persons; of whom some twenty-three millions are young people less than twenty-one years of age.

A very great proportion of the screen productions deal largely with sex or crime, and present in alluring form a false philosophy of life which is rapidly debasing and corrupting the minds and hearts of our people.

The usual theme of these moving pictures is divorce, free living, and the exploits of gangsters and racketeers. A vicious and insidious attack is being made upon our Christian civilization, namely, the sacrament of marriage, the purity of womanhood, the sanctity of the home, and obedience to lawful authority.

This sinister influence is especially devastating among our children and youth. In vain shall we struggle to build Catholic schools, and in vain shall we labor to keep the minds and hearts of our boys and girls pure and unsoiled, unless some adequate measure be taken to save them from this flood of filth which is now sweeping over the country. Experience shows that no effort spent in the darkened recesses of a moving picture theatre will often undo years of careful training on the part of the school, the church and the home.

Many remedies have been suggested for this evil. Appeals have been made to the film producers, and to a certain amount of censorship has been in force for many years; but all have been in vain. The programs in most of the theatres have gone from bad to worse, and the screen productions are of such a quality as to be morally and educationally unwholesome.

The most serious threat of federal censorship since the beginning of the motion picture industry looms before every exhibitor.

Trade Gives Dinner to Veteran Michael Landow

Boyd to Build New Theatre in Chester

Boyd will build a theatre in Chester. Official announcement came last week when plans for a new house, costing $150,000, seating 750, were disclosed in that city. A. R. Boyd Enterprises, Inc., will operate.

House Will Be Completed by Labor Day

Al Boyd will build a theatre in Chester. Official announcement came last week when plans for a new house, costing $150,000, seating 750, were disclosed in that city. A. R. Boyd Enterprises, Inc., will operate.

has Fox

Erection is largely influenced by the fact that Stanley-Warner and Fox have been at odds for two seasons. Boyd will have first run Fox in the city.

Location is in the northern section of the city, with the expectation being that it will help develop that district.

Theatre will be opened Labor Day, it is believed.
Zoning Falls Back

While the local grievance board hasn’t been so busy of late, it looks as if the zoning board is going to fall behind.

It is necessary that zoning arguments be cleared up before the new season starts. Otherwise, it will interfere with next season’s buying.

The zoning board, which is on a leisure schedule of P. M. sessions only, ought to start work in the morning until it gets the bulk of the cases under way.

Board heard testimony of Messrs. Fried, Conwy, exhibitors in the territory involved. Fried showed that he had been receiving product 7 days after Ardmore up to this season. Now he has been forced to follow 14 days after Ardmore. He asked for a return to the old schedule.

Joe Skane appeared as counsel for Stanley-Warner, with Warner executives and exchange-men taking the stand.

Decision:

Ardmore to play a maximum of 7 days ahead of Bala, Narberth, Bryn Mawr, Wayne, Berwyn, Bala and Wynne overlap. The following theatres overlap: Bala, Narberth, Bryn Mawr, Wayne, Berwyn. The above is effective with the 1934-1935 contracts as provided by the code. (Unanimous.)

JUNE 8

Benson Theatre, Philadelphia, vs. Benn and Orient Theatres, on question of rezoning

Benson, through Morris Handle, represented by George P. Aarons, sought clarification of the zone as it affects the Benson. Handle sought to prove he could not get first run pictures in the zone. Testimony was given by him and Leonard Schlesinger, S-W zone chief, through counsel Joe Skane.

Decision:

Benn and Benson (verlap. Benn and Benson to have 7 days minimum clearance on Lindy, Orient, Embassy, Doris. Lindy and Embassy overlap.

(Ed. Note—Decision places Benson in first run category for first time in several seasons and clears up that district before buying for new season starts.)

Stonehurst Theatre vs. Landsdowne, on question of 69th Street clearance

Stonehurst was ready to present its case, but upon an explanation of Leonard Schlesinger, S-W zone chief, who was present, judgment by consent was entered.

Decision:

Landsdowne is to have 7 days clearance maximum over Stonehurst. (By consent.)

Sidelights

ALTERNATES came into their own at the June 8 meeting of the board. These included Messrs. Brennan (Trenton), Finner, Applegate for Messrs. Schlesinger, Linker and Bloch. First of the latter trio was interested in both cases. Linker was in New York on the Atlantic appeal and Bloch wasn’t around. Others were Charles Segall, Harry Weiner, chairman, and Raymond Rau, impartial.

FOLLOWING the session, when premium zoning discussion came up, David Barist, local exhibitor, appeared before the board. He started to make charges of intimidation and coercion but was checked by chairman Weiner who pointed out that the grievance board was the place for such charges. It was believed likely that his charges dealt with the premium question. He is interested in Quality Premium Distributors.

SPECIAL EMERGENCY adjourned to be awarded to Leonard Schlesinger, dapper Stanley-Warner zone manager and a member of the clearance board. Schlesinger, attired in a white suit, drew all eyes. Second name Charles Segall in a more conservative outfit, while Harry Weiner, Columbia manager, was also nattily attired.

First woman to appear before the board was Betty McCaffrey, E. A. hoofer. She appeared in the absence of Harry Bodkin, Chicagoan.

Thus far, Raymond Rau, impartial, has been doing all the alternating. Colonel Salt appeared a couple of times. What with the conventions and everything, the grievance board hearing set for June 7 was postponed.

Attendance at the meeting has been light. The only ones showing up have been those interested in cases. A lot of exhibitors ought to come up and learn something. Exchange managers have been kept busy also, being subcontracted in practically all cases.

New Premium Votes

Two more premium votes were authorized by the local clearance board this week.

One includes as an area Bridgeport, Norris-town, Conshohocken. It was believed likely that the vote of 75% of the theatres against premiums would be certified this week by the grievance board.

The other area includes Camden, Gloucester, Salem, Cumberland and Bridgeport counties in New Jersey, upon application of the Victoria Amusement Company. This leaves Atlantic, Cape May and Mercer as the only counties in this film zone which were untouched in the Jersey vote.

Bridgeport Appeal Up

Appeal of the Stanley Theatre, Bridgeport, N. J., from the decision handed down by the grievance board here ordering it to release 17 pictures to the Criterion Theatre, Bridgeport, N. J., was heard by the Code Authority last week. A decision was due this week.

Riant Didn’t Sign

Case of the Riant Theatre, Conshohocken, against the Norris Amusement Company, Norristown, was withdrawn by the Riant when it developed that the house hasn’t signed the code and didn’t have the privilege of complaining.

Aarons Active

George P. Aarons, secretary and general counsel MPTO, is active on behalf of members in board hearing matters.

Aarons has four cases up to be heard. His representations are part of the services given by the MPTO to dues-paying members.

Code Offices Move

Code rooms and office of the secretary will now be found at Room 411, P. S. F. S. Building.

Move was made last week.
The First Two Fast Ones

THE FIRST TWO FAST ONES of the new selling season have just cropped up. In both instances, the cases themselves do not lend themselves to protest as much as the effect they seek to gain. Both seem to seek to get around the 10% cancellation clause. Both will succeed unless nipped in the bud.

HERE THEY ARE:

1. A company sells an exhibitor a complete product. BUT WESTERNS ARE INCLUDED IN THE COMPLETE PRODUCT ANNOUNCEMENT. If an exhibitor does not play westerns, perhaps these can be dropped. BUT IN NOT BUYING THE WESTERNS THE EXHIBITOR DOES NOT MAKE A 100% BUY and CANNOT TAKE ADVANTAGE OF THE 10% CANCELLATION CLAUSE.

(The unfairness of such a procedure is apparent. Westerns cost little to make, are low cost shows. To ask that exhibitors buy such a type of picture which obviously can make a profit when only regular western houses play them is unfair. If, instead of westerns, the group included pictures costing as much as the others and on which companies ought to get back costs, at least, then such a policy might be excused, but such is not the case. The circuits, too, do not have to worry, being allowed to pick only those pictures which they desire, a privilege which the independent exhibitor never had, but which the chains always exercised.)

2. A company sells an exhibitor a complete product. In that group is a 40 or a 50%er, or perhaps an unusually high priced picture. THE EXHIBITOR DOES NOT HAVE TO BUY THAT PICTURE IF HE DOES NOT WANT TO, BUT IF HE DOES NOT HE LOSES HIS 10% CANCELLATION PRIVILEGE BECAUSE HE EXCLUDES ONE SHOW WHICH IS INCLUDED ON THE REGULAR CONTRACT.

IN OTHER WORDS, it looks as if someone is beginning to pull fast ones. And they will continue to do so, unless they are checked either by the Code Authority, the Divisional Administrator or exhibitor organization strength.

JAY EMANUEL.

Two Code Tests

Two test cases on the code have been filed recently in other territories.

One revolves about the right of a non-assenter to file a case with the local boards. The other questions the right of a board to bar service of film to an exhibitor who fails to obey a ruling of the board.

Both were due for hearing this week-end.

State Closes, Hershey Open

When the State Theatre, Harrisburg, closed its doors for the summer June 2, Manager John B. Sollenberger, Hershey Theatre, Hershey, announced the Hershey Theatre, Hershey, will be open all summer.

Three-day-a-week stage show policy with eight acts and short subjects on the screen will be continued throughout the summer at the Hershey Theatre.

Assent Reopening Seen

Reopening of the code so that the period for filing assents be extended 45 days was seen likely to be approved by the Code Authority at the June 15 meeting.

One of the restrictions would have the exhibitor wanting to sign get the recommendation of two exhibitors of the zone who have assented. Code Authority will then pass on all permissions to assent.

Distributed by
Hollywood Film Exchanges, Inc.
PHILADELPHIA
3-Way Tieup on Warners “Adverse” Plug

In a tie-up with Photoplay Magazine, Farrar and Rinehart and Postal Telegraph, Warner Bros. have completed plans for the launching of a national casting contest on their picturization of “Anthony Adverse.”

$10,000 in prizes, including gifts and cash, will be given the 260 winners of one of the most extensive contests of this sort ever conducted.

Complete details of the contest will be announced in the August, September and October issues of Photoplay Magazine, and the selection of the cast is to be made from the list of stars to be included in those issues of the fan magazine. Four principals in this tie-up are donations of 260 prizes, totaling $10,000 in value. They will also co-operate in the contest, Postal Telegraph messengers will also distribute the blanks in the most populated areas.

Farrar and Rinehart, publishers of the novel, will co-operate by creating special window display material for announcing the contest for distribution through their book dealers; pay part of the cost of a folder on the contest which will be distributed at all Warner Bros. theatres, book dealers and Postal Telegraph stations. They will insert a special announcement in every copy of the book sold during the three months of the duration of the contest and take a co-operative ad in Photoplay magazine with the producers of the picture; promote the contest over the radio on their own radio programs; and furnish still pictures illustrating a scene from “Anthony Adverse” to be offered over the air through Emo’s Movie Hour, which will announce the contest over 130 radio stations in 41 states. Photoplay Magazine will carry the details of the contest in at least four full pages, in each of their August, September and October issues; reproduce the Postal Telegraph ballot in a full page during these months and devote a wagon to reproducing the Postal Telegraph ballot in a large show window several blocks from his theatre for a week prior to opening of the picture.

Uncanny it was, that stunt Manager Jerry Wellaston enacted at the Victoria, Harrisburg, at opening of “The Ghoul.” To exploit “The Ghoul,” Jerry had on display in a large show window several blocks from his theatre a large picture of Boris Karloff, his costumed dummy, representing “Boris Karloff,” the nice casket and its contents. Walking half way down the center aisle of the theatre, lighted with sickening, dim lights, to the strains of weird music, pallbearers stopped suddenly, dropped the nice casket and fled when their dummy corpse came suddenly to life and strode onto the stage.

Selling “Hollywood”

What happens when a man marries too many women is depicted in “FIFTEEN WIVES” from First Division and Invincible, Conway Tearle, John Wray, Noel Francis and Rolf Harold are prominent in the cast of the action drama.

Gymnastics in the Mist of the Mountains

Two very attractive women, one an employe of the theatre, and the other, a very close friend of the management, appeared among thousands of bathers at the Municipal Bathing Beach on opening day, wearing across their dainty bathing suits banners bearing the words, “Hollywood Party.”
PLENTY OF ACTION with Gloria Stuart, Messrs. Lugosi and Karloff in “The Black Cat” and June Knight sketching, all for Universal.

Heard In

CHARLES STEIFEL, the South Philadelphia philosopher, recently gave an interesting talk over the luncheon table on the difference between the tavern business and the movie business. . . . Steifel says that in the first, the brewers bend over backwards to keep their customers happy, but in the movie business, they don’t bend at all. . . . The tavern business, as a result, prospers, but the movie business, well. . . . Steifel also says his operators have instructions never to show newsreels. . . . By the time his house gets them, they become historical reviews.

MOE VERBIN proved a genial host recently when the Europa threw a luncheon at the Warwick for Harry Schenck, who filmed “Beyond Bengal.” . . . Press and trade were invited. . . . Schenck is a well known explorer, told some of the feats. . . . As a result, “Beyond Bengal” got off to the good start, thanks to the Verbin bally. . . . Moe is bringing “Constant Nymph” back, the picture having gotten a great word of mouth buildup.

PAUL SCHREINER, Academy, Williamsport, has the American and Opera House, Tower City. . . . Theatres are beginning to close. . . . List includes Astor, Allentown; Palace, Topton, Dillsburg. . . . Report is current that Glassboro Theatre will change hands shortly. . . . Rialto, Mt. Carmel, dark. . . . Capitol, Milton, opening, after rebuilding.

M. B. COMERFORD and M. E. Comerford will attend the Paramount coast sessions as theatre department representatives. . . . Allied Jersey will hold its meet in August at the shore.

EARLE THEATRE strike ended when the ushers got a raise. . . . This was preceded by a display of emotion on the part of the Young Communists, who didn’t help the cause any.

FD Month Scores

Harry H. Thomas, president, First Division, points with pride to the success of Harry Thomas Month, and takes this means of thanking exhibitors, salesmen and bookers for their hearty cooperation during the May drive for dates. “May is Harry Thomas Month” has become a tradition among all First Division exchanges, and this year proved to be the most successful. Plans for continuing the expansion policy of the organization are being developed constantly.

EARLE now going in for an m.c. policy, if it clicks. . . . Wesley Eddy with the usual stage show. . . . Comes in from Roxy, New York. . . . House will try to get names for summer shows when available, but will depend on new policy to hold its own. . . . Recent Cohn fronts also helped a bit.

CLOSING: Fay’s. . . . Closed: Aldine. . . . At Fay’s, Sid Stanley made a swell record and turned in the best season the house has had since anybody, even the old timers, can remember. . . . He’ll be back in the fall, with the house redecorated and repainted. . . . Earle is on a week-to-week basis. . . . John Latimer, secretary to Leonard Schlesinger, S-W zone chief, has been ill.

NINETEEN YEARS AGO. . . . Catholic Theatre Movement which computed a white list of plays for the stage, began to turn its attention to the movies and the white list for movies would be for films rather than for pictures. . . . Jack Delmar, Jefferson Theatre manager, was ill. . . . Dr. Oberholtzer was appointed to Pennsylvania State Censor Board.

TEN YEARS AGO. . . . Tax repeal became effective. . . . Sun, Aurora and Ontario Theatres closed. . . . Bill Mansell was married June 18. . . . Len Berman returned from Los Angeles. . . . MPTO convention was to be held in Atlantic City. . . . Exhibs stopped carnival competition. . . . Tom Bible was booking for Clayton Busse. . . . American, Pittston, opened.

COCKEYED INDEED are Wheeler and Woolsey in “Cockeyed Cavaliers,” with Thelma Todd and others, from Radio.

Philadelphia are enthusiastic show-goers when they know what they’re going to see and where to see it! Don’t let ‘em wander around wondering whether or not they want to come to your theatre! Tell ‘em what you’re showing. Snap ‘em out of those “maybes” and “ifs” and up to your box office. And tell ‘em the quickest, surest, most economical way—Tell ‘em in

The RECORD Amusement Directory

A listing in Philadelphia’s first and only complete amusement directory costs only 30 cents a day (longer listings, 15 cents per line additional) and carries your showing to 182,000 families daily and 288,000 on Sunday.

To place your listing or for further information call the

PHILADELPHIA RECORD
CLASSIFIED DEPARTMENT
WALNUT 2300
## 6-Point Reviews

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<tr>
<th>Columbia</th>
<th>Paramount</th>
<th>United Artists</th>
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<td><strong>One Night of Love</strong>&lt;br&gt;Family Drama 83m.&lt;br&gt;Grace Moore, Tallio Carninuti, Lyle Talbot, Mona Barrie, Luis Alberni, Jessie Ralph, Nadia Westman. Light comedy drama with operatic background that has a new name to sell as well as a tinsel story. Picture is handled in the manner that it should have been, but show is adapted more for the class houses than the general run. <strong>Estimate:</strong> Light.</td>
<td><strong>Kiss and Make Up</strong>&lt;br&gt;Comedy with Adult Music 80m.&lt;br&gt;Cary Grant, Genevieve Tobin, Edward Everett Horton, Lucile Littlefield, Mona Maria, Darby Lloyd, Milton Wallace, Philip Wyck, Judith Allen, Lucile Lund, Henry Armetta. Triangle comedy of husbands and wives with some music. Piece is generally light in makeup, and burlesques some of the beauty racket angles. Comedy is plentiful and there are lots of good looking girls. Strength of the show will depend upon the selling as star strength isn’t any too impressive. <strong>Estimate:</strong> Summery.</td>
<td><strong>Born to Be Bad</strong>&lt;br&gt;Adult Drama 61m.&lt;br&gt;Loretta Young, Cary Grant, Jackie Coombs, Harry Green, Henry Travers, Paul Harvey, Marion Barry, Gene McHugh, Robert Barrat, Irving Pichel, J. Carroll Naish, Charles Grapewin, Edmund McWear. Drama of a mother with a bad reputation whose attitude on life results in her young son becoming incorrigible. Picture has angles that might appeal to the family trade but is so handled that it is adult material. Outside of the name strength, the story has little to recommend it and in the final analysis will probably not satisfy patrons because of its unsympathetic part for Miss Young. <strong>Estimate:</strong> Missout.</td>
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<td><strong>The Hell Cat</strong>&lt;br&gt;Family Action Drama 68m.&lt;br&gt;Ann Sothern, Robert Armstrong, Benny Baker, J. Carroll Naish, Irving Bacon, Henry Kolker. Plenty of action and some laughs make this an entrant a nice programmer. Names are lacking but audiences will be well satisfied. The old, old story of the rich gal who is buffeted by the hero and who tries to frame him to get even is well handled, seems bright and fresh. <strong>Estimate:</strong> Well handled.</td>
<td><strong>The Great Flirtation</strong>&lt;br&gt;Comedy Drama 68m.&lt;br&gt;Adaope Menjou, Lynn Overman, Elinorlandl, David Manners, Raymond Walburn, Adrian Rusley. Comedy drama about a couple of emotional stage people and with enough laughs to satisfy most audiences. Picture hasn’t much that will cause them to stampede the box office but as light summer stuff it will satisfy. <strong>Estimate:</strong> Airy.</td>
<td><strong>Let’s Talk It Over</strong>&lt;br&gt;Family Comedy Drama 70m.&lt;br&gt;Chester Morris, Mae Clarke, Frank Craven, Irene Ware, Andy Devine, Anderson LaTour, Russ Brown, J. Carroll Naish, Irving Bacon, Henry Kolker. One man picture with Chester Morris turning in a neat performance as the tallkative gob who makes good. An heiress is saved from drowning by a sailor, bet she can make a success out of him. Eventually, he becomes a real, big shot and she falls for him in reality. Picture has plenty of laughs and should do as a programmer. <strong>Estimate:</strong> Adequate.</td>
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<td><strong>The Most Precious</strong>&lt;br&gt;Family Drama 68m.&lt;br&gt;Jean Arthur, Don Cook, Richard Crouse, Ada Louie, Mary Forbes, Ben Alexander, John Wray. Emotional drama built for the neighborhood trade and a picture that should appeal to women. Story is one of the mother, the college scrub woman, whose romance is thwarted by her husband’s wealthy family. Years later, the same situation arises and she saves the day for the collegiate son, who doesn’t know she’s the mother at all. <strong>Estimate:</strong> Suitable.</td>
<td><strong>Cockeyed Cavaliers</strong>&lt;br&gt;Family Farce 81m.&lt;br&gt;Wheeler and Woolsey, Thelma Todd, Dorothy Lee, Noah Berry, Robert Gregg, Franklin Pangborn. Riots Wheeler and Wooley that should equal or top their former pictures. With a setting in merry old England in the good days and a cast of comedians that knows how, the two lunatics are a bit better than usual. In addition, two songs will help the proceedings. <strong>Estimate:</strong> Laughs.</td>
<td><strong>Friends of Mr. Sweeney</strong>&lt;br&gt;Family Comedy 70m.&lt;br&gt;Charles Buggles, Berton Churchill, Ann Doran, Eugene Pallette, Harry Beresford, William Davidson, Robert Barrat, Dorothy Burgess, Maurice Black. Well played comedy based on the familiar story of the underling turning and becoming a giant. Ruggles milks the role dry, has good support and some nice situations but in the long run show will suffer from a poor title and lack of name strength. Picture will satisfy once they come in but to get them in will be a problem. <strong>Estimate:</strong> Funny.</td>
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<td><strong>Man with Two Faces</strong>&lt;br&gt;Adult Mystery 73m.&lt;br&gt;Edward G. Robinson, Mary Astor, Ricardo Cortez, Louis Calhern, Mae Clarke, Arthel Byron, John Eldredge, David Landau, Henry O’Neill, Virginia Sale. Twin role for Robinson and not one of his best. Picture’s weakness lies in story. It might have been an intriguing play but despite good casting, the screen version doesn’t quite hit the mark. However, picture has angles to sell. <strong>Estimate:</strong> Depends on selling.</td>
<td><strong>Murder on the Blackboard</strong>&lt;br&gt;Family Mystery 85m.&lt;br&gt;Elsa May Oliver, James Gleason, Bruce Cabot, Gertrude Michael, Rayma Toohey, Edgar Kennedy, Tally Marshall, Jackie Searles. Well produced and intriguing mystery murder drama that won’t have any trouble satisfying. Show is light on angles with which to make them come in but it packs as much entertainment and more than a lot of other shows. <strong>Estimate:</strong> Well done.</td>
<td><strong>Madame Du Barry</strong>&lt;br&gt;Adult Costume Drama 83m.&lt;br&gt;Dolores Del Rio, Reginald Owen, Vesper Tonandale, Hellen Lowery, Osgood Perkins, Victor Jory, Henry O’Neill, Fredric Marchtachuk, Virginia Sale, Robert Cavanagh. Costume drama that will have to depend on Del Rio’s draw and comedy angles to bring them in. Picture is lavishly mounted, well cast but as far as sticking to history is concerned, it just doesn’t. Showmen will find plenty to sell to overcome the costume angle. Some of the lines are a bit cheap. Supporting players are especially good. However, picture depends on how the costume handicap is overcome. <strong>Estimate:</strong> High.</td>
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<td><strong>Return of the Terror</strong>&lt;br&gt;Adult Mystery 65m.&lt;br&gt;John Halliday, Lyle Talbot, Mary Astor, Frank McHugh, Robert Barrat, Irving Pichel, J. Carroll Naish, Maude Ehurne, Charles Grapewin, Edmund Breese. Well paced, directed mystery murder drama that will satisfy thrill lovers. Show falls into the program category with lack of star strength, but with a cast that milks every situation for laughs and punches. Developments include several murders, an insane asylum and a touch of romance. Comedy is plentiful. <strong>Estimate:</strong> Thrills.</td>
<td><strong>Vergie Winters</strong>&lt;br&gt;Adult Drama 83m.&lt;br&gt;Ann Harding, John Dale, Helen Vinson, Betty Furness, Molly O’Day, Crockett Chase, Sam Haden, Dorothy Sebastian, Wesley Barry, Donald Craig. Woman’s story of the third member of the triangle who suffers and finally gets her child back. Picture is emotionally strong, will attract the females, should do a nice business on that basis. Cast has some standout names and performances and if properly sold can be made to bring in good returns. <strong>Estimate:</strong> Finely produced.</td>
<td><strong>Madame Du Barry</strong>&lt;br&gt;Adult Costume Drama 83m.&lt;br&gt;Delores Del Rio, Reginald Owen, Vesper Tonandale, Hellen Lowery, Osgood Perkins, Victor Jory, Henry O’Neill, Fredric Marchtachuk, Virginia Sale, Robert Cavanagh. Costume drama that will have to depend on Del Río’s draw and comedy angles to bring them in. Picture is lavishly mounted, well cast but as far as sticking to history is concerned, it just doesn’t. Showmen will find plenty to sell to overcome the costume angle. Some of the lines are a bit cheap. Supporting players are especially good. However, picture depends on how the costume handicap is overcome. <strong>Estimate:</strong> High.</td>
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ESTIMATE: Sex drama.

The Unknown Soldier Speaks

Adult

War Compilation

74m.

Compilation of war scenes along lines seen before.

Once again, scenes of the world war have been joined together and the result is the present applicant for box office honors. Shots have a running talk, peace propaganda is inserted, but generally box office returns will depend upon men folk.

Estimate: War stuff.

MORAL DRAMA

High School Girl

Cecilia Parker, Helen MacKellar, Crane Wilbur, Carlyle Moore, Jr., Noel Warwick, Mahlon Hamilton.

Problem picture about the girl who didn't know the answers and which will have to depend upon the setting. Cast is adequate for type of production but can't be depended upon to bring them in. As a picture with a strong sex angle, it is obviously better fitted for some spots than for others.

Estimate: Sex drama.

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BETWEEN THE PARAGRAPHS

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2-June-34

The Personality Kid

Family

Action Drama

67m.

Estimate: Action.

The Woman in Command

Family

Comedy with Music

71m.

Estimate: For some.

In Command

The Fighting Rookie

Family

Action

60m.

Estimate: Fights.

THE PHILADELPHIA EXHIBITOR

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In other words, to satisfy those who want a new deal in film production, pictures must be 100% pure and 100% in entertainment. 100% pure and 35% in entertainment won't do.

That's the result. Will someone supply the ingredients?
Brown Heads I. A. T. S. E.

George E. Browne is new president of the IATSE. A move to unionize exchange employees was defeated by the body in session in Louisville.

Vice-presidents are Messrs. Nick, Cover, Aldreden, Walsh, Buck, Billingsley, McGrath, Brennan, Kennedy. Fred Dempsey is secretary and treasurer.

Resolutions passed included one limiting locals to 20 apprentice members in an effort to abolish the permit system; demanding enforcement of National Labor Board decision of August 23, 1933; to work against the "racket" known as dual organizations; asking for an investigation of labor policies of independent motion picture theatre owners and their alleged violation of Section 7-A, NRA.

Lou Krouse, president, local 307, gave the NRA a lot of credit in his talk before the IATSE. He is assistant to the president.

Krouse was given a new car recently by the union. He was also voted a vacation by the IATSE. Browne will be the fifth president to whom he has been assistant. In addition, Krouse will have charge of the Washington office of the union.

Universal

UNIVERSAL will make 42 features, 4 serials, 26 2-reel shorts, 58 1-reelers and 104 issues of the news in the new season, it has been announced.

Granite in Wilmington

George Jones, manager, Lew's Theatre, Wilmington, got a surprise and it wasn't long before those who gave him the surprise got a surprise too, when workmen started drilling for an artesian well for a ventilating system for the theatre. Jones said he didn't know he was going to get a system until the man started to work on the drilling. The arrangements having been made in the home office. However, after drilling forty feet, a bed of granite was struck which made it impossible to continue.

Joe Varbalow Feted

Joe Varbalow, recently appointed a city judge in Camden, was tendered a testimonial dinner recently, attended by 400 friends and guests. About 50 film men, including exhibitors and exchange men, were present.

The affair was voted one of the most successful in years.

1934-1935 PRODUCTION

Warner

SIXTY full-length pictures will be released by Warner Bros. Pictures, Inc. and First National Pictures, Inc., during the season of 1934-35. Thirty of the feature-length pictures will be produced by Warner Bros. and thirty by First National.

FORTY-SEVEN screen stories, including originals, stage plays, novels and short stories published and unpublished, are ready for the new season:


Fox

FOX will make 52 features during the new season, including a series of 6 George O'Brien westerns. The company will release 112 shorts as well as 104 issues of the news.

American Seating Company

Makers of Dependable Seating for Theatres and Auditoriums

General Offices: Grand Rapids, Michigan

BRANCHES IN ALL PRINCIPAL CITIES

WILL HE
COME BACK TO YOUR THEATRE AGAIN?

A pain in the back doesn't help your box office. People won't endure uncomfortable chairs. Easy, restful seating builds "come-back-again" patronage.

Ask Us,

"How can I reseat and pay for new chairs conveniently?"
Boyd in Wilmington

Wilmington theatre men are stirred up by the report that a nationally known film company is negotiating for the purchase of property at Delaware Avenue and Tatnall Street for a new theatre.

It is believed that if any concern is coming to Wilmington with a new theatre it may be Al Boyd.

Joe De Fioire, president, IMPTO of Delaware and Vicinity, is marking time. George Jones has painted up Lew's Parkway with snappy summer colors. Dark Arcadia joins the Garrick both under Warner leases, with orange and banana offerings. Still they rumor that a big film concern is trying to buy a lot to build a new theatre on in town. Business generally is speaking in the theatres is not so hot. John Hopkins, colored, manager, National, showed "Bubbling with Musc." George Jones, manager Loew's Parkway, suffered painful injuries while swimming at Oak Orchard. This makes the second accident he has had recently, the first when he injured his leg.

HAZLETON

ED PASH, formerly Capitol, now at Shenandoah Strand, George Nevins now at Capitol, Chris Weber at Grand having some nice campaigns. Henny Starling, Fadey, also working hard. Capitol had some good tie-ups recently. With a free ad for "Viva Villa" in the baseball program.

There are parties for graduating classes, Tie-ups with conventions, including Eagles. And some nifty fronts.

AFound Dick Milshire, arranging to have the Warner truck for wild animal ballyhoo for "Cargó" on the street, and in the lobby for "20,000 Sweethearts."

New Rialto's new cooling system is working like a charm. A. J. Belair is tickled pink with the system. Wilmer Highfield, Savoy, is due to marry Miss Nancy Moran at Christ Our King rectory June 25.

John Hopkins, colored, manager, National, showed "Bubbling with Musc." George Jones, manager Loew's Parkway, suffered painful injuries while swimming at Oak Orchard. This makes the second accident he has had recently, the first when he injured his leg.

Here's a Thought for Your Newspaper Advertising

An outstanding advertising help at a cheap price has been furnished theatre owners of Philadelphia and vicinity by the Philadelphia "Record," for more than a year. This help, in the form of an "Amusement Directory," carried in the center of the classified page in panel form, allows theatre advertising at as little as 15c per line—and because they have secured the advertising of practically every first class neighborhood and suburban theatre in the area it furnishes the shopping public with a reference department for their daily show needs. Another outstanding advantage is the fact that theatres are separated into their various localities and a patron in West Philadelphia can see what shows are in his section without combing the entire town.

The "Record," under the direction of Dave Stern, has taken the position of Philadelphia's outstanding liberal newspaper and is making a strong bid, with its aggressive policies, for becoming one of the city's most influential leaders. An example of their aggressiveness was demonstrated in the handling of their Amusement Directory. In four or five prominent spots throughout each day's paper they directed the reader's attention to the Directory. Cards on their trucks, window cards in their dealers' windows and 24-sheet boards around town ballyhooed it—and every theatre advertiser was furnished with a trailer directing the patron's attention to the "Record" Amusement Directory for future shows. All this for a 15c line rate for 188,000 daily circulation.

The department has worked out to everyone's satisfaction. The theatre owner gets an exceptional advertising buy—and the paper getting a circulation stimulator and some good screen publicity.

Naturally the other papers took notice and there have been numerous efforts to duplicate its attractiveness. Each effort brought better terms than theatre owners ordinarily receive. The "Record," however, still leads and with an established department should be able to hold its advantage.

Theatre owners in other communities should give some thought to this form of advertising and contact their newspapers in an effort to sell them the idea. The paper which will carry such a classified directory in conjunction with their regular amusement and review page will be even more valuable.
SALES FORCES from all the eastern offices of the Monogram company attended the last of a series of regional meetings at the Park Central Hotel, New York, recently. Seated in the front row are president W. Ray Johnston, general sales manager Edward Golden, Norton V. Ritchey, head, foreign department and Ralph Poucher, Consolidated Films. Others present include: James Alexander, Bernhard Mills, Sam Flax, Jake Flax, M. Edward Morey, Steve Brody, Robert Cobe, Al Fecke, Charles Wilson, George Collins, Sam Fineberg, Morris Epstein, William Benson, Dick Perry, Albert Glaubinger, Otto Ledner, Charles Rosenzweig, Joe Joel, Al Friedlander, Al Blofson, Ed Finney, Russell M. Bell, John Harrington, Edward Diamond, Claude Hopkins, Sam Milberg, Harry Berksen, Misses Etta Segall, Molly Shear and Mary Hawkins.

WARNERS
(Continued from page 16)


Stories and plays both dramatic and musical by the following authors will be in Warner Bros.-First National releases for 1934-35:


Who is the exec who is fond of blondes? Ray O'Rourke visited Camden with his best girl. . . . Certain bachelor shows a preference for brunettes. . . . George Lessy still going around in 100. . . . That romance is still in bloom.

THE GIRLS threw a party for Betty Redmond, MGM. . . . Held at the Walton, it was m.c'd by glorious Dorothy Burison, MGM's own little starlet and secretary to Bob Lynch.

MRS. BEN AMSTERDAM underwent an operation recently. . . . Morris Spiers turns fishingerman. . . . Has a new outfit. . . . Goes fishing with Ben Amsterdam. . . . Eleanor, daughter of Will Cohen, gets married June 24 to a non-pro.

MISS HILDA HARRIS, Universal, married Charles Waldman at Jefferson Manor. . . . Mortoring through Canada. . . . Everyone wishes them well.

ETTA SEGALL, popular First Division booker, recovering from an appendix operation. . . . Best wishes for a speedy recovery. . . . Ray Weiner, FD poster clerk, threw a house warming. . . . Paramount office all agog because of marriage of Yetta Weiss to Harry Leiberman, June 17.

June 24 Trade Show

Sam Rosen, Gaumont British, trade shows "Channel Crossing" and "Along Came Sally" at the Rivoli, West 52nd Street, June 24. Get your tickets from Sam.

Delaware Charters

United Radio Artists, Inc. To operate radio broadcasting stations.

Lowenstein Theatres, Inc., change of name to Western States Theatres, Inc., Wilmington, Del., Corporation Service Co.

THEATRE FOR SALE OR LEASE

500 Seat House, fully equipped, with all equipment paid for, no service charge on sound. Most desirable location in Philadelphia. Do not apply unless you are ready to invest $10,000. Theatre must be disposed of within 2 weeks. House has always been open, equipped for hot weather with cooling system. Weekly overhead ranges from $250-$275. Top business has been $750. Average is $400. Low is $325. Proper management will double top figure.

A REAL OPPORTUNITY. Apply Box JF, THE EXHIBITOR.

STRICTLY PERSONAL

Bodkin Plants
Some Trees

TREE PLANTING in Chicago went Harry Bodkin. . . . His spade is pretty well worn, needs its valves or its carbon removed. . . . Esther Diamond takes one of those cruises soon. . . . Golf intrigued all the boys, what with the tournaments and local issues.


Double Test Case Seen
as Exhib Attention Centre

Hearing on the double feature test case inaugurated by Harry Perelman against six distributors was scheduled to be heard in U. S. District Court here, June 15.

With many exchange men actively interested and a war chest pledged by many theatre men, a huge throng was looked for at the scene of action.

Ex-congressman Ben Golder is attorney for Perelman.

Morris Wolf is counsel for the distributors.

In his opening statement, he declared double features and pointed out that the MP'TOA had gone on record against such practice.

Meanwhile, use of doubles continues in various parts of the territory. This is believed the result of the test suit, most distributors waiting to see how the court case goes before taking definite steps on the practice.

More use of two independent features on double bills has also been noticed.

Stanley Waite Passes

Stanley B. Waite, divisional sales manager, Paramount Pictures Distributing Corp., dropped dead in his office, June 13, victim of an attack of acute indigestion. He was to have departed that night for the Paramount national sales convention in Los Angeles.

World Wide Deal

World Wide Educational Pictures has made an agreement with Fox withdrawing all feature length pictures previously released by World Wide Pictures, Inc., and will distribute them through state right exchanges. This will in no way interfere with Educational shorts.

R. N. Savini has been appointed general sales manager, World Wide Pictures, Inc., and he is in the present time contacting state right distributors in all territories, allotting World Wide franchises in all the exchange centers.

Company has closed deal for its distribution franchises at Philadelphia and Washington with J. A. Bachman, who will immediately open exchanges in both cities.

Bachman was formerly associated with Educational as district manager.

Secrecy Lifts

Secrecy surrounding June 18 meeting of exhibitors lifted this weekend when it developed that the IEPA was sponsoring the meeting to discuss clean pictures and the film rental problem.

It was also thought likely that ex-congressman Ben Golder would be elected president of the unit.
FUN IN THE AIR as Buster Keaton frolics around in “Allez Oop,” from Educational, with a cast of popular favorites.

Heard In

Y ORK
Big Bid
For Kids

BILL ISRAEL and the boys in the York district will make a bid for the kiddie business this summer by staging special matinee shows for them. . . . Bill plans to bring back some of the pictures which have kiddie appeal and add a few westerns. . . . Israel has outlined for himself a big job for the summer. . . . He plans to attend the meetings of the theatre personnel in the theatres. . . . Bill also counts on instilling a new spirit into the employees. . . . Matinee shows at the Lion, Red Lion, have been discontinued. . . . York’s new theatre, the York, built by J. W. Richley, was scheduled to open June 15.

2,964 CHILDREN attended special show presented in the Strand and Capitol theatres June 2, as a reward for winning a place on the dental honor roll. . . . Manager Miller, Strand, invited the ministers of the city to a special showing of “House of Rothschild.” . . . Then asked them for comments on the picture, and securing them, made those of the most prominent a part of his newspaper advertising campaign and displayed the others on a 40 by 60 in front of the theatre. . . . Irving Dunn, Capitol, had as his guests 35 little inmates for “Wild Cargo.” . . . It was a little far fetched but manager Sydney Poppay tied in the wide publicity on the death of Bonnie Parker with his campaign on “The Crime of Helen Stanley.”

SUNDAY MOVIES were inaugurated in Gettysburg by Harry Travis, manager, Warner Brothers Majestic, June 10. . . . Travis started his shew at 8:45 o’clock so as not to interfere with any Gettysburg or Adams County church services and is contributing a percentage of the gross receipts monthly to county-wide charitable organizations.

ATLANTIC CITY

SHORE RENTS are highest in years. . . . Harry Waxman, regularly comes from Atlantic City to Philly to find a place to swim. . . . Warner Theatre reopening. . . . Conventions held a lot of attention here with Warners having the monopoly during its session. . . . Theatre departments of Philadelphia and AC played host, with Herb Copelan plenty on the job.

VAUDEVILLE AGENCIES

Harry Biben
VAUDEVILLE AGENCY
(603-4 Colonial Building)
N. E. Cor. 13th and Market Sts.
Philadelphia

STANLEY - WARNER THEATRES, Philadelphia

TICKET REGISTERS

TickET MACHINE BARGAINS

ALL MAKES - ELECTRICALLY OPERATED . . . REBUILT . . . GOOD AS NEW . . . MECHANICALLY PERFECT . . . GUARANTEED.

Write immediately for our New Introductory Offer

STANDARD TICKET REGISTER CORP.

AT 60% SAVING

Official Letter Service to the Motion Picture Industry
Accurate List of all Theatres and Executives

Mimeographing Multigraphing Public Stenography
Addressing - Folding Enclosing - Mailing
Advertising Publicity Printing

WM. Z. PORTER
Advertising and Letter Service
1208 Vine Street
(Second Floor)

Official Letter Service to the Motion Picture Industry
Accurate List of all Theatres and Executives

Mimeographing Multigraphing Public Stenography
Addressing - Folding Enclosing - Mailing
Advertising Publicity Printing

Bell: Rittenhouse 7195 Keysone: Race 8666
Too Many Appeals

Coming to CA

Too many appeals are coming up. That's the question and the appeal of the appeals, but the Code Authority will probably have to find some way to regulate these cases. With the appealing process so easy, the CA will have a lot of re-hearing a lot of cases that the local boards decide.

Admission Changes Not in Authority's Scope

The Code Authority won't allow price fixing on part of local boards, decisions in current cases indicate. Body reversed an appeal of the Charlotte board, which gave the exhibitor the right to reduce prices below contract provisions. CA held it has no jurisdiction and prices are matter for individual barter.

5519 Exhibitors Pay Total of $57,500

5519 exhibitors have paid a total of $57,500 in assessments. The remarkable part of these figures is that the number of exhibitors who paid exceeds half the number who signed the Code by 1000.

Code Assessments Can Be Deducted From Tax

The Internal Revenue Bureau has held that the amount paid by a retail establishment as an assessment for the necessary expenses of the National Retail Code Authority is deductible as a business expense. (I. T. 2275, April 23, 1934.

Boards Can't Stop Overbuilding of Theatres

A local board can't stop any theatre from coming into a theatre in opposition to a current house, the Code Authority has decided. Issue came up in a southern case.

Voting on Premiums

Start in Territories

Voting on question of premiums are beginning in various parts of the country. Philadelphia and New Orleans are first affected. Exhibitors who file petitions must get signatures. Whether first territories ban practice will be watched by industry. Legal test may follow.

PRODUCTION

Newsreels Go In For Big Names

The newsreels, virtually admitting their lack of news in the past, are making a bid for increased playing time through names. Laurence Stallings, E. C. Hill, Lowell Thomas will be used. Graham MacNamee, who started with Universal, continues with that company. Universal, apparently, struck the right idea first, must have pleasure in watching the others follow.

Hays Speaks in Defense of Film Production

All films can't be made for children was a highlight of the address of Will H. Hays, president, MPPDA, before Wabash College alumni. Hays went on to say that shows must contain adult appeal. He did not directly reply to the current attacks on films. He reviewed the work of the MPPDA.

Inde Production Unit Has All Pictures Complete

Liberty Pictures has started something new in production. Company is selling its lineup of 8 pictures with every one complete. In other words, if a company wants to take a look at a product, he can, as all have been finished.

Kent Comes Out For Clean Pictures

Sidney R. Kent, president, Fox, came out in convention for clean pictures. Fox, he maintains, will only produce clean pictures during the new season. This is the first public statement on the clean picture question since the issue came to the fore.

Anti Trust Law Suit Is Dismissed

Suit charging Warners with violation of antitrust law when company acquired First National was dismissed in U. S. District Court on motion of Federal Government. Lack of evidence reason.

EXHIBITION

Effect of Film Campaign Still Indefinite

Showmen in various parts of the country are still trying to determine the effect of campaigns against alleged salacious films. In some spots, banned pictures did good business. In others, fare which might well be recommended didn't do at all. It's a question.

Independent Film Buyers Protective Group Forms

Meetings of inde exhib leaders led to the formation of the Independent Film Buyers Protective Group. Body claims to represent 73% of all independent buying. Committee in charge will explore all sources of new product for fair terms, seek definite tie-ups with existing companies whereby additional product will be made available, organize and formulate protective measures against unfair rentals, percentages, preferred playing time, etc.

Robin Heads Inde Supply Dealers

Joe Robin is the president of the Independent Theatre Supply Dealers' Association. Joe Hornstein is vice-president; Clem Rizzo, secretary and treasurer; K. R. Douglas, Max Rubin, Ray Smith, Harry Graham, B. F. Shearer, are directors in addition to officers.

Allied Opposes Producers in the Trailer Business

Alfred States Association has gone on record as opposing entrance of producers into the trailer business. Support against spread of such practice is sought as well as asking exhibitors not to co-operate with producers who make their own trailers as far as proper conduct of their theatres will permit.

Film Boards May Take Collection Function

Reports have sprung up which indicate that film board units throughout the country may assume some collection functions. These may be patterned after the New York City board practice, through which judgments are secured against delinquent exhibitors. The New York City method is exceedingly efficient, resulting in about 81% of collections through the system.

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YOU CAN SHOO
Mr. Sum. R. Blues

Increase your income
during the
HOT WEATHER
with a
BERLO
CANDY VENDOR
“Ask Your
Fellow Exhibitor”

Get in touch with:
GEO. P. AARONS
301 N. 13th Street
LOCUST 4245
OR CALL POPLAR 6011
BERLO VENDING
COMPANY
1518 N. Broad St., Phila.
Specializing in Candy
Vending Equipment
for the Theatre Trade!

LEHIGH VALLEY

WHEN WILLIS ABEL, doorman, United
Chains Colonial, Bethlehem, reported for duty
June 11 he found the office of the theatre in a
state of chaos. . . . Sometime during the night
the safe had been dynamited by yeggs. . . .
Picture playing at the Colonial was “Strictly
Dynamite.” . . . Sunday movies at the Saxoy
Catawissa are cut. . . . Manager William
Haggerty and other supporters of the idea have
conceded a moral victory to the opposition.
. . . Walter J. Hurley, recently manager, Wil¬
mer and Vincent’s Colonial, Allentown is
recuperating. . . . Luke Clark, acting manager
during Levy’s absence. . . . Mrs. Ida Kem¬
merer, treasurer, James A. Buckalew, and
Nathan Hess, Allentown, were among those
who visited him at the hospital.

HORLACHER’s
Trucks Roll!

HORLACHER
DELIVERY SERVICE, Inc.
1228 Vine St., Philadelphia
NEW YORK
SCRANTON
BALTIMORE
WASHINGTON

UP-STATE
Everyone Is
Getting Better

HOPE is being expressed round about the
Colonial, Harrisburg, that “it” will be quintuplets. . . . Colonial staff is proud of its
cashier, Mrs. Henrietta Arnold. . . . After
seven years’ faithful service at Colonial, Mary
Funk Kool, bride of not many months, has an¬
nounced her intention of relinquishing position
as cashier. . . . They were asking Jerry Wol¬
laston, manager, Victoria, Harrisburg, whether
he was paying for riding lessons for that man
dressed like a cowboy who rode a horse over
city streets to advertise “The Man Trailer.”
. . . Every boy wearing a cowboy suit will be
admitted free to see “Gun Justice” opening
at Victoria.

HARRISBURG neighborhoods are furnish¬
ing keen competition. . . . Mrs. “Jo” Geary,
cashier, Majestic, Harrisburg, returned this
week from a short visit to her home, Lisbon,
Ohio. . . . Bill Manahan, ticket taker at
Majestic, Harrisburg, missed his first fire¬
men’s convention and parade in ten years.

CHARLES BIERBAUER will become a
traveling manager for Wilmer and Vincent
theatres. . . . He is expected to be a frequent
visitor in Harrisburg during the summer sea¬
son as his duties will keep him on the jump
between Harrisburg, Reading, Allentown,
Easton and Johnstown.

SENTRY SERVICED SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them.
PLAINLY THIS IS ALL WRONG. In Safety there is no half-way meas¬
ure with the Public. The Public would not consider it safe if you decide
to do without a Serviced Safety Device on your projectors. The Public
would think with horror if you tried to economize by buying Safety equip¬
ment without a service, and the fact that, in your theatre, the Public
has not yet inquired as to the measure of Safety that you are giving them—
THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP.
10th ST. and ALLEGHENY AVE.
PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
Delaware Exhibitors Discuss Darrow, Duals

Del-Mar-Za Theatremen See Organization Growing

Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland, at luncheon meeting, May 31, at Harrington, discussed the Darrow report and expressed the hope that some good results would come of it. Meeting was enthusiastic. It was decided to hold the next meeting June 28 at the same place. It was also decided that meetings would be held, alternatively in Eastern Shore centers so that more of the Maryland members might be able to attend. Considerable time was devoted to the discussion of the Darrow report and the sentiment was expressed that the report had about pictured conditions as they exist today in the industry. Another important matter and action taken was the adoption of a resolution that the independent exhibitors should co-operate with the various church and women's organizations in their campaign for better films.

Double feature problem was brought up and discussed but it was seen at once that this was a tough nut to crack.

Among the exhibitors besides Miss Ulman, Messrs. Todd, Howard and DeFiore, who attended were Cornelius Marshall, Lewes, Del.; Carl Schwartz, Denton, Md.; R. M. Christopher, secretary-treasurer, Federalsburg, Md.; Tom Ayers, Georgetown and Seaford, Del.; Reese Harrington, Harrington, Del.; H. B. Conway, Ocean City, Md.; A. B. Seligman and Benj. Schindler, Wilmington. Bryant Dashiells, Cambridge, Md., started but his car broke down. Charles Horn, Rehoboth, and George Schwartz, Dover, telephoned that they were with the organization on anything it did. Seligman was delegated to get A. J. Belair, Wilmington, to join the organization.

Looking toward the future, UA offers Cary Grant in “Born to Be Bad,” Sidney Howard and wife and Ethel Merman, all UA players.
SHE NEARLY DONE HIM wrong in “He Was Her Man,” with James Cagney, Joan Blondell, Victory Jory, from Warners.

TRENTON

TWO SALES TAX measures opposed by Allied Jersey were defeated in the legislature. . . . First bill met with such bitter opposition that a compromise measure was introduced some weeks ago but the direct tax on theatre admissions caused the Allied to lodge vigorous protest against enactment, President Sidney E. Samuelson leading the fight. . . . Two state code recovery measures were passed by the legislature, giving the state the right to levy against industry the cost of administering state industrial codes. . . . Assemblyman William C. Hunt, Wildwood, who operates three local theatres, strongly opposed the bills. . . . Before adjourning, the legislature named a committee to investigate the workings of the state code laws with view of repealing the laws so hastily enacted. . . . Two measures to increase billboard license fee opposed by Allied of New Jersey were defeated. . . . A measure to prohibit marathon dances and another bill to license itinerant carnival shows sponsored by W. C. Hunt were not reported by committee for a vote in the House. . . . Proposed motion picture censor bill was not introduced.

MID-JERSEY

MEL KOFF is giving Drive In Theatre, Camden, plenty of publicity. . . . Ads all over town. . . . William Rovner has supplied Berlin and Laurel Springs with new uniforms. . . . Colors might attract people. . . . Lew Rovner, Parkside, finds that going fishing is more profitable. . . . He is going to give fish away. . . . Howard L. Davis, New Egypt, is opening the Arcadia Ballroom, New York City, June 18, A. T. Ricci, Philadelphia, interior decorator and painter, states that he is launching on one of the busiest seasons that he has ever experienced. Ricci has just completed the grille and lounge of the University Club, Philadelphia, and the rest rooms of the Arcadia Theatre. Ballroom in New York is one of the choice jobs and was submitted for competitive sketches to all decorators. Ricci's sketches won out over some twenty. Ballroom, largest in the world, was decorated some ten years ago by Gibelli and Company, of which Ricci was formerly a partner. Ricci states that he has estimated more theatre work during the last few months and has more approved sketches than at any time since the wild theatre building era, and has reason to believe that he will get the majority. Equipment of Philadelphia distribution of tickets for the Joe Varhalow dinner. . . . Allen Rappaport, Vineland, has promoted a landscaper to beautify his pavement. . . . Herb Lubin, Millville, installed a radio in his car. . . . Now uses it for a ballyhoo. . . . Mrs. Lubin doesn't like the idea. WILWOOD'S MAYOR changed her mind and Sunday movies won't be restricted there. . . . Local political fuss started all the trouble. . . . Pleasantville opened on Sunday and the townspeople made the most of it. . . . Warners Theatre, AC, is finally getting underway for the hot season.

Ricci Busy

With the announcement that he is to start decorating the Arcadia Ballroom, New York City, June 18, A. T. Ricci, Philadelphia, interior decorator and painter, states that he is launching on one of the busiest seasons that he has ever experienced. Ricci has just completed the grille and lounge of the University Club, Philadelphia, and the rest rooms of the Arcadia Theatre. Ballroom in New York is one of the choice jobs and was submitted for competitive sketches to all decorators. Ricci's sketches won out over some twenty. Ballroom, largest in the world, was decorated some ten years ago by Gibelli and Company, of which Ricci was formerly a partner. Ricci states that he has estimated more theatre work during the last few months and has more approved sketches than at any time since the wild theatre building era, and has reason to believe that he will get the majority. Equipment of Philadelphia a distribution of tickets for the Joe Varhalow dinner. . . . Allen Rappaport, Vineland, has promoted a landscaper to beautify his pavement. . . . Herb Lubin, Millville, installed a radio in his car. . . . Now uses it for a ballyhoo. . . . Mrs. Lubin doesn't like the idea.

TROUBLE IN IRELAND heads the idea behind “The Key,” from Warners, with William Powell, Edna Best, Colin Clive. Bette Davis in “Fog Over Frisco” is also seen.
**Columbia**

- **The Ninth Guest**: 2-Mar.
- **Speed of Light**: 2-Mar.
- **The Lady is Willing**: 1-Apr.
- **One is Guilty**: 2-Apr.
- **The Whirlpool**: 2-Apr.
- **The Fighting Ranger**: 1-May.
- **The Crime of Helen Stanley**: 2-May.
- **Hell Bent for Love**: 1-June.
- **The Most Precious Thing in Life**: 2-June.

**Monogram**

- **16 Faithfuls Deep**: 1-Feb.
- **West of Divide**: 1-Feb.
- **Beggar in Ermine**: 1-Mar.
- **City of the Angels**: 2-Mar.
- **Manhattan Love Song**: 2-Apr.
- **Mystery of Mr. X**: 2-Apr.
- **The Thin Man**: 2-June.

**Paramount**

- **Thundering Herd**: 2-Nov.
- **Sitting Pretty**: 1-Dec.
- **Girl Without a Room**: 1-Mar.
- **Alice in Wonderland**: 2-Dec.
- **Miss Jane**: 1-Jan.
- **Six of a Kind**: 2-Jan.
- **Death Takes a Holiday**: 2-Jan.
- **Good Dame**: 1-Feb.
- **Six of a Kind**: 1-Feb.
- **Bolero**: 1-Feb.
- **No More Women**: 2-Feb.
- **Come On Marines**: 2-Mar.
- **She Made Her Bed**: 2-Mar.
- **Wharf Angel**: 2-Mar.
- **Melody in Spring**: 2-Mar.
- **The Trumpet Blows**: 2-Mar.
- **You're Telling Me**: 2-Mar.
- **Double Door**: 2-Mar.
- **The Scarlet Empress**: 2-Apr.
- **The Witching Hour**: 2-May.
- **We're Not Dressing**: 2-May.
- **Miss Little Miss Marker**: 2-May.
- **Many Happy Returns**: 2-May.
- **Murder at Vanities**: 2-May.
- **Private Scandal**: 2-May.
- **Thirty Day Princess**: 2-May.
- **Kiss and Make Up**: 2-May.
- **The Great Flirtation**: 2-May.

**Radio**

- **Right to Romance**: 1-Dec.
- **If It Were Free**: 2-Dec.
- **Flying Down to Rio**: 1-Jan.
- **Man of the Moment**: 2-Jan.
- **Mesnil Gal in Town**: 2-Jan.
- **Sons of the Ocean**: 2-Jan.
- **Two Alone**: 2-Jan.
- **High Horse**: 2-Feb.
- **Keep 'Em Rolling**: 2-Feb.
- **Long Lost Father**: 2-Feb.
- **The Lost Patrol**: 2-Feb.
- **Sing and Like It**: 2-Mar.
- **She's All**: 2-Mar.
- **Success at Any Price**: 2-Mar.
- **This Sinners**: 2-Mar.
- **The Crime Doctor**: 2-Mar.
- **Finishing School**: 2-Mar.
- **Wild Cargo**: 2-Mar.
- **Where Sinners Meet**: 2-Mar.
- **Strictly Dynamite**: 2-Mar.

**Metro**

- **Should Ladies Behave (The Vineyard Tree)**: 2-Nov.
- **Dancing Lady**: 1-Dec.
- **Women in His Life**: 1-Dec.
- **Going Hollywood**: 1-Mar.

**United Artists**

- **Blood Money**: 1-Dec.
- **Roman Scandal**: 2-Dec.
- **Advice to the Lovelorn**: 2-Dec.
- **Galahad**: 2-Dec.
- **Moulin Rouge**: 2-Dec.
- **Nana**: 2-Mar.
- **The Affairs of Cellini**: 2-May.
- **The Thirteenth Guest**: 2-May.
- **Bullfighter**: 2-May.
- **The Last Gentleman**: 2-May.
- **Born to Be Bad**: 2-May.

**First National—Warners**

- **As the Earth Turns**: 2-Feb.
- **Bedside**: 2-Feb.
- **Heat Lightning**: 2-Feb.
- **I've Got Your Number**: 2-Feb.
- **Wonder Bar**: 2-Feb.
- **Gamboling Lady**: 2-Feb.
- **Herald**: 2-Feb.
- **Registered Nurse**: 2-Feb.
- **Jimmy the Gent**: 2-Feb.
- **Twenty Million Sweethearts**: 2-Feb.
- **Upper World**: 2-Feb.
- **A Very Victorian Guy**: 2-Feb.
- **Sid Streets**: 2-Feb.
- **A Model of a Hero**: 2-Feb.
- **Smartly**: 2-Feb.
- **Merry Wives of Reno**: 2-Mar.
- **For You, My Friend**: 2-Mar.
- **Midnight Alibi**: 2-Mar.
- **The Circus Clown**: 2-Mar.
- **The Merry Frinks**: 2-Mar.
- **Mr. Wrench**: 2-Mar.
- **The Key**: 2-Mar.
- **He Wanted Her More**: 2-Mar.
- **Man With Two Faces**: 2-Mar.
- **Return of the Terror**: 2-Mar.
- **Friend or Mr. Sweeney**: 2-Mar.
- **Madam Du Barry**: 2-Mar.
- **The Personality Kid**: 2-Mar.

**First Division (CHEROKEFIELD)**

- **Rainbow Over Broadway**: 1-Dec.
- **Natalie Wood**: 1-Dec.
- **Morgan on the Campus**: 2-Feb.
- **Cross Streets**: 1-Mar.
- **Crisis**: 1-Mar.
- **Under Secret Orders**: 2-Mar.
- **Twins and Their Families**: 2-Mar.
- **Husbands**: 2-Mar.
- **The Man from Beyond**: 2-Mar.
- **Two Alone**: 2-Mar.
- **The Girl Without a Room**: 2-Mar.
- **Sitting Pretty**: 2-Mar.
- **Sons of the Desert**: 2-Mar.
- **Dancing Lady**: 1-Dec.
- **Dancing Lady**: 2-Dec.
- **Now I'll Tell You All**: 2-Dec.
- **I'll Tell You All Again**: 2-Dec.
- **The Last Goodnight**: 2-Dec.
- **The Last Goodnight**: 1-Jan.
- **The Scarlet Empress**: 1-Jan.
- **Son of the Desert**: 1-Jan.
- **Two Alone**: 1-Jan.
- **The Man from Beyond**: 1-Jan.
- **The Man from Beyond**: 2-Jan.
- **Lucky Devil**: 1-Jan.
- **The Man from Beyond**: 2-Jan.
- **Two Alone**: 2-Jan.
- **The Last Goodnight**: 2-Jan.
- **The Last Goodnight**: 2-Jan.

**Gold Medal**

- **Sine, Sinner, Sling**: 2-Aug.
- **The Big Bluff**: 2-Oct.
- **Laughing at Life**: 2-Nov.
- **Curtain at Eight**: 2-Dec.
- **You Made Me Love You**: 2-Dec.
- **The Charming Deceiver**: 2-Dec.
- **Lost and Found**: 2-Jan.
- **Under Secret Orders**: 2-Jan.
- **Two Alone**: 2-Jan.
- **The Last Jiggle**: 2-Jan.

**Masterpiece**

- **Her Forgotten Past**: 1-Feb.
- **Riot Squad**: 2-Feb.
- **Waves, Women and Song**: 1-Jan.
- **What's Your Racket?**: 2-Jan.
- **Dancing Man**: 2-Mar.
- **Back Page**: 2-Mar.
- **The Fighting Rookie**: 2-Mar.
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HELEN VINSON
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On Sunday evening, June 24, "Along Came Sally" and "Channel Crossing" were previewed before a thousand exhibitors and their guests at the Rivoli Theatre, Philadelphia, and both pictures were received with the same enthusiastic applause and acclaim with which they have been welcomed in every key city in which they have been shown.

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**Strike!**
Leslie Banks Carol Goodner

**The Woman in Command**
"Cicely" (Cicely Courtneidge)
Edward Everett Horton

**The Arson Ring**
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**Just Smith**
Tom Walls Anne Grey

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FIRST NATIONAL STARS
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"The circus comes to town . . . in this latest Joe E. Brown picture . . . the whole melange - big tents, clowns, freaks, acrobats, barker and roustabouts, animals and parades . . . sell it with all the color and excitement utilized by the circus advance men - circus music, clowns, special fronts."—McCarthy, M. P. Herald

effective use of press sheet material will count just as strongly in this contest as original ideas. Get your copy today and start making your selection from the wealth of accessory and exploitation suggestions such as:

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AT $100 BILL . . . . THEN START FIGURING NOW HOW TO GET IT
The Philadelphia EXHIBITOR

ANY EXHIBITOR BODY which can come forward with a constructive idea regarding the present boycott of salacious pictures, and the way in which certain organizations in some areas and a complete boycott of films in others must be given plenty of attention. But when a group does nothing constructive but merely hacks away at the foundations of its own business, there can be little attention paid to it.

Allied States Association, in calling upon heads of organizations serving motion picture reform not to aim their wrath at independent exhibitors but advocating a boycott on producer-controlled theatres as a means of cleaning up pictures, has taken a stand that brings it only deserved scorn of intelligent-thinking members of this business. The result was put down on a pigtail and a threat. Organized theatres especially vulnerable because of revenues which go back into production. Does Allied or MPTOA, rush forward with a constructive idea that brings it only deserved scorn? Did exhibitors protest when sex-laden pictures made money at their box-offices? Did independents, having rights taken away, not have it. Let them have it. Save us the penalty.

Since the inception of this business, some very odd bulletins have been issued by various factions but none is as despicable as this one of Allied.

The fight of those opposed to salacious pictures is against circuit houses or independent theatres. It is against that kind of features to which objections are filed. Years ago, when first the agitation arose, did any exhibitor body go on record for clean pictures? Did independents, Allied or MPTOA, rush forward with a prediction that the day would come when a movie boycott would result? Did attempts on the part of the MPTOA to institute family nights receive 100% cooperation? Did exhibitors protest when sex-laden pictures made money at their box-Offices? They did not. And if anyone had gone to independent houses several years ago and told them to stop showing pictures which might offend groups, does anyone believe that these shows would have been taken off the screens? The industry is being taught a lesson that it may profit by.

Those who are opposing salacious pictures found the heel of Achilles. They pierced it. The box office is now feeling it. Regardless of the losses, the industry must have respect for a job well done.

Perhaps from this expensive lesson, exhibitors will realize that it is best to keep one's ear to the ground. Maybe the lesson will also include a paragraph that it pays to take advice from the other fellow. In the final analysis, it comes down to organization of organization. Single-handedly, no one can run the industry. A proper combination of exhibitors, working for each other's interests, would have saved the current situation. But the exhibitors didn't see the handwriting on the wall. Some pay their dues and say their work is accomplished, others do not even pay dues, merely criticize their organization for what it does not accomplish. It is a lesson that cannot be discarded lightly.

The Heel of Achilles

10% That Equals 0%

In Kansas City, exhibitors demand a 25% cancellation privilege. The MPTOA seeks an increase to 15-20%. A survey of pictures by religious groups indicates that 25% are of salacious nature. In all parts of the country, exhibitors are refusing to date in shows that are on banned lists, challenging the exchanges to take their cases in court.

Yet on top of all this, some distributors have the nerve to try to get around the 10% cancellation clause, a concession that in view of the current agitation appears as an even smaller fish thrown to exhibitors than it originally was. These distributors are of the sort who include westerns and foreign pictures on regular contracts so that by the time the exhibitor exercises his cancellation, he has no privilege left. Another current move is that of including a very high-priced picture or one of outrageous percentage terms in the contract.

In either case, of course, the exhibitor does not have to buy westerns, foreign, or high-priced pictures. He can drop them if he chooses. But if he doesn't buy them all, he can't use the 10% cancellation privilege, and if he does it is of no value to him anyway.

It looks as if the boys who are willing to fight it out in the courts have hit upon the right idea. Unless the Code Authority steps in and stops the current practice, court cases will arise, unless local boards see the light and give the exhibitor the rights due him. No court in any part of the country will force an exhibitor to pay for pictures which recognized groups say are salacious or on banned lists. When the court issue arises, it becomes a burden for the distributor. He can save himself a lot of trouble by seeing the light now.

Don't Kill the Cow.
Boycott on Salacious Pictures Growing in Territory as Exhibs Stand Helpless

Legion of Decency Enrolls Millions Nationally—Kid Business Badly Affected—Up-state Situation Most Serious—Other Religious Groups Join

Boycott, advocated by the Catholic clergy, against salacious pictures has gained support and co-operation of other religious denominations with the result that business has been greatly affected, a survey by The Exhibitor shows.

In this territory, the boycott of the Catholic is complete, and while other religious groups are sympathetic in spirit, none has gone on record as advocating a stay-away-from-all-movies policy.

Saturday kid business has dropped about 80% and while mid-week business has been affected, the effect of the ban has been more complete in some situations than in others. Presbyterians, Methodists and other religious groups have endorsed the fight on salacious pictures.

Here, in Philadelphia, the boycott of the Catholics includes all films. Elsewhere, the fight is against a restricted list of pictures issued by church leaders.

Upstate, the situation in sections where Catholics predominate is very serious, with a watchful eye on the theatre entrance held responsible for a terrific drop in business.

As far as any exhibitor activity is concerned, nothing tangible has resulted. Two meetings between IEPA representatives and the clergy resulted in a sympathetic attitude and nothing more. It is not known when the complete boycott will be lifted and a restricted attendance allowed.

Meanwhile, signers of the Legion of Decency are totalling millions. After the pledge is signed, it becomes a sin to go to the movies.

While it is estimated that Catholics are not staying away from the movies 100%, there has been almost a complete stay-away from those types of films which might be termed objectionable.

A conference between industry leaders and Catholic clergy in the middle west resulted in an announcement that while the industry was probably intending to clean house, the boycott would continue until a complete job was done.

Hollywood has decided to put a heavy censorship on production, with a positive assurance of clean pictures.

But during the current boycott, the exhibitor, victim, is suffering and there isn't anything being done about it.

Some have advocated formation of a committee of leading citizens, educators, churchwomen, laymen, religious leaders, etc., who would see all pictures and give their stamp of approval to them, but nothing has actually been accomplished along those lines.

Masterpiece Announcement

Masterpiece exchange will announce its 1934-1935 product within the next two weeks.

Preliminary advises are to the effect that the exchange will have new series of melodramas, westerns, shorts and single reels of all kinds.

Deals are being completed now.

Censors Tougher

Apparently because of the boycott agitation, censor boards everywhere are getting tougher.

Result has been that more pictures are being held up currently than for a long while.

IEPA Raises $2500 in 10 Minutes at Session

Members Back Pledges with Checks for Fund

The Independent Exhibitors Protective Association secured financial support, June 26, when at a meeting members present pledged $2500 to carry on the work.

Twenty-five men were invited to the session with 35 attending. When a call for financial support came, $2500 was pledged with the expectation that it will reach $3500 by the end of the week.

Quarters at 1313 Vine Street will be opened soon.

A secretary has not been appointed, but one will be secured shortly. A bulletin for members will also be issued at stated periods.

A good will committee to combat current all-geal propaganda and to visit exchanges has been appointed consisting of Morris Wax, Herb Elliott, Bill Butler, Norman Lewis, David Barrist and George Nandauser.

Members of the IEPA who were in good standing with the MPTOA planned to attend the June 28 meeting of that body.

No action was taken, at the June 26 session, regarding the Catholic boycott, members differing on what should be done. Evidence that Saturday business was badly affected, with current mid-week business off was given by all members.

A luncheon was served in connection with the meeting.

Industry Still Awaits Decision in Doubles Tilt

Judge Welsh Expected to Hand Down Verdict

The local industry (June 28) was still awaiting Judge Welsh's decision on the application for a temporary injunction to restrain major companies from enforcing a double feature clause in the contracts of Harry Perelman, local exhibitor.

Following legal argument at a hearing, June 15, between Ben Golder, for plaintiff, and Morris Wolf, for defendants, a decision was soon expected.

Landow Dinner Will Attract 200 Film Men

Testimonial to Popular Universalite Acclaimed by Trade

At least 200 film men are expected to attend the testimonial dinner to Mike Landow, retiring Universal exchange manager at the Bellevue-Stratford, July 9.

The committee in charge reports that acceptances to invitations are pouring in fast.

A delegation of New Yorkers from Universal home office and other points is also expected.

Final details are now being completed and it looks like the last official appearance of Landow in the local industry will go down as a record-breaking affair.

As a preliminary gesture, salesmen and office employees of local Universal branch gave Landow a dinner this week end and presented him with a gift. They wished him well in his new endeavor.

Weekly to Week

Following houses were recently added to the week to week list, notice having been:

Boyd, Karlton, Stanton, Avon, Imperial (2nd Street), Victoria, Felton, Harrowgate, Richmond, Clementon, N. J.

Notices also went up at the Stanley, Columbia, Grand (Camden), Collingswood, N. J., 333 Market, Lawnsdale, Lindley, Allegheny, Wissahickon and Orient.

Theatres closing this week included Avon, Imperial (2nd Street), and Harrowgate.

In his argument, Golder indicated that he would ask for a Federal investigation of the activities of the alleged motion picture trust with a view toward its indictment on antitrust law violation.

Wolf sought to show that the MPTOA had gone on record against double features, and in other ways decrved the practice. Finally, he insisted that granting of an injunction would open the territory wide and that it would be difficult to get the house in order again.

After hearing argument, Judge George A. Welsh said he didn't want to hand down a hasty decision, but suggested that Wolf waive enforcement of the doubles clause temporarily.

Wolf stated he could not as this would amount to granting the injunction. Decision was then reserved.
Harmony Meeting at Adelphia, June 28, Sees New Officers Slate—M. E. Comerford Speaks to Assembled Theatremen

Charles Segall, veteran local exhibitor, was elected president of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware at a meeting of dues-paying members held June 28 at the Adelphia Hotel, here.

Segall succeeded Lewen Pizor, president for the past 7 years and generally credited with having been largely responsible for the high standing of the local unit.

The meeting, attendance to which was limited to dues-paying theatremen, included 65 local exhibitors with Pizor having proxies and voting rights for 25 upstate members who delegated him to vote for them. They were kept up to date by local conditions and issues.

At the beginning of the meeting, Pizor announced that he had received resignations of all officers with elections to follow. He made a plea for organization cooperation and wound up by introducing Ed Kuykendall, president of the MPTOA, national exhibitor body to which the local unit is affiliated.

Kuykendall received a nice hand, reviewed the work of the MPTOA in regard to the code and also told of the MPTOA setup regarding affiliated theatres. His talk received much attention and he received much applause.

It was when he touched on code matters that it became evident how much the local leaders played in the code proceedings. He made several allegations which he asked David Barrist, who represented the local unit in code matters at that time, to answer. Kuykendall said that the problem for the industry at the present time was external and that a united front must be taken in code matters at that time, to answer. Kuykendall concluded his brief address with a bit of poetry.

Each officer, on being elected, gave a brief talk indicating his belief in the future welfare of the organization. All signified their intention of serving.

Before the elections, George Dembrow, another Vine Street veteran but now associated with National Screen Service, was given the floor and addressed the body on the subject of the trailer situation. He asked co-operation of the exhibitors in this district and future trend of producers wanting to make their trailers. He predicted another grievous problem along lines of the score charge if exhibitors did not take steps to fight this alleged evil.

He said that thousands of exhibitors throughout the country were supporting National Screen and indicated that such support might also be expected from this territory.

He reviewed the growth of trailers, gave some details as to inside workings of the trailer business and undoubtedly influenced exhibitors with the seriousness of the problem.

The MPTO recently went on record as opposed to entrance of Metro in the trailer business, because of economic conditions. Protest was sent to Felix Feist, sales manager, at Chicago.

M. E. Comerford, who had walked into the meeting shortly after it started, was then given a hand by the assembled body. He spoke for cooperation for all exhibitors, said that the current boycott would eventually work for the exhibitors in this district against trend of the trailer situation. He asked cooperation of the exhibitors in this district and future trend of producers wanting to make their trailers.

Mr. Comerford, who had walked into the meeting shortly after it started, was then given a hand by the assembled body. He spoke for cooperation for all exhibitors, said that the current boycott would eventually work for the benefit of the entire industry, mentioned that he had been first president of the local MPTO, and said the MPTO ought to go on record with every producer for cleanliness in production and the same spirit in advertising.

He, like Kuykendall, concluded his brief address with a bit of poetry.

Following this, a vote was taken, by ballot, on three questions involving withdrawal of the local unit from the MPTOA, dropping affiliated theatres and changing the name of the organization.

A luncheon recess then occurred at which time it was announced that the sentiment of the exhibitor body was to stay in the MPTOA, retain affiliated theatres and keep the same name. Vote was almost unanimous.

Election of new officers followed, with these results:

President—Charles Segall
1st Vice-president—Harold D. Cohen
2nd Vice-president—Michael Egnal
Treasurer—Michael Lessy
Secretary—George P. Aarons

Pizor Thanked

Praise given to Lewen Pizor, retiring president of the MPTO, was one of the highlights of the meeting.

After seven years of faithful work, the group showed it appreciated his efforts.

President—Charles Segall
1st Vice-president—Harold D. Cohen
2nd Vice-president—Michael Egnal
Treasurer—Michael Lessy
Secretary—George P. Aarons

Financial Secretary (new office)—Marcus Benn


Lewen Pizor was voted an honorary member of the board of managers with the right to vote.

The meeting wound up with a signal vote of thanks to Pizor for the good work he had done in keeping the organization on the right track for the past 7 years. The body not only applauded his efforts but stood and paid him homage for several minutes.

It was the intent of the body that there be an installation of officers at the next meeting.

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SIDELIGHTS

FOR A WHILE it looked like complete harmony was assured for the territory. Seeing members of the I.E.P.A. eat with the MPTO folk was a delight for sore eyes.

HOLD CORIN made up a bit of news on the boys. He looked as if he will be a big asset.

ED KUYKENDALL made a lot of friends here. Everyone thought he was just the man to head the MPTOA.

THE MEETING was very orderly except that on one occasion, two non-dues paying members tried to get in, and went out.

TO BE FETED. Record turnout is expected, July 9, when industry pays homage to Michael Landow, retiring Universal exchange manager. Leading film men, exchange men, exhibitors, are to attend.

MOVING UP. Alexander Gottlieb (left), has been promoted to advertising manager for UA under the supervision of Hal Horne. Kenneth O'Brien, publicity department, is now working as assistant to Horne.

NEW PRESIDENT. Ben Golder is the new president of the IEPA, exhibitor unit. He succeeds Morris Wax, temporary president, who becomes chairman. (Page 23)

BOOST FILMS. M. E. Comerford, president, Comerford Theatres, Inc., has been doing valuable community good work upstate in addresses before leading civic groups. He has been speaking on industry problems. (Page 10)

ADDRESSES MPTO. Ed Kuykendall, president, MPTOA, was a leading speaker at the meeting of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware, held here June 28. (Page 8)

FINISHES FOURTH. Local Radio exchange, headed by Frank McNamee, finished fourth in recent Radio national drive, largest exchange to finish in the money. (Page 29)
MAX BAER in person at the Earle, July 6. . . . Giving Artie Cohn plenty more to do. . . . Wesley Eddy leaving the local fold. . . . Fox did very well on the fight pictures, standing them up. . . . Moe Verbin brought back "Constant Nymph" to good business. . . . Sid Stanley at the Strand, Scranton, and a recent visitor in town. . . . Ray Walker, Spencer Charters, Jacqueline Wells and outstanding cast.

M. E. Comerford, president, Comerford Theatres, Inc., and leading independent exhibitor, has been addressing civic bodies on problems of the films.

In a recent talk before the Scranton Rotarians, he reviewed the motion picture industry and told some of the problems of the past and present and the plans for the future.

Comerford stated that the theatre is not essentially a religion institution—it must depict life in all of its phases to survive, but in doing this it must also stick to the fundamentals of common decency and good taste.

He pointed out that the theatre cannot cater exclusively to the child nor nonadult mind. It must entertain all ages and all types and classes. It is essentially the entertainment of the masses. Because of this, a movement for establishing certain days of the week to be designated as Family Day is becoming very popular in the theatres of the country.

Comerford continued by saying that the motion picture theatre is an essential industry entitled to all the consideration that any legitimate business gets. It should not be discriminated against in taxes or regulations.

"We know that we are not perfect, and our faults are many, but we are sincerely and earnestly working to correct them. With your help we will accomplish this," he said.
RKO RADIO KNOWS THAT THERE ARE 12 MONTHS IN THE YEAR... AND SOME ARE HOT MONTHS... WHEN YOUR BOX-OFFICE NEEDS PRODUCTIONS... NOT PREDICTIONS

ANN HARDING
JOHN BOLES
in
“THE LIFE OF VERGIE WINTERS”
with HELEN VINSON
Directed by ALFRED SANTELL
From the story by Louis Bromfield

WHEN YOU NEED THEM MOST...
RKO-RADIO WILL DELIVER BIG SHOWS AND NOT WAIT TILL THE SNOW FLIES!
THE CODE • CASES • HEARINGS • BOARD RULINGS • DEVELOPMENTS

SCHEDULE:

CLEARANCE AND ZONING

JUNE 29

Boulevard Theatre on clearance in district.

Cameo Theatre on clearance in district. (Case of Byrd Theatre on its clearance withdrawn pending clearance conference of West Philadelphia theatres.)

HEARINGS

GRIEVANCE

JUNE 14


Plaintiff, whose entire case was presented by Michael Egnal, attorney, sought to prove that by a current bus tie-up with a district traction line, the theatre was guilty of violation of Article V-E, part 3, reducing admissions. Testimony consisted chiefly of presentation of evidence by attorneys for both sides.

Decision:

The evidence, both as to the bus complaint and as to benefit tickets, indicated that no rebate was given to the patron, and the complaint is thereby dismissed on the ground that the provisions of the code require that the patron be admitted to the theatre for a sum less than the announced admission price. Complaint dismissed.

CLEARANCE

JUNE 22

Fern Rock Theatre vs. Colney Theatre (SW) on clearance.

Fern Rock, Herb Elliott, through attorney George Aarons, sought to show that it should not be compelled to wait for Felton and Lindley. Testimony was given also by Stanley-Warner executives. The zoning plan formulated a few seasons back was introduced as part of the evidence. Joe Sloane was Warners' attorney.

Decision:

Colney and Fern Rock overlap. Colney or Fern Rock to have a maximum of seven days' clearance on following theatres: Felton, Lindley. Where the Fern Rock or Colney repeat on each other the maximum clearance to be seven days.

Ambassador Theatre vs. Benn Theatre (SW) and others so affected.

Ambassador Theatre, through attorney Arthur S. Arnold and Joe Forte, sought to show that house used to receive pictures 7 days after 52nd Street but was now compelled to wait 14 days. Leonard Schlesinger testified for Stanley-Warner, with Joe Sloane attorney.

Decision:

Final decision in this matter was reserved and the board will formulate a schedule for the West Philadelphia zones. (Ed. Note: Facts are now being secured and meeting of West Philadelphia houses will be called within 10 days.)

Few Consult Dates

Few exhibitors have come up in person to the local board rooms to find out when a picture is general released. Most of the exchanges send letters regularly to the board telling when a show has gotten its release in the territory.

Sidelights

THREE LOCAL EXHIBITORS have written to the local secretary asserting that they signed the local petition against premiums under a misapprehension. They ask that their signatures be dropped. Board secretary has advised them that this power is not included under the code provisions and it is a question whether any names can be dropped when once signed.

GRIEVANCE BOARD is expected to pass on petition for banning of premiums in Norristown, Conshohocken and Bridgeport area soon.

REZONING of West Philadelphia is expected to result in a big turnover because of several of the clearance complaints affect theatres in that district.

LOE LIEVRER was chairman at the Fern Rock hearing, with Harry Weiner taking the tags during the Ambassador case.

ARTHUR S. ARNOLD, prominent lawyer, scored several times with what were considered to be some neat observations.

1. MAN sartorially is still Leonard Schlesinger. The white suit seems to get the preference. Charles Sogall has now taken second place, disposing Harry Weiner who dropped to third. Runners-up include Lewen Pizer, who always wears the same suit, and Charlie Zagrino, a dark horn.

2. FLOYD HOPKINS, Wilmer and Vincent, was an alternate at the 22 hearing. He entered into the discussion several times.

A CROWDED HOUSE attended the June 22 session, with the meetings attracting more and more attention.

More Impartial Names Named

Additional alternates named for the local boards include: Alfred likeness, West Jersey Trust Company; Camden, N. J.; Carroll H. Deshon, Philadelphia, and Henry August, CPA, Philadelphia. All prominent locally.

Engel on Board

Joe Engel, Universal branch manager, succeeds Mike Landow as a member of the grievance board. Landow has resigned, owing to his departure from the industry.

THE BOARD SECRETARY’S CORNER

By Basil M. Ziegler

The procedure, until now, could be roughly divided into four groups. Matters pertaining to clearance and zoning were, and still are, brought upon a special form and heard by the clearance and zoning board, which also hears petitions to set up zones for premium ting.

The grievance board heard, and continues to hear, complaints where exhibitors are deprived of a sufficient number of pictures to operate his theatre. This complaint is brought upon the "white" form. The "pink" form specifically covers six other code violations, to wit:

1. Unfair competition concerning non-theatrical enterprises,
2. Refusal of fair adjustment of license fees by distributors,
3. Adjustment of designated percentage dates,
4. Reduced admissions, both as to announced prices, and prices specified in license contract,
5. Transferring of theatre ownership or operation,
6. Premature advertising.

All the foregoing complaints and methods of relief are definitely specified in the code. Article VI, part 2, section 12, is the "catch-all" clause in the sense that it provides for all other complaints of exhibitors or distributors. Generally speaking, anything else which might be deemed as unfair competition, comes before the grievance board on the "blue" form. What

Impartial Representative Thinks Boards Fair

(HOW do the impartial representatives feel about the code? This question, placed before the local federal-appointed members of the boards, has received the following answer. Exhibitors would do well to analyze the reaction.)

Raymond Rau (clearance and zoning)—

As an impartial representative of the government, it has been my privilege to attend all the regularly scheduled meetings of the local clearance and zoning board, and upon several occasions to act in a similar capacity for the local grievance board. My associations with the members of both boards and their alternates have been most interesting and pleasant, and their deliberations and decisions have convinced me of their sincerity of purpose and desire to be fair at all times. These men are continuously mindful of their duties and oaths of office, and from my observations, I feel they are playing an important part in the motion picture industry. Any exhibitor, large or small, need feel no hesitancy in presenting a complaint, whether it be grievance or clearance as he will be given every opportunity to state his case and can rest assured that he will be accorded fair and just treatment.)
CATCH THEM WHEN THEY'RE "SHOW SHOPPING"

Nowadays, people shop for amusements. They know what movie they want to see. They know what star they want to see. And in Philadelphia, they do their shopping in The Record's Amusement Directory.

This first and only complete amusement guide in Philadelphia reaches 200,000 people daily, 300,000 on Sunday. For only 30 cents a day you can tell them who's playing in what at your theatre. A longer listing costs but 15 cents a line more.

_Catch them when they're "Show Shopping"

The RECORD Amusement Directory

offers you the most economical form of advertising ever presented to Philadelphia theatre-owners. Today it carries the listings of most theatres in the Philadelphia district. Does it carry yours? If not, you're missing an unequalled opportunity to place your attraction before actual amusement buyers at the very moment when they are choosing their amusement. To insert your ad, just call

PHILADELPHIA RECORD
CLASSIFIED DEPARTMENT
WALNUT 2300

these complaints may be I will not here enumerate, but they are varied and fairly large in number. The grievance board, however, does not determine them, but after a hearing sends the complaint to the code authority in New York for determination, unless the board believes the complaint without merit, and dismisses it. An appeal can be taken, however.

This may mean a delay, in view of the fact that the Code Authority is swamped with appeals.

To overcome this delay, such miscellaneous complaints other than those specifically set forth in the preceding paragraphs, (those brought on the "blue" form for certification to New York) may now be brought on the new B-4 form as an adjustment agency matter. Although the grievance board sits on these cases, it is not to be assumed that the new form supersedes or replaces the old "blue" form. The complainant can choose whichever procedure he desires.

Under the new form and procedure, the board effects an adjustment somewhat similar to arbitration. If the adjustment cannot be made, the matter is then sent to New York, with the recommendation of the board. In any event, the same right of appeal exists as in other complaints.

The main object is that it is now possible to get prompt adjustment of any difficulty before the local board with the exception of labor disputes and practices concerning production or vaudeville presentation. These latter still go to the Code Authority in New York for original hearing.

_Grievance Picks Up

Business with the grievance board picked up this weekend when five grievance cases were scheduled. One exhibitor filed three grievance issues and one clearance protest.

Two other exhibitors filed grievance contests as well.

First will probably be heard July 5.

Hays on Clean Films

Will H. Hays, president, Motion Picture Producers and Distributors of America, Inc., has made the following statement:

"At the quarterly meeting of the board of directors of the Motion Picture Producers and Distributors of America, Inc., action was taken to amend its system of self-regulation in order to eliminate appeals from the decisions of the production code administration to the jury of producers in Hollywood. Additional local authority has been assigned to the production code administration in Hollywood, of which Joseph I. Breen is the director, and the personnel will be amplified. Any appeal from the decision of the production code administration rests only with the board of directors of the Motion Picture Producers and Distributors of America in New York, which assumes final responsibility for the character of the pictures to be made.

"There is but one answer and one answer only to reasonable objections to pictures, and that is the pictures themselves. It is recognized that the solution of the problem of the right kind of screen entertainment rests solely with the quality of the product and these strengthened arrangements are directed to discharging that responsibility more effectively."
HARRY TRAVIS’ Sunday movies at the Majestic, Gettysburg, were short lived. . . . He was “requested” by the borough burgess to discontinue them. . . . Sky Beam, powerful projector, was introduced to Yorkers June 23, plugging “Manhattan Melodrama.” . . . Huge projector operated by a 400,000,000 candle power light projects pictures on tall office buildings, and, if cloudy, on the clouds. . . . Bill Israel, district manager and Clean Miller, Strand, who were instrumental in bringing the projector to York, got the run of the city with it, when they promised the mayor to plug his safety campaign being conducted in contest with 13 other communities. . . . Bob Miller, Ritz, left an indelible impression on his audi¬ence. . . . Bill Stivars, who were instrumental in bringing the projector to York, got the run of the city with it, when they promised the mayor to plug his safety campaign being conducted in contest with 13 other communities. . . . Bob Miller, Ritz, left an indelible impression on his audi¬nce. . . . Bill Stivars, who were instrumental in bringing the projector to York, got the run of the city with it, when they promised the mayor to plug his safety campaign being conducted in contest with 13 other communities. . . . Bob Miller, Ritz, left an indelible impression on his audi¬ence. . . . Bill Stivars, who were instrumental in bringing the projector to York, got the run of the city with it, when they promised the mayor to plug his safety campaign being conducted in contest with 13 other communities. . . . Bob Miller, Ritz, left an indelible impression on his audi¬

YORK THEATRE turned them away on the first night the picture was shown. . . . The Vanishing Shadow.

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THE EXHIBITOR has been asked to help advance the idea as a common forum for such exchange. It is planned also to have get-togethers and other meetings for common pur¬pose.

Among those helping further the cause are Perry Lessy, Diamond; Jack Litto, Eureka; Walt Potamin, Cedar. These interested are asked to get in touch with any of the trio or this office for further details.

Such evidence of a desire to teach each other is certainly to be encouraged.

THE HIRSH FAMILY was present at the bar mitzvah held June 24 at the home of Mr. and Mrs. Caplan in honor of their son Joseph. . . . Dave Hirsh was an outstanding light with others of the Hirsh Amusement Company plenty in evidence. . . . Even Esther Diamond hopped in with her boy friend. . . . And the only question that hasn’t been answered is who is going to teach brother Martie how to dance the Carioca?

GEORGE KLINE and the wife are going to Hollywood and California for 4 weeks. . . . Who is the exchange manager’s assist¬ant who parked herself in the lap of a promi¬nent downtown manager?

ELWOOD RUBIN, manager, Comerford’s Keystone, Williamsport was married, June 24, in Jefferson Manor, Broad Street, to Miss Doris Rubinsky, sister of Mark Rubinsky. . . . Latter is manager of Tremont, Trenton, and also Roxy, Nesquehoning. . . . They will live in Williamsport. . . . Rubin has worked in Shen¬

Rising Generation Seeks Exchange of Ideas, Methods

Organization of younger theatre man¬agers and assistants into a group which can exchange ideas and methods is being advocated by several of rising theatre generation around town.

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BOYCOTT in force in Trenton. . . . Managers aver that business has dropped amaz¬ingly. . . . New Brunswick Presbyterian General Assembly, representing forty-three churches of Trenton district, adopted resolu¬tions of protest against showing of salacious pictures. . . . State, Trenton, operated last season by O. D. Wilkinson, is scheduled for re-opening in September with dramatic stock. . . . Gaiety, Trenton, is picketed, managers and operators union being unable to reach agreement.

GLASGOW THEATRE, Glassboro, N. J., has been leased to the Pitman Amusement Company. . . . S. C. McRee is no longer connected with the theatre. . . . Change is effective now.

QUITE A NUMBER of exhibitors are dick¬ering for the Atlantic City Airline. . . . Exhib¬itors from Harrisburg and Atlantic City have been interested. . . . In the middle of July, the news will be divulged. . . . Alterations start at that time. . . . One AC exhibit is in the lead, on an option. . . . Iz Hirschbland, Toms River, N. J., was host to Ocean City kids when he brought them to the A’s ball park to see the ball game. . . . Lew Rovner supporting the fights.

STANLEY SUIT DISMISSED

Anti-monopoly suit of the Stanley Company of America against Electrical Research Pro¬ducts, Inc., was dismissed on stipulation of counsel without prejudice by Judge John P. Nields in United States District Court, Wil¬mington. It was expected that the royalties suit of Vitaphone Corporation against Erpi, pending in Chancery Court and which has been settled, would be dismissed later.

to all of our Exhibitor Friends in the territory

Through your loyal support, cooperation and friendship, the Philadelphia Office was right up among the leaders in our recent National Date Drive. We know we couldn't have won our prizes without you and we're grateful. We know you feel pretty good about it, too—for you made money with the "Ace" Product we delivered.

We're just back from the Convention and we'll be around to show you the biggest line-up that our company ever attempted. Clean, entertaining pictures with a big BOX OFFICE "SOCK." Pictures like "The Little Minister" "The Forsyte Saga" "The Age of Innocence" "The Last Days of Pompeii" "She" "Anne of Green Gables" "Alien Corn" "Roberta" "The Fountain" "The Gay Divorce" Frank Buck's "Jungle" "Laddie" "Freckles" and many others.

Frank McNamee
and the RKO Gang
UNITED ARTISTS WILL OPEN ITS 1934-35 SEASON WITH THESE TWO BIG 20TH CENTURY PICTURES

DARRYL F. ZANUCK PRODUCTIONS PRESENTED BY JOSEPH M. SCHENCK
To be released
JULY 20th

RONALD COLMAN
in
"BULLDOG DRUMMOND STRIKES BACK"
with
LORETTA YOUNG
WARNER OLAND
CHARLES BUTTERWORTH
UNA MERKEL
directed by ROY DEL RUTH

'Em while it's HOT!

To be released
AUG. 3rd

Constance BENNETT
Fredric MARCH
in
"THE AFFAIRS OF CELLINI"
with
FRANK MORGAN
FAY WRAY
Directed by GREGORY LA CAVA
from the hit play "The Firebrand"
by Edwin Justus Mayer

“The best picture 20th Century has turned out!” — Los Angeles Daily News

“Will play an even merrier tune at the box-office than the first 'Bulldog Drummond'!” — Hollywood Reporter
Warners Offer Prizes on “Clown”

Who is the modern Barnum of the show business? Warner Bros. are going to pay $250 to find out! They are offering this amount of prize money for the best campaigns on “The Circus Clown,” starring Joe E. Brown.

Because the picture is really a circus in itself and features a group of prominent circus performers led by “Poodles” Hanneford, Warners feel it will put the exhibitors in the Big-Top business for the duration of the run. The company offers an unusual opportunity for real circus ballyhoo and exploitation, with the feature to be sold more as a circus than as a film. Awards will be made to theatre owners or managers who take the best advantage of these novel promotion possibilities in their campaigns.

“The Circus Clown” was nationally released June 30 and the prize money will be split up as follows: First prize, $100; second, $50; third, $25; fourth to seventh, $10 each, and eighth to fourteenth, $5 each.

Crime for “Rookie”

“How would you deal with the Crime Problem?” was the subject of a contest for movie fans run by Girard Wellston, manager of the Victoria Theatre, Harrisburg, to direct attention to “Fighting Rookie.”

Through the newspapers, Manager Wellston directed contestants to explain in a letter containing no more than 100 words how they would deal with the crime problem.

Selection of judges in the contest is A. Mike Vogel, Major Albert Warner, vice-president, Warner Bros., Charles E. (Chick) Lewis.

G-B Drive

You can shoo Mr. Sum. R. Blues

Increase your income during the hot weather with a Berlo Candy Vendor

"Ask Your Fellow Exhibitor"

Get in touch with:
GEO. P. AARONS
301 N. 13th Street
LOCUST 4245

OR CALL POPLAR 6011

Berlo Vending Company

1518 N. Broad St., Phila.

Specializing in Candy Vending Equipment for the Theatre Trade!

New York Baltimore
Scranton Washington
Allentown Cleveland
Pittsburgh Cincinnati

"Young Eagles" Has Endorsement of Mayors

"Young Eagles," new serial distributed by First Division, is being launched with endorsement of mayors in practically all cities where it is being shown.

Owing to these endorsements, a special trailer, plugging the personal okay of the mayor, is run in advance of the first episode, with a letter from the mayor.

These endorsement trailers are being supplied by the local First Division exchange upon receipt of approval from the mayor.

Civic heads are going for the tie-up because the show has Boy Scout endorsement and is 100% clean.

The tie-up should prove of enormous value to all theatres who intend to play the serial as it is a pre-selling idea that benefits the community and the theatre.

Selling Audio

G. R. O'Neill, well known in the trade, is responsible for an attractive and convincing salesbook on the possibilities of commercial films produced by Audio Productions, Inc., sponsored by Western Electric, the organization lists among its customers some of the leading commercial units in the country.

The advertising book deserves a lot of credit.

Delaware Charters

William Goldman Theatres, Inc. Operate theatres and places of amusement. 100 shares, no par value.

United Artists' Corporation de Venezuela. Deal in motion picture films and etc. 1,000 shares, no par value.

Permanent Print

The story is going the rounds that a print of "House of Rothschild," from United Artists, is assigned permanently to Atlantic City. Shore resort has repeated the show several times on the Avenue and on the walk with business nearly approaching the sensational.

What with the throngs coming there during the summer and the turnover, it is believed likely that the show will set a new record for repeat engagements to big business.

Up Hills and Down-

the never failing arteries of the local industry

-carrying the box office lifeblood of more than 1200 theatres

-carrying the "show" safely and on time

Horlacher's Trucks Roll!

HORLACHER DELIVERY SERVICE, Inc.
1228 Vine St., Philadelphia

New York Scranton Baltimore Washington

Sentry Serviced Safety Control

Many theatre owners weigh the matter of Safety as it suits them. Plainly this is all wrong. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—that does not mean that they can be deceived.

Sentry Safety Control Corp. 10th St. and Allegheny Ave.
Philadelphia, Penna.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
WIFE HAS A PROBLEM in "Dr. Monica," what with Warren William, as the husband, and Jean Muir, as the other woman, tangling up Kay Francis, from Warners.

With the MPTO and IEPA

(Exterior's Note—With the local territory apparently in for a permanent two-organization set-up, it behooves each and every exhibitor to follow the movements of each group. The Exhibitor holds no brief for either side. Although it is the official organ of the MPTO, its columns are open equally to both. The Exhibitor feels that if one organization, in the past, has accomplished so much, perhaps two will accomplish double.)

MPTO

Issued a statement attacking a recent circular announcing an open meeting of the IEPA.

Announced a few months ago its intention to secure permanent quarters and club rooms. Held a caucus meeting of some leading MPTO members.

Scheduled June 28 session of all paid-up members at Adelphia Hotel, with Ed Kuykendall, MPTOA president, as leading speaker.

Announced leasing of new quarters in Vine Street.

Elected new officers for the new season. (See page 8.)

Announced possibilities of new action on the music tax.

UPSTATE

MAJESTIC was the principal point of concentration among moviegoers when Manager Jack O'Rear had the fight pictures. Manager Charlie McLeary, Loew's Regent, Harrisburg, had the Club Lido floor show transferred to the Loew stage for one performance. . . .

Manager McLeary held his annual party for marble shooters who took part in the tournament.

WEEKS ARE BEING split by managers of the Majestic, Victoria and Colonial, Harrisburg. . . . Closing of State for the summer was partially responsible for surplus.

Patrons of Rialto, Harrisburg neighborhood, are enjoying newly installed cooling system. . . . Miss Genevieve Funk returned to her duties as cashier at the Victoria, Harrisburg.

IEPA

Held an open meeting at the Broadwood Hotel, June 18. Elected officers.

Placed a sign in front of the old Tiffany-Stahl building, Vine Street, announcing it as future home of organization.

Held a meeting of its members at Broadwood Hotel, June 26.

Held at least two meetings with Catholic clergy here to explain position of independent theatres in ban.

Raised $2500 in cash to help finance future movements of body.

Again conferred on Catholic boycott.

Appointed exhibitor committee to visit exchanges to confer on aims of the organization.

ATLANTIC CITY

SID BLUMENSTOCK with Warner houses in Atlantic City. . . . Warner Theatre opened with "Dr. Monica." . . . Falcon exploitation stunts on Steel Pier in connection with "Convention Girl" a tribute to Al Thomas, son of Dave, president, Falcon. . . . Tryouts crashed the dailies, thanks to the interest of one of the district's heiresses. . . . But plenty of space was realized. . . . Helped Pier business, too. . . . AC daily starting EMO's daily broadcast in script form. . . . Probably a circulation-getter.

WOJ SAID "summer slump?" . . . Warner boys are asking no quarter. . . . Nor are they giving any. . . . "Twenty Million Sweethearts" is rolling up swell grosses in the neighborhood. . . . Stanley, Colonial, for "Twenty Million," tied up with the Camden Courier on a Dick Powell-Ginger Rogers "voice contest" to get the patronizing public talking. . . . Marty Goldenberg (Colonial) dusted off the fake money stunt and passed out plenty of the spurious greenbacks with copy reading "20 Million Dollars Worth of Fun in 20 Million Sweethearts." . . . Al Blumberg played up broadcasting angle of "20 Million" at Midway with real "mike" hooked up in lobby so patrons could proclaim ownership of their own voices. Manager Kendall, MPTO A president, as leading interest, Harrisburg, left this week on vacation. . . . Closing of State for the summer was partially responsible for surplus. . . . Helped Pier business, too. . . . AC daily starting EMO's daily broadcast in script form. . . . Probably a circulation-getter.

WHO DID IT is the problem in "Murder on the Blackboard," from Radio, with Edna May Oliver, James Gleason, Joel McCrea and others.

AROUND THE CIRCUIT WITH STANLEY-WARNER

By Harry Goldberg

WHO SAID "summer slump?" . . . Warner boys are asking no quarter. . . . Nor are they giving any. . . . "Twenty Million Sweethearts" is rolling up swell grosses in the neighborhood. . . . Stanley, Colonial, for "Twenty Million," tied up with the Camden Courier on a Dick Powell-Ginger Rogers "voice contest" to get the patronizing public talking. . . . Marty Goldenberg (Colonial) dusted off the fake money stunt and passed out plenty of the spurious greenbacks with copy reading "20 Million Dollars Worth of Fun in 20 Million Sweethearts." . . . Al Blumberg played up broadcasting angle of "20 Million" at Midway with real "mike" hooked up in lobby so patrons could proclaim ownership of their own voices. Manager Kendall, MPTO A president, as leading interest, Harrisburg, left this week on vacation. . . . Closing of State for the summer was partially responsible for surplus. . . . Helped Pier business, too. . . . AC daily starting EMO's daily broadcast in script form. . . . Probably a circulation-getter.
J. E. ELLIGER has been assigned to manage the Penn while John Galvin is on leave of absence. Elliger came to Wilkes-Barre from Scranton where he was in charge of the Riviera. Before joining the Comerfords, he was with Stanley Theatre Company. He claims Harrisburg for a birth place and launched his career as publicity director of the Wilmer and Vincent Theatres. Motion pictures have been launched on the playgrounds with regular talkie equipment and have been well received, according to indications at Franklin Field, where the first program was given with 1,000 present. Nuangola is to have a new theatre early in July. William Balbient, the contractor, is rushing work, so it will be complete for Independence Day crowds that are expected at the resort. Theatre, which is owned by Perry and Foster Storm, resort merchants, will have a seating capacity of 350. "Harold Teen" played at the Rex, Nanticoke, for the benefit of the kiddies. Children of St. Stanislaus orphange were guests. A Pop Eye Club has been organized at the Shawnee, Plymouth, with the cooperation of the Plymouth department of The Evening News.

Lee Levy returned to his duties at Wilmer and Vincent's Colonial, Allentown, after an absence of about four weeks due to an operation. Bierbauer was manager of the State 22 years ago. Colonial, Bethlehem, United Chain, has joined the closed ranks. Fight pictures lost no time getting into the Valley. Several parks are running free movies but calibre of same isn't hurting much. When "Coming Out Party" played the Kingston last week, the theatre stressed the appearance of a local boy. Richard McGowan, Larksville, former theatre owner, died last week.
WEAK KNEED

or an alert, constructive force?

PUT yourself in Mr. Theatre Owner’s chair! Would you rather devote your Trade Reading Hours to ponderous treatises of nation-wide problems and academic studies of appalling trade practices violations in Peoria—or would you rather devote those same T. R. H.’s to a decided, two-fisted attack on your local ills—a pat on the back for a local job well done—all garnished with a flowing, breezy, newsy chatter about the fellows you know and situations with which you are familiar?

Professor Einstein has the world’s greatest modern mind, but if you wanted understandable interesting news, you’d rather listen to Lowell Thomas.

Take advantage of Mr. Theatre Owner’s T. R. H.’s through the columns of his local Regional.

JAY EMANUEL PUBLICATIONS
HOME TOWN TRADE PAPERS
OF 4600 THEATRE OWNERS

*Synonymous
Golder Elected President of New Exhibitor Group

Wax Heads Board, Nemez Remains as Treasurer

Ex-Congressman Ben Golder is the president of the Independent Exhibitors Protective Association.

His election, for a six months' period, was voted at the June 18 meeting of that body.

The meeting was called as an open session of all exhibitors, but wound up with election of officers by those in the group who constituted the membership.

About 100 exhibitors were present at the Broadwood Hotel session, with Morris Wax welcoming all those present and introducing Sidney Sanmean, president, New Jersey Allied and Allied States Association, the first speaker.

At the speakers' table were David Barrist, Harry Brandt, Wax and Sanmean.

Praise

Sanmean praised the new group, said he had never been able to get together with the MPTO on an arrangement concerning Jersey members of the latter group, advised the IEPA to restrict its efforts to Pennsylvania and immediate vicinity, excluding Jersey exhibitors and have a working arrangement with Jersey Allied, said a real independent group could not accept affiliated dues, and wound up by saying that it would be foolish to state that Allied would not welcome the new group into its ranks if the latter met financial and other requirements.

Sanmean said the cause of dirty pictures was filthy, dirty commercial methods; rapped the latter met financial and other requirements.

Brandt didn't mince words, spoke frankly and to test the right to file complaints without signing the code.

Details

He revealed details of one of his Washington trips when after a conference with Senators Wagner and Copeland and Clarence Darrow, in the belief that they would not call to see the President, he wound up in a conference with Charlie Pettijohn, who, he said, agreed to arbitration of problems not covered in the code, such as score charges, right to buy. Pettijohn, he alleged, later said he didn't know what the President would think of that. However, Egnal, later, Brandt decried that he had an interview with Will Hays (the general), but nothing came of it.

Barrist Speaks

David Barrist, recently deposed chairman of the board of managers of the MPTO, then spoke, attacked stories to test the right to file complaints without signing the code.

He declared he had an interview with Will Hays (the general), but nothing came of it.

Morris Nemez was elected treasurer, with the secretary temporarily left empty. Morris Wax was named chairman of the board. Barrist refused any officer's place but said that he would like to get away from the New Deal and that the motion picture industry was the only industry which had a code thrust on it. He revealed details of one of his Washington trips when after a conference with Senators Wagner and Copeland and Clarence Darrow, in the belief that they would not call to see the President, he wound up in a conference with Charlie Pettijohn, who, he said, agreed to arbitration of problems not covered in the code, such as score charges, right to buy. Pettijohn, he alleged, later said he didn't know what the President would think of that. However, Egnal, later, Brandt decried that he had an interview with Will Hays (the general), but nothing came of it.

Barrist then presented an officers slate for a six months' period, approved by one condition, that the boys work with him. He reserved the right to walk out at any time if they did not. Regarding the removal of changes in the FA for the old MPTO, he said that a representative committee would meet with all exchanges and state any requirements that the new group was composed of a bunch of insurgents and that the boys was made up of a fair cross section of exhibitors.

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**Parts are particularly believable but yarn is so constructed that play learns mean. Jack Haley scores as a weak burglar who finds himself forced to impersonate a crooner. Mix in a jealous wife, the real crooner and some good gags.**

Estimate: Fair comedy.

**Here Comes the Groom**

**Family Comedy 75m.**


Fast moving farce that should stand up wherever the laughs mean money. Jack Haley scores as a weak burglar who finds himself forced to impersonate a crooner. Mix in a jealous wife, the real crooner and some good gags.

Estimate: Fair comedy.

**Randy Rides Alone**

**Family Western 53m.**

John Wayne, Alberta Vaughn, George Hayes, Yokima Canuti, Tye Pepelo.

Well directed western with pace and action that will appeal everywhere. Our hero is falsely accused of murder, gets in with a gang, routs the crooks, saves the day, wins the girl.

Estimate: Okay.

**Radio**

**Bachelor Bait**

**Family Comedy 80m.**

Stuart Erwin, Rochelle Hudson, Bert Kelton, Skews Gallagher, Berton Churchill.

Well cast, well played comedy that lacks star strength. Otherwise it will please everywhere. Picture centers itself in a matrimonial bureau with lots of chances for Erwin and a capable cast. However, show hasn’t the strength to become an ace draw, so must fit into the 50-50 category as far as box office is concerned.

Estimate: Average.

**Mystery Ranch**

**Family Western 57m.**

Tom Tyler, Roberta Gale, George Gable, Charles King, Tom London.

Action western that will please the thrill-hunting fans anywhere. Picture has more plot than usual, has plenty of opportunity for the usual Tyler stunts. Western advocates will be satisfied.

Estimate: Moves right along.

**The World in Revolt**

**Revolution Compilation 68m.**

Newsreel shots of the political disturbances in the various European countries as well as the United States.

Film goes in for the spectacular. It shows the highlights of political revolutions in Russia, Italy, Germany, China, Austria, featuring shots of Mussolini, Dolfus, Hitler, Stalin and other luminaries of world affairs. Public is given personal views of executions and general turmoil. Graham McNamee does the narrating of the story which is authored by Emil Lengyel with a musical accompaniment under the direction of Milton Schwartzwald.

Estimate: Timely.

**White Heat**

**Adult Melodrama 62m.**

David Niven, Anna Maria, Virginia Cherrill, Hardie Albright, Arthur Clayton, Neomi Childers.

Familiar tropic madness story but handled and acted in such manner that picture stands out above usual run of such textures. A plan tation foreman goes native, later brings back his white wife. Latter’s sweetheart enters to bring additional confusion.

Estimate: Tropical.
BETWEEN THE PARAGRAPHS

FIGHT FILMS BIG CLEAN-UP
BECAUSE OF BAER ANGLE

The fight picture, Baer vs. Carnera, is more than an added attraction this time. Because of the fight itself, Baer and the general atmosphere, the film is proving a sensation in most spots and will return a gross running into hundreds of thousands. As usual, despite the federal laws, the film is being shown in practically all states. Eventually, it is believed that the law may be changed. In that event, it is quite possible that a major producer may tie-up the rights and turn in a complete product, a bit higher in quality than the current versions.

One observer, who knows whereof he speaks, says that if the law is changed and the majors are interested, eventually the film execs may become interested in boxing as a method of further revenue. There should be enough profit in pictures of a championship bout to pay the expenses of the fight and have a lot left over.

Incidentally, in this fight it is stated that it is one of the few in which no bootleg prints are being peddled around.

SHOWMANSHIP CONTESTS STIR
UP RIVALRY IN EXHIBITORS

Contests based on exploitation and sales campaigns for certain pictures are always to be encouraged. Whenever there is dough in it, exhibitors can be expected to go to bat to sell the particular picture involved. Warners are starting the ball rolling with an ace on "Circus Clown," in addition to a big tie-up on "Anthony Adverse." There ought to be some method whereby the local exchange encourages its accounts to enter such a contest. There is no question that both will benefit.

NEW COMPETITION DEVELOPS
IN RANKS OF SERIAL MAKERS

Nat Levine, still No. 1 man as far as serial manufacturing is concerned, is being given a strong tussle this season. Influenced, undoubtedly, by the number of bookings and success of the Levine-Mascot product, two other companies, Universal and First Division, are making a bold attempt to take the crown away from Levine. First Division, newcomer in serial field, has already acquired rights to distribution of two, while Universal plans to give exhibitors names as well.

There is no question that Nat Levine has had a big start. The competition should help the serial market and benefit the exhibitor. Competition of this kind is healthy, and it will be interesting to watch developments.

DRIVE FOR CLEAN PICTURES
RAP AGAINST EVERY CENSOR BOARD

The censor boards shouldn't feel any too happy these days, what with organized groups in states where censors have been functioning rapping films passed by the boards. Never once has any of these groups come forth to say that the censors have been of any value, but rather the request is for a new deal all around.

Never before has the censor set-up looked as political as in the present turmoil, with no one even considering the boards as of any value when the clean picture problem is up for attention.

Regardless of what the final determination is, the censor boards won't have gained any prestige. Who knows but that this present movement may eventually result in their permanent downfall.

HOBART MANN.
LANDOW hopped up to Scranton for a few days. . . . Johnny Roberts a recent visitor in town. . . . J. V. Schreck also in town. . . . Metropolitan Printing going in for billboards advertising new MPTO. . . . Local herald distribution ordinance still a headache to local exhibitors. . . . Plenty of free movies at state parks proving headaches as well as exhibitor-competition. . . . Wilson boats, locally, showing free films.

MUCH INTEREST when Marcus Ben, Charles Segall and Mike Lussy put their heads together in H and H. . . . Wonder what the topic was?


WITH HOT SUMMER DAYS at hand, and the New Rialto coupled with the Delaware Power and Light Company and Westinghouse breaking forth in “streamline” ads concerning the only “Westinghouse air-conditioned theatre in Delaware,” rival exhibitors suddenly showed signs of being “air-conditioned” conscious. . . . Morton Levine, Opera House, went his limit with “Many Happy Returns,” putting out 20 window displays, taping up on broadcasts from the Hotel duPont grill. . . . Lew Black was just a little puzzled how to sell his “Miss Marker.” . . . Realizing that the Temple child would attract children but with knowledge that it was an adult picture, he stuck to straight selling on the strength of popularity the child worked up in her Fox picture. . . . George Jones, Parkway, is advertising in bold type a “99.5% show.” . . . A. B. Schindler, Avenue, caught the Bae-Camera fight film while it was hot and did very well. . . . Warner men are thinking in terms of vacation now. . . . Warren Highfield was taking a honeymoon trip for his. . . . Dick Hibshire was next to go. . . . Morty Levine was straining at the post for July 6. . . . Lew Black takes July 23 for his. . . .

**THE PHILADELPHIA EXHIBITOR**


**HARRIS CLAN, Ben, Sara, Jack, Claire, twins all promoted. . . . They all promote Bennie and school promotes the kids. . . . Hasn’t been decided who promotes Sara. . . . Happy days.**

**MIKE LANDOW hopped up to Scranton for a few days. . . . Johnny Roberts a recent visitor in town. . . . J. V. Schreck also in town. . . . Metropolitan Printing going in for billboards advertising new MPTO. . . . Local herald distribution ordinance still a headache to local exhibitors. . . . Plenty of free movies at state parks proving headaches as well as exhibitor-competition. . . . Wilson boats, locally, showing free films.**

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1934-1935 PRODUCTION

Metro

The 1934-1935 program of Metro-Goldwyn-Mayer will include 52 features and 104 shorts.

Some of the features announced are "The Merry Widow," "David Copperfield," "The Good Earth," "Chained," "Barrets of Wimpole Street," "Cherry Ripe," "Naughty Marietta," "Marie Antoinette," "Biography," "In Old Vienna," "Indo-China," "West Point of the Air," "His Brother's Wife," "Movie Queen," "Sequel, Mannix Comes to Town," for which stars are set. There will be other important short stories and books used for future vehicles, casting for which is set.

Short subject list includes 4 Laurel Hardys, 8 Charley Chases, 7 starring Irving Cobb, 8 Tod-Kellys, 6 Our Gangs, 6 musical revues in addition to musical cartoons, Oddities, Goofy Movies, Travelogues, single reels, and the news.

Paramount

APPROXIMATELY 64 feature pictures and a total of 204 short subjects will be released by Paramount during the 1934-35 season. Here are some on the schedule for next year:


"Hide in the Dark": "The World by the Tail"; "The Richest Girl in the World"; "The Sea Girl"; "Wednesday's Child"; "False Dreams Farewell"; "Indion River."

200 RKO Radio short subjects cover a wide diversity of film entertainment. Leading personalities will be featured in the two reel comedies, of which there will be eight series, totaling fifty-two subjects. There will be fifty-three single-reel subjects.

Vitaphone Shorts

Norman H. Moray, Vitaphone executive in charge of shorts and trailers, announces that his company will release a total of 130 short subjects for the 1934-35 selling season. This includes 2 three-reel specials; 50 two-reel subjects and single-reel numbers.

Vitaphone will release 32 "Broadway Brevities" musical comedies, which will be split up as follows:

Nine two-reel Technicolor Shorts will be produced at the Warner Bros.' Burbank studio, under the supervision of Jack L. Warner; two three-reel specials, one of which will feature Rosy and His Gang; Nine Radio-comics two-reelers which will star such famous names of radio as Harry Richman, Ruth Etting, George Price, Nick Lucas, Vera Van, Morton Downey and others; Nine reel "Broadway Headliners," which will include such "names" as Hal LeRoy, Dorothy Dix, Jeanne Aubert, Lillian Roth, Donald Novis, Fred Oppen and others; and three two-reel condensed versions of such popular Broadway musicals as "The Flame," "Roberta," "Mississippi," "Roberta," "Wedding Bells," starring Bernice Claire and J. Harold Murray, "Sunny," starring Dorothy Stone, and "50 Million Frenchmen," starring Leon Moran.

Vitaphone's twenty-two two-reel "Big V" comedies will include 3 Ben Hecht and Charles MacArthur; starring Shemp Howard and Daphne Pollard; six Blue Ribbon comedies, starring Ben Hecht and Charles MacArthur; two West Coast studios, with the Three Ritz Brothers; and seven more to be announced.


This series of thirteen one-reel shorts will present the greatest array of stage and radio bands of the hour, each reel featuring singing and dancing specialties of established fame. The following nationally known orchestras have already been signed for this series: Jack Benny and His Hotel Pierre Orchestra, Phil Spitalny and His Musical Sweethearts, Borrah Minevitch and His Harmonics Rascals, Fredrich Rich and Band, Charles Dailey and His Hotel New Yorker Band, the A. P. G. Gypsys, with James Melton, popular tenor of The Revelers, Will Osborne and His Columbia Broadcasting Orchestra, Dave Apollon and Band, Dick Hanner and His Hotel Carlton Band, and four more to be announced.

Vitaphone's new series of twenty-six "Pepper Pot" one-reel novelties will include the following sub-divisions: 3 "Movieland Reviews," each number presenting intimate behind-the-scenes doings of the Hollywood studios, to be directed in Hollywood by Ralph Staub; originator of "Screen Snapshots"; 5 "Rumbling Round Radio Row" presentations, each reel offering a score of radio headliners, the first featuring Baby Rose Marie, The Harmonians, Frank Novak, Jr., Harriet Lee, Roy Atwell and others; 8 "Famous Song Composers," novel- ties, featuring a famous song composer in each number, Ann Harding, Wheeler and Woolsey, William Powell, John Boles, Frances Lederer, Ginger Rogers and Fred Astaire. At the moment more than thirty of the new season's productions are either in preparation or definitely planned, including "Joan of Arc," "The Forsythe Saga," "The Little Minister," "Radio City Revels," "The Fountain," "Alien Corn," "Roberta," "The Age of Innocence."


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**CODE**

**Appeals Taking Up Code Authority’s Time**

A plan to regulate appeals coming to the Code Authority in such a deluge is being considered by that body. Obviously, something is wrong with the present system through which all cases can immediately be appealed to the highest body from the local boards. Organization committees composed of CA members to recommend specific action to the body may be formed. Meanwhile, use of alternates grows.

**Local Boards Meeting Every 10 Days Now**

Local boards are meeting other than weekly. Average would seem to be about every ten days except in cases where cases piling up demand better service. Zoning protests seem to predominate over grievance claims, currently, in view of the opening of the buying season.

**Premium Votes Spread In Entire Country**

Votes on premiums are spreading throughout various section of the country. Already some zones have gone on record against the practice. Disposition of such matters is expected to facilitate zoning procedure.

**6266 Exhibitors Pay $67,164 to Code Financing**

Producers and distributors will soon be asked to pay their share of the code financing. Code assessments now paid up amounts to $67,164. This is collection made from 6,266 exhibitors up to June 15. This shows a gain of 300 exhibs.

**Code Assent Period Reopened Until August 15**

Period for filing assents to the code is being reopened until August 15. Code Authority so passed on a recommendation to Division Administrator Sol A Rosenblatt. Those desiring to sign must get endorsement of two exhibitors up to June 15. This shows a gain of 300 exhibs.

**EXHIBITION**

**Catholic Boycott Spreads Over Country**

A unified Legion of Decency is now fighting salacious and indecent pictures. Pledges are being signed by Catholics throughout the country, with one district having a complete boycott of movies. Methodist, Presbyterian bodies have also endorsed the Catholic stand.

Exhibitors, generally, have taken no action except to confer with Catholic bodies pointing out that exhibitors are innocent victims and blame rests in Hollywood.

Allied, in a bulletin, suggested placing blame on circuit theatres, a suggestion generally denied by leading exhibitors.

Hollywood is believed ready to enforce a strong reproduction system to check all indecent portions of film. Rotating committees, with Hays supervision are being suggested.

Eventually, it is believed Hollywood will regulate itself to satisfaction of all.

**MPTOA Leaves Trailer Issues to Local Units**

The MPTOA is leaving the issue of trailer service to local units. Spread of the idea of companies making their own has resulted in current litigation, with the MPTOA setting home rule decide. Allied has gone on record against companies making their own. Ed Kay kendall, MPTOA head, also has rapped the practice, but local rule will govern affiliates of his body.

**Theatre Pooling Starts in New York**

Theatre pooling, happy habit of the prosperity days, has cropped up again. Capitol and Paramount, New York City, both of which felt the depression, are rumored in a year’s agreement to confer with the body may be formed.

**25% Cancellation Asked by KC Index**

Kansas City independents ask 25% cancellation privileges. MPTOA leaders seek an increase from 10%. Salacious picture ban would seem to merit an increase in cancellation. Distributors, however, will probably fight all such ideas.

**DISTRIBUTION**

**Bankruptcy Law Aids Companies Out of Rut**

The new bankruptcy law which permits reorganization with the consent of the majority, has resulted in the hope that both RKO and Paramount will soon drop the receiverships. Present Paramount trustees, Hilles, Leake and Richardson, have been re-appointed pending final plans. Paramount report showed a much better cash position.

**Last Conventions Wind Up Pre-Selling Meets**

With Paramount, RKO and Metro having their conventions, and Columbia completing the list, the last of the sales conventions has been recorded. Expectations met official announcements with the result being that major companies will make as many pictures as last year, if not more.
**$4,000,000 Given to Warners in Suit End**

The following statement was given out recently by Electrical Research Products, Inc., and Warner Bros. Pictures, Inc.: A settlement has been reached on the long standing controversy between Warner Bros., Inc., and Electrical Research Products, Inc. This controversy began early in 1928 when arbitration proceedings were initiated relating primarily to the amount of participation of Warner Bros. Pictures, Inc.'s subsidiary, the Vitaphone Corporation, in the royalties received by Electrical Research Products, Inc., from its motion picture licensees. The controversy has continued in various forms ever since and has resulted in extensive court proceedings.

**Settled**

The settlement clears accounts of the parties outstanding at various dates and in addition, provides for the surrender by the Vitaphone Corporation to Electrical Research Products, Inc., of its right to participation in future royalties. In addition to clearing accounts, Electrical Research Products, Inc., pays Warner Bros. Pictures, Inc., $2,500,000 in cash, $1,300,000 in negotiable promissory notes totaling $1,300,000, and a contingent payable to exceed $200,000 payable on certain contingencies.

The agreement disposes of the arbitration and all litigation between the parties and provides that Warner Bros. Pictures, Inc., shall remain a licensee of Electrical Research Products, Inc.

**Terms**

Complete terms of the settlement were announced this week by H. M. Warner, president, Warner Brothers, in a letter to stockholders.

$2,500,000 Cash

In addition to receiving $2,500,000 in cash, notes totaling $1,300,000, and a contingent payment of $200,000, Warner Brothers books and those of its subsidiaries show a net financial benefit of approximately $2,100,000 from the settlement.

**Bachman Handles World Wide Pictures**

John A. Bachman, well-known Vine Street, is now handling World Wide pictures in this territory, as well as in Washington.


Physical arrangements are through Preferred Pictures, 1316 Vine Street, with A. H. Shoemaker associated.

**McNamee Thanks Exhibs for Support in Drive**

Frank McNamee, local Radio chief, has returned from the Chicago convention with a message of sincere thanks for exhibitors.

**“Sin” Returned**

Paramount has announced that after a review of “It Ain’t No Sin,” by the New York Board of Regents and by the officials of the company at New York, and officials of the Motion Picture Producers and Distributors of America, Inc., eastern executives of the producers and the studio heads have jointly decided to withdraw the application for a license in New York and to return the picture to the studio for thorough revision. It will then be presented to the public under a new title. The picture will not be submitted to censor boards in the public until after it has been revised.

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**He wanted to thank them all for the support in the recent drive which saw the local exchange finish first among the big city exchanges and fourth nationally. Every exchange employee gets a half-week's salary as a prize.**

In addition, Harry Tyson got a $50 prize for 100% newsreel sales. Other prizes were awarded as well.

McNamee promises that RKO will deliver again this season to exhibitors and he hopes the exchange will again have 100% support during the new year.

**“Young Eagles” Buy**

"Young Eagles," twelve episode Boy Scout serial, and First Division release, has been booked into 43 theatres of the Warner circuit in Philadelphia, and also into twelve Greater New York and New Jersey Theatres on the RKO circuit. Serial will be released July 1.
is the only efficient, authentic medium of covering ALL local code activities ... instructing its readers on all code and grievance board methods ... carrying in detail each issue all complaints, decisions and news of local code boards ... Just another local personal service of value to you.

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Exhibitor

A Jay Emanuel Publication

VOL. 16—No. 14
PHILADELPHIA, JULY 15, 1934
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Jack Mulhall - Directed by William Beaudine

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THAT LION IS ON THE LOOSE AGAIN!

Particularly bright with personalities is the STAR-SPANGLED BANNER of Metro-Goldwyn-Mayer for 1934-1935. Not even M-G-M in all its past glorious years has ever unfurled a banner so brilliant with the stars whom your public eagerly awaits on your screen. Comforting thought to exhibitors in these times is the sturdy record of the Star-Company, whose stability over the years is based on an unswerving policy of giving idols to an idol-worshipping nation... in pictures that are BIG! These are the times to play safe... and there is only one safety in film business... Metro-Goldwyn-Mayer.

(next page please)
THE MERRY WIDOW

Waft down your ailes and vision your packed theatre spell-bound as MAURICE CHEVALIER with delicious gavesty flirts, songs, conquers the rich and merry widow, exquisitely portrayed by JEANETTE MacDonald. ERNST LUBITSCH, sly maestro of love's magic, makes a glorious screen holiday of this beloved romance, now at last on the talking screen. Its vivacious First Lady stuns audiences with six different symphony orchestras. Additional cast names are Edward Everett Horton, Una Merkel, George Barbier, Minna Gombell. And the genius of Thalberg guides it to glory!

*Emst Lubitsch, courtesy Paramount Pictures

DAVID COPPERFIELD

1934-35 will be known as “The year of David Copperfield!” The heart of humanity beat faster when the news was flashed that M-G-M would bring its unlimited resources of talent and physical equipment to the production of Charles Dickens’ beautiful soul-stirring novel. A special trip abroad was made by Producer David O. Selznick with director George Cukor (he made “Little Women!”) and Howard Estabrook, scenarist. Thousands of tests were made of characters, architectural details copied and research such as no picture ever enjoyed has been under way for months here and abroad. A cast of sixty-eight characters will bristle with big names! A final master stroke was the signing of Hugh Walpole, noted author and Dickens authority, to lend counsel during the filming. A monumental enterprise is under way. Only M-G-M could attempt it!

*Herbert Marshall, courtesy Paramount Pictures

THE GOOD EARTH

No other story property, whether a novel or stage play, was ever so desired by all parties! M-G-M is honored to be the means whereby Pearl S. Buck’s thrilling novel is to be brought to the screen. It is an honor because “The Good Earth” is the most widely read book of our times . . . an obligation to far-flung millions whose heart-throbs, smiles and tears were showered on its unforgettable pages. Such humanity-in-fiction requires the unmatched production genius of a Thalberg, the screen-writing talents of a Frances Marion, the directorial flair of a George Hill (a combination that gave you “The Big House” and “Min and Bill!”). For four months Director Hill and a huge staff traveled in little known parts of China, accumulating materials, backgrounds, facts . . . to make this heart-drama real, vibrant, true!

*Nelson Eddy, courtesy R.K.O.

CHAINED

It is an occasion for dancing in the streets when JOAN CRAWFORD and CLARK GABLE unite their magnetic personalities to tell a screen story of glamour and allure! Picture audiences recalling with delight the romantic sweep of “Dancing Lady” will be there when you announce their new co-starring love story. The director is Clarence Brown who guided these two stars to triumph in “Possessed.” He also directed “Sadie McKee” and “Letty Lynton” among many others. In the cast are Otto Kruger and Stuart Erwin. Hunt Stromberg is the showman-producer!

*Fredric March, courtesy 20th Century Pictures

THE BARRETTES OF WIMPOLLE STREET

NORMA SHEARER’S popularity, heightened by absence, flamed into box-office brilliance in “Riptide”, . . . but that was just the beginning! A vehicle that most nearly approximates the tenderness of “Smilin’ Through” is that romance which has given Broadway its most glorious stage thrill of the decade. “The Barretts of Wimpole Street.” NORMA SHEARER and FREDRIC MARCH* (weren’t they incomparable in “Smilin’ Through?”) are the Elizabeth Barrett and Robert Browning of the stage hit. CHARLES LAUGHTON, Academy Prize Winner, star of “Henry the VIII” has come from abroad especially for this picture! Sidney Franklin of “Smilin’ Through” fame is the director. Thalberg is producer! What a screen audience awaits this biggest stage hit of 15 years which played Broadway for two solid seasons and presold America with two unbroken years on the road?

*Frederic March, courtesy 20th Century Pictures

MUTINY ON THE BOUNTY

CLARK GABLE, WALLACE BEERY, ROBERT MONTGOMERY head the pageant of box-office stars who are making an entertainment that will rank at the very top of next season’s amusement calendar! The popular appeal of “Mutiny on the Bounty” is reflected in its long listing as best-seller and in its subsequent serial story fame in the Hearst newspapers. Frank Lloyd was director. It is an occasion for dancing in the streets when JOAN CRAWFORD and CLARK GABLE unite their magnetic personalities to tell a screen story of glamour and allure! Picture audiences recalling with delight the romantic sweep of “Dancing Lady” will be there when you announce their new co-starring love story. The director is Clarence Brown who guided these two stars to triumph in “Possessed.” He also directed “Sadie McKee” and “Letty Lynton” among many others. In the cast are Otto Kruger and Stuart Erwin. Hunt Stromberg is the showman-producer!

*Herbert Marshall, courtesy Paramount Pictures

MARIE ANTOINETTE

Why did M-G-M purchase this many-edinoned best-seller by Stefan Zweig for a starring vehicle for NORMA SHEARER? Because no book of recent years gave its public such a soul-thrill! Because this book gives HERBERT MARshall* opportunity for his most appealing charms. Three big stars! A production of magnificence unparalleled in talkies! Thalberg is producer.

*Herbert Marshall, courtesy Paramount Pictures

NAUGHTY MARIETTA

It has been the privilege of M-G-M to immortalize famed musical comedies and operettas . . . most recently “Car and the Fiddle” . . . and notably next season’s “The Merry Widow.” Now fitting M-G-M selects Victor Herbert’s deathless love songs in “Naughty Marietta” for the singing star JEANETTE MacDonald who with handsome operatic-favorite NELSON EDDY takes this vehicle, country-wide, for the Ninth Year, beginning next fall! And in the cast are Edward Everett Horton, Una Merkel, George Barbier, Minna Gombell. And the genius of Thalberg guides it to glory!

*Jeanette MacDonald, courtesy R.K.O.

Be there when the fire-works begin!
ONE CONSTANCE BENNETT
in Michael Arlen's famed novel of the strange love life of Iris March. (Title to come.) As a best-seller, as a Katharine Cornell stage triumph, as a road-show . . . it fascinated millions. What a cut for its luxury-laden talkie production. CONSTANCE BENNETT, HERBERT MARSHALL combine, from his "Riptide" acclaim, Elizabeth Allan, exquisite in "Men in White." Mrs. Patrick Campbell, Henry Stephenson and many more. Directed by Robert Z. Leonard.
*Constance Bennett, courtesy 20th Century Pictures

ONE ANN HARDING & ROBT. MONTGOMERY
in "Biography of a Bachelor" based on the stage hit "Biography" by S. N. Behrman. Modern showmanship knows of its sensational success on Broadway and on the road . . . its intriguing story of a woman artist and her loves is what your public wants! Cast so happily before in "When Ladies Meet." Ann Harding and Robert Montgomery perfectly fit their roles, and that splendid pair of screen writers Anita Loos and John Emerson again flash brilliant writing for the screen. E. H. Griffith is director.
*Ann Harding, courtesy R. K. O. Pictures

TWO LAUREL-HARDY
FEATURE LENGTH COMEDIES

TWO ALL-STAR COMEDIES
M-G-M unites the two most successful comedy producers of today, Charles Reisner and Jack Comings to make these special comedy attractions. And here are the top laugh names that will conspire in fun films to challenge the riparian records of " Caught Short" and "Politics" (both directed by Reisner) . . . Jimmy Durante, Charles Butterworth, Louise Fazenda, Stuart Erwin, Ted Healy, Una Merkel and others!

FOUR COSMOPOLITAN PRODUCTIONS
Just an idea of the Cosmopolitan hits of past months "Penthouse," "Manhattan Melodrama" and "Thin Man." Cosmopolitan Productions get nationwide advertising and publicity through the Hearst chain of newspapers.

FOURTEEN MARQUEE PICTURES
Showmanship ideas, new slants in production, with casts of top-notch names . . . Marquee Pictures over a period of several years have won a high rating for consistent entertainment delivery!

M-G-M PROPERTIES
Listing just a few out of Leo's vast resources of stage plays, novels and original stories—

"MARIE ANTOINETTE" by Stefan Zweig, best-seller; "BIOGRAPHY" by S. N. Behrman, stage hit; "THE GOOD EARTH" by Pearl S. Buck, biggest book success of years; "THE BARRETT S OF WIMPOLE STREET" by Rudolf Besier, stage triumph; "MUTINY ON THE BOUNTY" by Charles Nordhoff and James Norman Hall, best-selling novel; MICHAEL ARLEN'S story of Iris March, book and play sensation; "CHINA SEAS" by Crovie Garstin, romantic book hit; "SOVIET" by Jules Furthman, daring screen original; "WHAT EVERY WOMAN KNOWS" by Sir James M. Barrie, international stage classic; "TISH" by Mary Roberts Rinehart, novel and book favorite for years; "THE MERRY WIDOW" by Victor Leon & Leo Stein, music by Franz Lehar, famous operetta; "DAVID COPPERFIELD" by Charles Dickens, one of the world's eternal books; "TIMBERLINE" by Gene Fowler, current best-selling book; "VANESSA" by Hugh Walpole, celebrated international novel triumph; "THE WIND AND THE RAIN" by Merton Modge, stage success; "NAUGHTY MARIETTA" by Victor Herbert and Rida Johnson Young, immortal operetta; "NO MORE LADIES" by A. E. Thomas, New York's great current play success, "FORSAKING ALL OTHERS" by Edward Roberts and Frank Morgan Carett, stage hit; "HER EXCELLENCY'S TOBACCO SHOP" by Leslie Bus Fekete, notable European stage triumph; "THE CASINO MURDER CASE" by S. S. Van Dine, his latest mystery novel success; "WICKED WOMAN" by Anne Austin, popular novel; "EVELYN PRENTICE" by W. E. Woodward, successful novel; "MALIBU" by Vance Hoyt, unusual current book; "THE BUGLE SOUNDS" by Major Zinovi Pechkoff, novel of a group of original stories include "THE WINNING TICKET" by Robert Hopkins; "HIS BROTHER'S WIFE" by George Auerbach; "LADY COMES TO TOWN" by Clements Riley; "MOIVE QUEEN" by Sidney Skolsky; "INDO-CHINA" by Arthur Richman; "BEYOND THE AIR" by Phillip Dunne; "IN OLD VIENNA" by Oscar Hammerstein, 2nd, and Sigmund Romberg; "BLACK CHAMBER" by Herbert Yardley and many more.

(over please)
“UM-M-M!”

Among those who are making M-G-M’s Star-Spangled Banner of 1934-35
(Listed Alphabetically)

**STARS**—LIONEL BARRYMORE • WALLACE BEERY MAURICE CHEVALIER • JACKIE COOPER • JOAN CRAWFORD • MARION DAVIES • MARIE DRESSLER CLARK GABLE • GRETA GARBO • JEAN HARLOW HELEN HAYES • LAUREL-HARDY • MYRNA LOY JEANETTE MacDONALD • ROBERT MONTGOMERY RAMON NOVARRO • JEAN PARKER • WILLIAM POWELL • NORMA SHEARER • GLORIA SWANSON LORETTA YOUNG

**FEATURED PLAYERS** — Brian Aherne • Katharine Alexander • Ross Alexander • Tad Alexander Elizabeth Allan • Virginia Bruce • Ralph Bushman • Charles Butterworth • Mrs. Patrick Campbell Mary Carlisle • Leo Carrillo • Ruth Channing • Mady Christians • Mac Clarke • Jimmy Durante Nelson Eddy • Stuart Erwin • Madge Evans • Muriel Evans • Louise Fazenda • Preston Foster Betty Furness • Gladys George • C. Henry Gordon • Russell Hardie • Ted Healy • Louise Henry Jean Hersholt • Irene Hervey • Jean Howard • Isabel Jewell • Otto Kruger • Evelyn Laye Willard Mack • Una Merkel • Frank Morgan • Karen Morley • Maureen O’Sullivan Nat Pendleton • Rosamond Pinchot • Esther Ralston • Donald Reed • May Robson Shirley Ross • Maurice Schwartz • Martha Sleeper • Mona Smith • Lewis Stone • Franchot Tone Henry Wadsworth • Lucile Watson • Johnny Weissmuller • Diana Wynyard • Robert Young

**DIRECTORS** — Harry Beaumont • Monta Bell • Richard Boleslavsky • Charles Brabin Clarence Brown • Jack Conway • George Cukor • Victor Fleming • Tay Garnett • Edmund Goulding • George Hill • William K. Howard • Gregory La Cava • Fritz Lang • Robert Z. Leonard E. Lubitsch • Rouben Mamoulian • Edwin L. Marin • Harry Pollard • Charles Riesner Richard Rosson • Edgar Selwyn • W. S. Van Dyke • William Wellman • Sam Wood

AND THE GREATEST LINE-UP OF 1934-35

**SHORTS**
in the entire industry!

(Two Reels)

HAL ROACH M-G-M COMEDIES
3 LAUREL-HARDY
8 CHARLEY CHASE
7 IRVIN S. COBB
8 TODD-KELLY
6 OUR GANG
6 M-G-M MUSICAL REVUES IN TECHNICOLOR

(One Reel)

12 PETE SMITH ODDITIES
6 PETE SMITH GOOFY MOVIES
13 M-G-M MUSICAL CARTOONS IN COLOR
8 FITZPATRICK TRAVEL TALKS IN TECHNICOLOR
104 ISSUES HEARST METROTONE NEWS WITH EDWIN C. HILL AS THE GLOBE TROTTER

“Rock-a-bye Junior, You’re like your pop Strong as a feature Always on top! Pride of the Program You sell the show . . . Leave it to Junior—He gets the dough!”
Let There Be Light

Generally, full publicity has been given by local boards as well as the Code Authority. In some instances, there have been attempts to evade the full glare of the news journals but these have been few and far between.

In the matter of Code Authority voting, however, there is reason to believe that one publicity channel has been left closed.

Owing to the fact that alternates are constantly sitting on the Code Authority, it should be made a part of trade record how the votes stand on all appeals to the body. Thus, the trade can analyze for itself each decision.

In some cases, minority votes have been announced but seldom the majority opinion. It is not even to be considered that those who vote in the majority have ruled that their votes not be made public, but such an idea can easily be championed by those who wish to discredit the CA.

Let all the names of those voting on appeals be published. Let it be told how each votes. In such manner, the trade can gain a fuller respect for each individual. No one should be ashamed to let the world know how he stands on an issue if he's right. Keep the spotlight burning.

Peak of Brilliance

No further word need be said against the gentlemen who are thinking up ways and means whereby the exhibitor loses the effect of his 10% cancellation privilege.

The prize can now be awarded to the exchange which said that an exhibitor who otherwise has completed all of his obligations cannot exercise the 10% cancellation privilege because of the fact that the same exhibitor did not buy mats or sufficient paper from the exchange.

In the case in question, the exhibitor used the service of a program-printing concern, which included certain mat service as well. Because the exhibitor did not buy the mats directly the exchange now declares the exhibitor not to be in good standing.

It must have taken several nights of study to have thought of that evasion. It is to be the spirit of the distributors in working out the code for the benefit of all, anything is likely to happen.

New Season

Now that the last of the conventions is over, the industry may be considered as officially entering the 1934-1935 year.

There is no doubt that the season past will go down as one of the most hectic in the history of the business.

Just the same, it would seem safe to wager that many of the reforms that are bound to come in this industry will be traced back to the hectic days of 1933-1934.

One rarely appreciates anything when it happens. 1934-1935 gave this business the code. This in itself is one reason why it should be entered as one of the historic periods of this industry.

Important Decision

The Code Authority is leaving itself open to criticism and plenty of discussion.

Specifically, in the case of the Criterion Theatre, Bridgeton, N. J., against the Stanley Theatre, Bridgeton, N. J., the grievance board found that there was an overbought situation and commanded the Stanley to give 17 pictures, including some of major companies, to the complainant. The grievance board based its overbought decision on the reasoning that in the case of two companies the Stanley Theatre had a minimum commitment and that inasmuch as its selective deal tied up all product; all pictures should be considered as belonging to the Stanley.

The Code Authority, in modifying the local decision, held that the Stanley, in its selective buy, could only be credited with the minimum number it was obligated for and found that there was not, therefore, an overbought situation. However, it went further than that and ordered that the Stanley Theatre, in the case of its selective deal, “forthwith” (immediately) choose its pictures and release the others to the Criterion; all this in spite of code clauses as well as those in contracts to the contrary.

The Code Authority, in ruling that a house making a selective buy can only be held to have committed itself for the minimum, is setting a dangerous precedent. It is asserting that a theatre needing 225 pictures a year can legally tie up 450 on selective buys.

The Code Authority, in ordering a theatre buying on selective plan to make its choice of pictures “forthwith” (immediately), is not only destroying the principle of selective buying but interfering with the contractual obligations between buyer and seller.

Further developments will be watched with interest.
AT MIKE LANDOW DINNER. 150 exhibitors, film men pay homage to retiring Universal manager at Bellevue-Stratford affair, July 9. (Page 9)

HEADS MPTO. Charles Segall, veteran exhibitor, is the new president of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware. (Page 12)

PARAMOUNT’S GUESTS. Adolph Zukor, president, Paramount Publix, and Emanuel Cohen, vice-president in charge of production, pose with theatre operators who attended Paramount’s 23rd convention at Los Angeles.

AL LICHTMAN, vice-president and general manager in charge of distribution for United Artists, congratulating Herbert Wilcox, production chief and director of “Nell Gwyn,” the British & Dominion production, released through United Artists.

MEN OF COLUMBIA assembled in convention at Atlantic City. Get-together was the last one of any major company and officially wound up the convention season for the industry.

AT PARA MEETING. Clayton Eastman, Albany; Chet Bell, Detroit; Randolph Scott; Percy Bloch, Philadelphia; Don Woods, Minneapolis; Herman Lorber, New York; Richard Arlen; James J. Oulahan, Washington; Kenneth Robinson, Buffalo; Oscar Morgan, Atlanta, and Louis Phillips, New York, shown as they golfed between sessions at Paramount’s 23rd convention at Los Angeles.
Trade Hears Bridgeton, N. J., Independent May Be First Bringing Case Past Code Authority Heads—Body Upheld Local Ruling with Changes

An appeal to Divisional Administrator Sol A. Rosenblatt from the decision of the Code Authority in the case of the Criterion Theatre, Bridgeton, N. J., vs. the Stanley Theatre, Bridgeton, N. J., is believed likely.

Following the handing down of the decision of the Code Authority, which saw the local grievance board’s ruling upheld with some changes, wheels were set in motion to bring the case past the Code Authority to Rosenblatt. This position is definitely assured at press time, but looked quite likely.

The local board’s decision in the overbuying charge resulted in awarding 17 pictures to the Louis Linker house, the Criterion. Two lists were to be made up of remaining 1933-1934 pictures by the Stanley with Linker making his choice.

The Code Authority revised this ruling to allow Linker only Columbia and Universal pictures. Stanley Theatre was committed to its minimum on a selective buy, with Linker being allowed to deal for the rest. This changes the setup, which, incidentally, was not unanimous. The Code Authority decision was also not unanimous.

The Code Authority decision follows:


OPINION:

The respondent appeals from a determination of the Philadelphia grievance board which directed that the respondent release to the complainant 17 feature motion pictures comprised of motion pictures released by six major distributors with whom the respondent has license agreements. The determination of its jurisdiction was based upon Article VI, Part 2, Section 1 of the Code. The complainant charged the respondent with overbuying and the board found that the pictures were not reasonably required; and (b) the adoption of an unreasonably complicated policy of innumerable and too frequent changes of motion pictures.

In its statement of facts the board charged that the respondent had contracted for its excess of 266 feature motion pictures for the season 1933-34, and that the policy of the other theatre is second run. The respondent operates one theatre. The policy of one of the theatres in behalf of which this complaint is brought is first run; the policy of the other theatre is second run. The respondent operates one theatre.

The grievance board’s determination was not unanimous. One member of the board dissented in an opinion to the effect that the respondent has not contracted for more feature motion pictures than are reasonably required to operate its theatre based upon the number of weeks of which the theatre is open and which has been the established policy for that theatre for the last three years, and that the respondent has not contracted for an excessive number of feature motion pictures with the intention of depriving the complainant of a sufficient number of motion pictures for the season 1933-34, and that the respondent has not contracted for four changes per week with the use of five features.

The complaint operates two theatres in the town of Bridgeton. The policy of one of the theatres in behalf of which this complaint is brought is first run; the policy of the other theatre is second run. The respondent operates one theatre.

The grievance board’s determination was not unanimous. One member of the board dissented in an opinion to the effect that the respondent has not contracted for more feature motion pictures than are reasonably required to operate its theatre based upon the number of weeks of which the theatre is open and which has been the established policy for that theatre for the last three years, and that the respondent has not contracted for an excessive number of feature motion pictures with the intention of depriving the complainant of a sufficient number of motion pictures for the season 1933-34, and that the respondent has not contracted for four changes per week with the use of five features.

The policy of one of the theatres in behalf of which this complaint is brought is first run; the policy of the other theatre is second run. The respondent operates one theatre.

The majority opinion of the grievance board was written after an independent investigation of the facts made by the board.

The majority opinion of the board also concluded “that the complainant did not completely make out his case by supporting his contention that the respondent purchased more pictures than were reasonably required to operate its theatre.”

The majority opinion states: “The board found upon its investigation that the Stanley Theatre had committed itself to the overcontractual policy of changing feature pictures for the season 1933-34, provided it could obtain a selection of 232 feature motion pictures.”

The respondent conceded that it had contracted for 232 feature motion pictures.

It is plain from a reading of the opinion of the board and from the brief of the complainant’s counsel in support of the board’s determination, that the foundation for the board’s determination in this finding of fact that the respondent contracted for 266 feature motion pictures and its rejection of the respondent’s claim that it had contracted for only 232.

We have, therefore, carefully examined the evidence on this disputed fact which forms the basis of the local board’s determination.

We find that not computing pictures announced which will not be released by distributors, the license agreements of the respondent and distributors are as follows:

<table>
<thead>
<tr>
<th>Distributor</th>
<th>Pictures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warner-First National</td>
<td>60</td>
</tr>
<tr>
<td>Fox</td>
<td>48</td>
</tr>
<tr>
<td>Paramount</td>
<td>35</td>
</tr>
<tr>
<td>Metro</td>
<td>15</td>
</tr>
<tr>
<td>Columbia—a selection of 26 out of Universal</td>
<td></td>
</tr>
<tr>
<td>—a selection of 23 out of 36</td>
<td></td>
</tr>
</tbody>
</table>

The total is 231 pictures.

The difference between the number as set forth above and the number as found by the grievance board is due to the following:

1. The releases by Paramount are 59 instead of 65, as found by the grievance board.
2. The pictures of Fox are 68 instead of 54, (the branch manager of Fox Film testified that the balance of 6 pictures from Fox were available to the complainant’s theatre.)
3. The grievance board computed the number under contract between the respondent and Universal and Columbia, all of the pictures available under such contracts although the respondent’s obligation under such contracts was determined to be a minimum, the number indicated in the tabulation above.

Examination of our tabulation, therefore, is the conclusion of fact we must make as to the number of pictures by which the respondent has contracted for, bearing in mind the selective contracts with Columbia and Universal.

It is that the respondent may exercise the privileges under these selective contracts of playing all the pictures covered by the contract and at the same time its obligation to play the minimum number. On the other hand, we cannot without some basis of facts in the evidence come to the conclusion that such is the respondent’s intention; presumptively the respondent desires to play and pay for the minimum obligations.

By Article VI, Part 1, of the code it is provided that under selective contracts such as are in question herein, unless rejection must be given within twenty-one days of the date of availability in the exchange territory, the exhibitor may refuse to accept any of the pictures provided that notice of rejection must be given within fourteen days after availability.

Theoretically, with each rejection given by the respondent in conformity with the code or with the contract, which ever is sooner, such picture becomes available to the plaintiff for negotiation. That, however, does not take care of the situation if the respondent accepts every picture under the selective contract and continues to accept pictures even after its minimum obligation under such contract has been performed.

To meet the situation we decided that if the respondent makes no rejection under the selective contracts it will have more pictures than it reasonably requires. In the event that it takes more than its minimum obligations under the contracts, it would be a fair inference that it took those pictures with the intent and effect of paying for its minimum obligations, and therefore, of those pictures.

Under Article VI, Part 2, Section 3 the grievance board may grant such relief as it deems proper upon its finding that the respondent has committed any of the acts specified in paragraph (a), (b), (c), and (d) of Section 1.

We think that if the respondent took all the pictures under these selective contracts the grievance board would have declared the respondent in default and the grievance board has violated Section 1 (a). It is therefore appropriate for the grievance board, or for us upon appeal, to grant relief, and therefore, it is necessary to make his selection up to the minimum obligation of motion pictures. To do this, it is necessary to make the selection of Columbia and Universal, thereby releasing motion pictures above that number for availability in the exchanges.

As to the respondent’s operating policy, the evidence is clear that the respondent’s operating policy existed for a period of three years before the complaint (Continued on page 32)
THIS BEAUTIFUL BOOK IS ON

Watch for it!... We are proud of this book . . . and prouder of the great attractions it announces.

It tells why RKO-RADIO'S message for 1934-35 can be told in FIVE words.
ITS WAY TO YOU

GREAT PROPERTIES MAKE GREAT PICTURES!

WITH PRIDE WE ANNOUNCE

* * *

Record Turnout of Industry Leaders Expected for Lew Pizor Testimonial

Retiring MPTO President To Be Honored at July 16 Dinner—Bellevue-Stratford Scene—Marks Thanks Following Constructive Efforts During Term

Leaders of the motion picture industry and the city and state are expected to attend the testimonial dinner to be given to Lewen Pizor, retiring president of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware at the Bellevue-Stratford Hotel, July 16.

Pizor, who steps down from his post as president with a record that has never been equaled in exhibitor organization history, will be honored by an invited group of exhibitors, exchange men, city and state leaders, press and others identified with the motion picture industry.

The dinner promises to be the biggest and most important in many seasons.

First mention of the dinner came a few weeks ago and took tangible form at the recent MPTO session when a committee was appointed to formulate plans. The idea took hold so rapidly that the dinner turned out to be more than an industry matter but one for city and state officials as well to attend.

It is expected that Mayor Moore, City Solicitor Smythe and other leaders will attend as well as the film gentry.

Charles Segall, new president of the MPTO, and Abe Einstein, Stanley-Warner, are heading the committee on arrangements.

At press time, the dinner appeared to be topping all previous expectations.

Pizor's record during his seven years as president of the MPTO has been strongly endorsed by this vote of confidence. As an honorary member of the board of managers, he will continue to work for the industry and the organization.

Those close to Pizor say that he puts interests of the industry before everything and that as a member of the organization he will continue to serve in the splendid manner as in the past.

The dinner promises to be an important and gala testimonial that will go down in film history as something to be remembered always.

Segall Plans Active Campaign as President

New MPTO Head Announces Building of Theatre

Charles Segall, new president of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware, plans an active term as head of that body.

Segall, who has been affiliated with exhibitor organization activity since its beginning here, started in this business in 1908 as an exhibitor. He operated many local theatres including the Hip, Princess, Baltimore, Hamilton, Apollo, 52nd Street, Franklin, 52nd Street Theatre, Atlantic, Wildwood, N. J., and others.

Now, he is interested in the Apollo, Erlyn, Arcadia, is connected with Principal Theatres Corporation as well as with other enterprises. President of the first Exhibitors' League, he was associated with the Stanley Company for a time.

He plans to begin where Lewen Pizor left off, to move for constructive organization policies and intends to build up the membership to a new peak. Already, he has started the wheels turning.

There is no question but that his selection has been hailed by exhibitors throughout the territory who know the MPTO will be well directed during his term as president.

Segall, also, made public last week the news that he will operate a new theatre to be built at Broad Street, on the west side, north of Grange Avenue. He has leased the 1500 seat structure for a term of years. House will be a showplace and architects are Thalheimer and Weitz, well known in the territory.

The Broad-Ohney section has been deemed a good spot for a house for many seasons, with Segall finally stepping in and making the dream a reality.

House will be opened Thanksgiving Day.

Federal Court Judge Refuses Doubles Injunction

All Angles of Case Due to Be Covered at Trial

A petition for a preliminary injunction against six nationally known motion picture distributors sought by a Philadelphia movie operator to prevent their interference with double-feature programs was denied, July 11, by Federal Judge George A. Welsh, in United States District Court.

The opinion, which consisted of sixty words, was written by the jurist at his Summer home in Bermuda, where he is vacationing, and mailed to the court here.

The court's ruling said:

The motion for preliminary injunction argued for in this case is refused.

The case is so fraught with problems that require consideration and which require the taking of testimony that such preliminary injunction by the court would be premature. Every phase of the case will be gone into by the court at a later date before any decisive action is taken thereon.

Case involved action of Harry Perelman, operating West Allegheny and Lehigh Theatres, against six distributors and charged anti-trust law violation among other things.

The petition for a permanent injunction will be heard in the Fall, when testimony will be taken, Judge Welsh indicated.

Morris Wolf represented distributors in the hearing while Ben Goldman was counsel for Perelman.

Goldman's Announcement Stirs All Local Industry

Former S-W Chieftain Organizing Independent Chain

William Goldman, nationally known filmman and recently managing director for Stanley-Warner in this local district, has stirred the trade with a preliminary announcement of the formation of a new enterprise called William Goldman Theatres, Inc.

Corporation, of which Goldman has been elected president and general director, will operate a circuit of theatres in Philadelphia, Eastern Pennsylvania, New Jersey, Maryland and other eastern states. Announcement says group will be well financed, powerfully supported, active, aggressive, progressive and independent.

Report also has the chain operating a central downtown first run with a new policy, with others in the city. All products will be played.

Announcement is the first official report from Goldman's office in the WCAU building. Since his retirement from Stanley-Warner, he has been active in Philadelphia on the new project.

During his term as Stanley-Warner managing director here, he became a civic leader and took an active part in city affairs. He was a member of the board of trustees of the Commercial Museum and Municipal Convention Hall.

Trade immediately began to speculate on what houses are now under the Goldman wing. While no official announcement has been forthcoming, one is expected soon. Several local theatres have been rumored as hopping to the Goldman banner but no verification has been made from any source.

Goldman's presence on Vine Street a fortnight ago confirmed rumors that he was about set to start the new venture. Exchanges and film men will welcome his return to active exhibition as the reputation he made with Stanley-Warner and elsewhere will stand him in good stead. There is no doubt but that he will become a strong factor in exhibitor organization circles as well.

IEPA Housewarming

Housewarming for the IEPA at 1313 Vine Street is scheduled for July 16. All exhibitors invited to partake, eat and inspect.

Local equipment firms aiding in making the quarters last word in such things.
BOY SCOUTS GET OUT for "Young Eagles," new First Division serial which opened at the Cross Keys Theatre, on a mid-week day recently. Howard C. McCall Post Junior Bugle and Drum Corps of the American Legion and Troop 102 Richardson Memorial Church, Boy Scout group, combined to give the serial an authentic sendoff. In addition, an exhibit of Indian craft was placed in the lobby by the manager.


ORGANIZES CIRCUIT. William Goldman, formerly division manager for Stanley-Warner, has made official announcement of the organization of William Goldman Theatres, Inc., a new independent theatre chain. (Page 12)

ACTIVE. Joseph Sloane, attached to the law offices of Wolf, Block, Schorr and Solis-Cohen, is legal counsel for Stanley-Warner these days in all cases coming before the local grievance and zoning boards in which S-W is involved. Sloane has been making a nice impression. (Page 16)

IN HARRISBURG. Sam Gilman is the new manager of Loew's Regent Theatre, Harrisburg. He comes from Baltimore. (Page 21)

TO BE FETED. Lewen Pizor, retiring president of the MPTO, will be guest of honor at a testimonial dinner to be tendered to him July 16, at the Bellevue-Stratford, in recognition of his work for the local industry. (Page 12)

WELCOME BACK. Miss Lillian Gimbel, Rae Weiner, Rose Forman, Claire Fineman, Frances Axler are pictured with Etta V. Segall at the "welcome back" luncheon given her by her First Division employee-friends at the Bellevue-Stratford, July 7, coincident with her return to work after an operation.
Theatremen Await Action on Lifting of Boycott as Closing Threat Arises

Issues, Statements Become Involved—Rival Groups Differ in Opinions—See Little Hope for Relief Until Cardinal Dougherty Returns from Europe

With no change in the boycott likely until the return of Dennis Cardinal Dougherty from Europe, in August, theatremen in the Philadelphia district affected by the drive against salacious pictures which saw a complete ban on the part of the church against all theatres stand helpless.

Following four weeks of inactivity, the campaign reached front pages here when an announcement in the local papers, July 3, indicated the public and trade that Stanley-Warner houses and those affiliated with the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware would close within two weeks unless the ban were modified. Spokesmen for the two groups were Leonard Schlesinger, zone chief for Stanley-Warner, and Lewen Pizor, then president of the MPTO.

This was followed by an announcement by Morris Wax, chairman of the board of the Independent Exhibitors' Protective Association, which disclaimed any intention of closing. Wax's statements followed a wire sent by the group to the Cardinal in Rome protesting against the ban and hinting at closing if it continued.

Following this, the dailies began a battle of the headlines with the Church, exhibitor leaders, etc., all coming to the fore. Briefly, agitation here and elsewhere included:

HERE

July 3—Leonard Schlesinger and Lewen Pizor, heads of Stanley-Warner, Philly district, and the MPTO respectively, announce closing of theatres within two weeks if complete ban against theatres is not lifted. Notice of closing is given to 2500 union and non-union employees in 23 theatres of Warners. More than 10,000 persons to be affected.

July 3—Joseph Bernhard, head of Warner theatres, in statement to press in New York City, denies that company planned to close all houses.

July 3—Pope Pius gives special apostolic blessing upon the campaign against indecent motion pictures initiated in archdiocese of Philadelphia. Cardinal Dougherty receives blessing during an audience with the Pope.

July 3—Local exhibitor organizations send cables to the Cardinal asking for lifting of complete ban.

July 5—Morris Wax, chairman of board of managers of Independent Exhibitors Protective Association, says members of his association have no intention of closing their theatres. Wax asserts members seek to cooperate with churches in campaign against salacious films.

July 5—Joseph Bernhard says, in New York, that closing of theatres will be averted as long as possible in hope that church boycott will be eased. Bernhard reveals that in a letter to the Cardinal he has offered use of a projection room to see all pictures before being released.

July 6—A spokesman for the Catholic Archdiocesan offices here, replying to a compromise offer by Stanley-Warner, says there is no intention of lifting the ban and that the industry has not yet been taught a lesson. He says the boycott will not be modified until there is a permanent change in character of pictures. Offer of a projection room in which films may be previewed and a black and white list named will not be accepted, such a list only advertising objectionable films, it is stated. The statement also says the 10,000 people will not be affected by the ban. Closing is called only a temporary disadvantage to the employees.

Release Information Ready

Information on general release dates of pictures with notice of right of cancellation is being distributed to MPTO members by George Aarons, secretary.

As soon as exchanges make known this information it will be forwarded in time to take advantage of code provisions.

July 6—Monsignor Hugh Lamb, Chancellor of the Archdiocese, denies saying that he would cable Cardinal Dougherty in Rome to ask for lifting of the ban, as statement issued by the official office. The Monsignor does not have such authority, statement asserts. He states that if Morris Wax or his organization desires to present any arguments on this subject to Cardinal Dougherty, he would forward same to the Cardinal.

July 6—"Catholic Standard and Times" says in an editorial that threat of closing is less real than the statement of the theatre owners indicates. Summer closings, the official Catholic paper asserts, are a usual practice in this business.

July 8—Pope Pius grants to the Cardinal the privilege of using his name as a wholehearted supporter of the campaign of American bishops against indecent motion pictures.

July 9—MPTO and IEPA, rival exhibitor units, hold meetings on Catholic question. Appoint committees to confer with Stanley-Warner and exchanges regarding boycott. No definite action taken.

ELSEWHERE

July 10—Catholics, Protestants and Jewish leaders vote at meeting in New York City to federate in nationwide Legion of Decency campaign against undesirable motion pictures. Conference with motion picture producers is sought.

July 9—New York City church leaders include stage, dance halls as well as movies in clean-up drive.

July 9—Mrs. Eleanor Roosevelt praises voluntary censorship on part of motion picture industry in national radio address.

July 9—Will Hays arrives in Hollywood to confer with Joe Breen, former Philadelphia Catholic, now head of self-censoring board of producers. Hays says he welcomes criticism.

July 9—Sol A. Rosenblatt, divisional administrator, denies any censorship by the NRA.

July 9—Darryl Zanuck, UA producer, hopes to see Pope in Rome regarding the campaign.

July 6—Darryl Zanuck, UA producer, hopes to see Pope in Rome regarding the campaign.

July 6—Federal Council of Churches asks for distribution of pledges asking Protestants to stay away from objectionable films.

July 6—Rev. Dr. S. Parkes Cadman and Rt. Rev. Michael J. Curley rap salacious films as they sail for Europe.

July 6—Fall River, Mass., bishop asks for Will Hays' resignation.

(Continued on page 31)
Film Companies Give Right to Cancel if There is Real Protest on Moral Grounds

Privilege Includes All Pictures Released Before July 15 When New System Begins—Major Producers Identified as Willing

Amplifying Will H. Hays’ statement of two weeks ago, which concerned the action taken to amend and strengthen the system of industry self-regulation established by the Motion Picture Producers and Distributors of America, the following companies, members of that association, have announced that each would grant to exhibitors the right to omit the exhibition of any of their motion pictures released prior to July 15, 1934, against which there is a genuine protest on moral grounds: Columbia, Educational, First National, Fox, Metro-Goldwyn-Mayer, Paramount, RKO, United Artists, Universal, Warner Bros.

This means that in any community in which there is genuine concerted objection to the showing of a particular picture on moral grounds an exhibitor who has contracted to exhibit that picture will be given the right to omit its exhibition without obligation for its rental.

The reason for the limitation of this cancella

Churches Will Be Fair with All of This Industry

So Says M. E. Comerford in Local Address

That churches will be entirely fair is the opinion of M. E. Comerford, who presented that attitude to exhibitors when he addressed the recent meeting of the MPTO here June 28.

He said in part:

“With the coming of the new Production Code and its enforcement, we are now in the position of being able to fight the practices of unscrupulous exhibitors in a real and effective manner. The churches are not only fair, but they are willing to help us. We have been able to reach them with the message of the code and they have responded.”

To identify all films bearing the approval of the Association’s Production Code Administration, a distinctive seal has been adopted and will be shown on the screen directly after the main title of all pictures. This seal, which every picture released after July 15 by members of the association will bear, will be evidence of the industry’s pledge that every precaution has been taken to insure compliance with the production code of the Motion Picture Producers and Distributors of America.

That a committee be appointed for the purpose of making personal contact with all exhibitors in order to carry to them personally the message of this organization and to notify all exhibitors to become a part of this organization.

That a committee be appointed to be known as a 40 Week Season

Several exhibitors are advocating a 40-week season for theatres, in such a manner that carrying charges be charged against 40 weeks, leaving summer business protected against drops in business, etc.
CALENDAR:  GRIEVANCE  
July 19

RKO Distributing Corporation vs. Fred Wood, Palace, Wilkes-Barre, on charge of fraudulent transfer of theatre to avoid contract.

HEARINGS  GRIEVANCE  
JULY 12

Joe Schverha, State Theatre, vs. Dan Negley, Opera House, both in Columbia, on charge of reduced admission.

State claimed that Opera House has been running 5 cent matinees for kids. Also said house cut prices one day a week. Negley asserted he had sounded out exchange in question regarding policy and exchange had said it did not interfere with operation of any theatre. Testimony given by Schverha and Negley.

Decision: 5-cent admissions ordered stopped.

Grand-Jackson Theatre Company vs. Morris Theatre, on charge of evasion of admissions through excess of advertising passes.

Grand-Jackson, through Jay Emanuel, claimed Morris was flooding neighborhood with excess of advertising passes of two kinds, 5-10c tax. Emanuel said he had no protest against legitimate advertising passes, but felt that any other kind was an evasion. Schleifer, for the Morris, said that only one store was giving out 5c tax as a courtesy to customers.

Decision: Morris was ordered to restrict its advertising passes, date each and have them signed only by the manager of theatre and issued only by the theatre.

July 5

Seville Theatre, Bryn Mawr, vs. Ardmore Theatre on overbuying charge.

Seville, through Harry Fried and attorney Ben Golder, sought to prove that Ardmore Theatre had overbought. Testimony was taken from Leonard Schlesinger, through attorney Joe Sloan. Golder had some arguments with the board but all were ironed out.

Decision: Dismissed.

Seville Theatre, Bryn Mawr, and Wayne Theatre, Wayne, against Quaker Theatres Corporation on reduced admission.

Seville and Wayne brought out tie-up of Tower Theatre with traction company whereby admission to theatre was included. Testimony was heard from Harry Fried as well as from Tower operators.

Decision: Dismissed.

No Zoning Now

Clearance and zoning board is taking a rest these days. Board won't meet until Code Authority clarifies a case on restrictions. Meanwhile, the public has profited by the relaxation due to lack of business. The more the public goes to the shows, the less the complaints of unfair competition.

Premises Out in Norristown

Premises have been banned in the Norristown, Conshohocken, Bridgeport area, effective October 5, upon vote of theatres in that area.

Vote on premiums in Philadelphia and adjacent Jersey area continues meanwhile.

CLEARANCE AND ZONING  
July 6

Palm Theatre vs. Wishart, Richmond, Diamond Theatres, on unfair clearance.

Samuel Somerson presented his own case for the Palm Theatre. He said he desired that pictures be made available earlier for him and that he did not want to follow Wishart or Richmond. Testimony was taken from George Lessy, Diamond Theatre, and Leonard Schlesinger, latter represented by Joe Sloan.

Decision: Board decided that re-zoning of North Philadelphia sector would be necessary and indicated that hearing on such would be called.

June 29

Case of Byrd Theatre on West Philadelphia zoning delivered pending re-zoning hearing in territory.

Cameo Theatre vs. Harrowgate Theatre on charge of unfair clearance.

Sam Hyman, represented by George Aarons, wanted Cameo Theatre to be booked clear of Harrowgate. Testimony was taken from and from Leonard Schlesinger, Stanley-Warner represented by Joe Sloan.

Decision: Case dismissed.

Boulevard Theatre, Brookline, vs. Ardmore Theatre (S-W), on clearance and zoning.

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Impartial Representative Thinks Boards Unselfish

Impartial representative feels about the code: This question, placed before the local federal-appointed members of the boards, has received the following answer: Exhibitors would do well to analyze the reaction.

Colonel Harry B. Salter (grievance)

During the period I have been a member of the Philadelphia District Compliance Board for the moving picture industry, I have watched carefully the operations and workings of the two boards and I am pleased to say that, in my judgment, both the industry and the public will be greatly benefited and fully protected if all the boards act with the care and unselfishness which, I have observed, has been shown by the Philadelphia board.

I cannot conceive how these boards, set up as they are, can do anything but be of assistance to the independent or "little fellow," if complaints of unfairness are lodged with the proper board. I have had occasion, once or twice, to compliment the members of the Code Board, in the Philadelphia district, for their unselfish attitude in voting in a way which must, in some instances, do some damage to their own business. Fortunately for our district, few complaints have been filed with the compliance board and I am quite sure that the best of the two boards have been handled fairly and courteously. Thus far it has not been necessary for the impartial member to cast a vote, the members of the industry themselves settling their own cases. My observation is that the workings of these particular boards, under the code, will produce the greatest good to the greatest number.

There never yet has been formulated any set of rules or regulations which did not meet with some opposition from the majority of those affected, and it is not to be expected that the motion picture code would be in a class by itself. Given sufficient time to function under its provisions, I see no reason why there should be any just complaint.
COOLING SYSTEMS AREN'T FULL BLAST THIS SEASON

Although it is quite evident that there is a difference in temperature between the street and the interior of refrigerator-cooled theatres, it is also noticed that a lot of houses aren't giving as much cause for pneumonia as in the past. When first the cooling idea arose, it was like entering an ice box. This year, either because of economy or minor improvements, the theatres' temperatures are a bit more comfortable than usual.

BOYCOTT WILL CONTINUE UNTIL IMPROVEMENT IS NOTICED

The boycott on salacious pictures apparently will be permanent as far as certain religious and social organizations are concerned. Those opposed to certain types of Hollywood films will not back out or down when the first crop of clean pictures comes through. Evidence that there will be permanent watchdogs in this regard has already been given.

While it is quite likely that a total boycott will be dropped where it has begun, the check on objectionable pictures will be permanent, all Hollywood intentions notwithstanding.

TRAILER SITUATION GRIEVOUS TO MANY EXHIBITOR GROUPS

Sentiment from all parts of the country indicates that exhibitors generally are against the idea of producers going into the trailer business. The exhibitor is not so much worried about the quality of the trailer at this time as he is with the prospect of all the distributors entering their own trailer manufacturing and making such a practice in the nature of a racket.

The movie industry happens to be one of the few in which the manufacturer charges the seller for advertising which helps both. In other lines, the merchandising departments of manufacturers load the sellers, their clients, with plenty of good, free advertising. In the movies, however, the exhibitor has to pay for all ad materials. In the case of a percentage engagement, there is an apparent flaw in the producers' reasoning.

COMPANIES BENDING OVER BACKWARDS TO CHANGE WAYS

Hollywood is sincere in its effort to change its type of production and restrict the pictures which might be termed objectionable.

But on the other hand, the new type of product which is being prepared is certain to result in an experiment both at the box office and in the production field, as well. It remains to be seen whether or not those groups which have been arguing for a new deal in production will support that same new deal.

Costume pictures and others which have been spotty as far as grosses are concerned highlight the 1934-1935 schedules. Will they prove what proponents of objectionable films are saying: that the moviemakers can turn to new fields and reap the benefits?

SELECTIVE BUYING STILL BIG HEADACHE FOR EXHIBS

With many of the other alleged industry evils being taken care of by local boards, it will be interesting to watch whether or not the selective buying evil is curbed. Always one of the business' toughest problems, it is not precisely named in the code and thereby becomes a tough case to probe. The recent decision of the Code Authority in the Linker-Stanley, Bridgeton, N. J., case may open up the issue, but it will take some smart reasoning to make it stick.

HOBART MANN.
IT IS UNFORTUNATE but not entirely surprising that at a time when the industry needs a united front, the exhibitor ranks have never been more divided. Knowing the exhibitor mind and looking back at the antics of the past, it is to be wondered that there are only two exhibitor organizations in the local field, not ten or twenty.

Faced with an issue which called for undivided action, and a unanimous feeling of opinion, the Philadelphia exhibitor group has so confused the issue that it is to be wondered that anyone can make head or tail out of the entire situation.

ACTION OF THE Catholic church is calling for a complete boycott upon all theatres was an action that no right-thinking tolerant member of any creed could ever justify. Fair-minded people know that such an evidence of religious reasoning is definitely out of step with anything and everything in these times.

This territory was singled out. Whereas in other districts, a boycott against salacious pictures alone was instituted, the local Cardinal went one step further, stopped theatre-going for all Catholics. Not for one moment is it to be expected that such a step received universal common consent from the members of that faith. Priests, important laymen who know what theatres have been doing in communities and parishes realize well that a complete boycott is a slap in the face to men who have always co-operated 100% with churches.

Granted that this was the state of affairs, what happened? For four weeks, the boycott persisted, nothing was done. Hot weather, legal taprooms for the first time, other competition, poor grade of product added to the toll of bad business and losses increased.

THEN SUDDENLY, out of a clear sky, July 3, the exhibitor faction learned, not through their leaders or at a meeting, but through the daily papers that the theatres of the territory were going to close. The statements shocked not only the press and public, but also the trade. The jump into the headlines had been made.

AND THEN THE BATTLE of the headlines started.

NOW BETWEEN THE IEPA and the MPTO, the war of the headlines is going to cause any change. The jump into the headlines had been made.

No outbreak of meetings is going to help the situation. No wild passage of resolutions is going to cause any change.

It may be said definitely that nothing will be done about the boycott until the return of the Cardinal next month. What happens then is a question that none of the Cardinal's official family will answer.

IT IS DOUBTFUL if wholesale closing of houses will solve the question. After all, there are still a few people outside of the scope of the Legion of Decency who might want to see pictures. Who feels that there is no reason why the exhibitor should be placed in the same category with a racketeer, hi-jacker and man of shady scope of the Legion of Decency who might want to see pictures, then is a question that none of the Cardinal's official family will answer.

When the Church sees the sincerity of the exhibitor, the producers and all others in the business, there can be no other answer than a lifting of the 100% boycott.

BUT THAT STILL will not remove another unfortunate condition in this business, the two-organization idea.

Hollywood should send a scenarist and director to Vine Street. There is plenty of material for a swell farce, with many leading characters.

Thus far, the IEPA has been polling more men at their open meetings than it did primarily because the IEPA doesn't seem to care whether all attending pay dues or not. The MPTO has decided on a dues-paying policy only, limiting attendance to those who think enough of organization to pay dues to it.

The MPTO claims it represents more buying power than the IEPA, but the IEPA contains exhibitors who need relief as much if not more than the MPTO.

Having two organizations work such problems as high percentage, illegal competition, unfair selling terms, etc., will only provide a sorry spectacle to interchange men and the rest of the trade.

ONE WONDERS what the outcome will be. The IEPA seems determined to continue on its own. Following an olive branch hint dropped by Dave Barrist at the June 14 meeting of the MPTO, nothing has been done.

"The Exhibitor" has no brief to file for the MPTO or the IEPA. Each may have a full attendance at meetings. Each may try to do things, but the chances are against each unless there is a united exhibitor front.

NOW THAT THE SHOOTING is practically over, one wonders why there was a split in the first place. Did certain interests have an ulterior motive in helping to create this unsound condition? Both organizations seem to be doing work along the same lines.

No outbreak of meetings is going to help the situation. No wild passage of resolutions is going to cause any change.

Both organizations seem to be doing work along the same lines.

AND IF THE MEMBERS OF MPTO AND IEPA don't look out, someone will take away their theatres while they're playing marbles and holding all these open and closed meetings.

THE BOYS OUGHT TO STOP PLAYING MARBLES. One of these days they will be in the same position as the couple who came back to the station house with the seat of their car and complained the car was stolen while they weren't looking.

The IEPA shoots at the MPTO by saying that it is controlled by the Hays organization, which is so old and silly an argument that even Dave Barrist, who knows all the answers, ought to be afraid to pull it out of the bag by the whiskers, it's so old and weak.

The MPTO says that the IEPA represents the little fellows who don't represent the buying power that they do, an argument which easily defeats itself because the little fellows help keep this business going as much as the big ones. The IEPA throws out the old fishing lines such as strictly independent, unattached to producer strings, moving along new lines, which have been a part of every exhibitor platform since any exhibitor platform was built.

THE EXHIBITOR" is calling upon all exhibitors, IEPA or MPTO, to stop their silly competition. It's the rank and file who make up exhibitor bodies. Let the rank and file restore the picture it should be. Let the IEPA pull the old exhibitors, those who never pay dues and criticize and any of those that have selfish interests instead of complaining on the corners. Do it at meetings, do it constructively, and do it now.

JAY EManuel

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ATLANTIC CITY

OFFICIAL OPENING of summer season at shore saw all theatres going heavy on space and exploitation. . . . Particularly enterprising was Weilland-Lewis announcement for Apollo, Strand, Ventnor, Capitol, Embassay, . . . Circuit ran big institutional ad plugging coming attractions of Metro, United Artists, Fox, etc., and also plugged movies. . . . Told visitors to see pictures at their own home town theatre if they had to leave before shows got around. . . . Nice spirit for rest of industry to follow. . . . Interviews with Weilland and Lewis also indicated that chain might expand in the new season. . . . Circuit has also five world premieres scheduled, first two of which were "Bull Dog Drummond" and "Affairs of Cellini." . . . Good bit of showmanship throughout.

CHAMBERLAIN BROWN stock and Purcell musicals have given up the fight to make the shore legit-conscious. . . . Burlesk still continuing. . . . Steel Pier still showing three movies besides other hits. . . . Million Dollar Pier also showing films. . . . Miriam March guest star at opening of Chelsea Grill. . . . Hollywood Theatre being remodelled. . . . Formerly Aldine. . . . Dave Supowitz architect.

HERB COPELAND, managing director, AC Warner house, enthused about opening of "Of Human Bondage" at Warners. . . . Claimed biggest opening at the house in the last two years. . . . Speaks well for the show.
IT WAS GOOD NEWS that Sam Gilman, new manager of Loews Regent, Harrisburg, had for his employes the day he assumed his new duties. . . . They were informed each would be granted a week's vacation. . . . That grand old man of Harrisburg movies, Herman Fehlison, Loew doorman, was first to start. . . . Skee Yovanovich, chief usher, is substituting for Fehlison. . . . Manager Girard Wollaston, Victoria, Harrisburg, led off the vacation periods at his house. . . . Joined Mrs. Wollaston for a week at his old home in the mountains of St. Marys. During Wollaston's absence, Harry Lambert, manager Colonial, will manage both theatres. . . . Jerry will do the same when Harry takes his week in the latter part of August. . . . C. Floyd Hopkins, gen¬eral manager for Wilmer and Vincent interests in Harrisburg, returned from a week's fishing expedition in Canada. . . . Declaring he was out to book the "best possible" stage entertain¬ment for the State, Harrisburg, when it re¬opens in September, manager Charles Bier¬hauer stopped in Harrisburg enroute from Al¬bany to Atlantic City, Johnstown, Pittsburgh, Richmond and New York. . . . Sam Gilman probably will be at a loss to know what to do with his Sundays since he came from Bal¬timore to take over the reins at Loew's Regent, Harrisburg. . . . At the Parkway, Baltimore, he worked.

WRESTLING GAME is beginning to fasci¬nate Manager John B. Sollenberger, Hershey Theatre, Hershey. . . . His interest is con¬fined to the side-lines, however. . . . Long lines of children waited daily at the Majestic, Harrisburg, to see the Joe E. Brown picture, "Circus Clown." . . . A masked horseman was used in the streets of Harrisburg by Jack D. O'Rear to exploit "Stingaree" when it played his Majestic Theatre. . . . Too many hamburger sandwiches were blamed by Manager O'Rear for the illness of his doorman-fireman, "Bill" Manahan.

"THE SHOW MUST GO ON" is what "Bill" McKay, former football star, thought following an accident last week while on duty at Loew's Theatre, Harrisburg, where he is maintenance man. . . . McKay, president of Harrisburg Local, No. 98, International Alliance Theatrical Stage Employees and Moving Picture Operators of the United States and Canada, suffered a fracture of the right arm, severe laceration of the scalp and sprain of the knee when he fell from a ladder he had climbed to replace light bulbs in the Loew marquee. . . . "Less than a half-hour later," said Manager Samuel Gilman, "I was amazed to see Bill re¬turn to the theatre, and with his good hand, start to paint a picture sheet."

THE BAD NEWS that Charlie McLeary, manager, Loew's Regent Theatre, was to be transferred to another city, spread throughout Harrisburg and vicinity last week with no less calamity than word of an approaching pestilence would have excited. . . . McLeary came to Loew's, Harrisburg, on the anniversary of his birthday, May 13, last year. . . . When the bad news came that Charlie McLeary was to leave Loew's his friends at first refused to believe it. . . . So Charlie McLeary, who had learned to love Harrisburg and Harrisburgers as well as they loved him, left for Baltimore on a gloomy morning to become manager of Loew's Parkway, Baltimore. . . . Employes of Harrisburg's Loew theatre, who had presented him and Mrs. McLeary with an electric clock as a parting token of esteem, actually shed tears over his departure. . . . Samuel Gilman, whom McLeary succeeds in Baltimore, suc¬ceeds McLeary at Loew's, Regent, Harrisburg. . . . Manager Gilman entered the theatrical business fourteen years ago when he became an usher at Loew's Liberty Theatre, Cleveland.

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EDWARD G. ROBINSON \nA HOWARD HAWKS PRODUCTION \nDistinguished star of a score of outstanding successes, in a special \nproduction, directed by the man who made \n"20th Century"

GRACE \nin "ONE NIGHT OF LOVE" with Tu \nDirected by Vic \nA Sensation at Ho

A great star comes into her own! \nStory by DOROTHY SPEARE \nA credit to the industry. Showmen may now
and CHARLES BEAHAN

THE GIRL FRIEND \nA musical extravaganza with JACK HALEY and LUPE VELEZ. Book, lyrics and music \nby America's musical comedy kings, Fields, Rodgers and Hart.

BORIS KARLOFF in THE BLACK ROOM MYSTERY \nThe Man They Love To Hate in a powerful mystery romance.

THAT'S GRATITUDE \nFrank Craven's Broadway success brought to new life on the screen.

EIGHT BELLS \nThe celebrated international stage success by Percy G. Mandley.

Opening triumphs in Columbia's 48
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From the sensational Broadway stage success by Gladys Unger and Leyla Georgi.

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One of today's best-selling novels by I. A. R. Wylie brought to the screen.

SURE FIRE with Gene Raymond and Ann Sothern
Delightful comedy romance from Ralph Murphy's brilliant play.

MAID OF HONOR
By Katharine Brush, author of the famous "Red-Headed Woman" and "Young Man of Manhattan"

For 1934-35 — many more to follow
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<tr>
<th>COLUMBIA</th>
<th>LIBERTY</th>
<th>PARAMOUNT</th>
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<tr>
<td><strong>Black Moon</strong></td>
<td><strong>Two Heads on a Pillow</strong></td>
<td><strong>The Notorious Sophie Lang</strong></td>
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<td>Adult Melodrama 68m.</td>
<td>Neil Hamilton, Miriam Jordan, Henry Armetta. Hardie Albright, Dorothy Appleby, Mary Forbes, Edward Martindale, Claude King, Lola Andre, Betty Burke, Claire McDowell, Dorothy Granger. Nicely produced independently with an intriguing title that should take care of itself well anywhere. Cast has names that guarantee action perfection, with a couple of good leads. Story revolves about the poor young man who loves the rich young girl and later winds up against her in court as her rival attorney. Action holds interest.</td>
<td>Gertrude Michael, Paul Cavanagh, Alison Skipworth, Arthur Byron, Leon Errol, Ferdinand Gottschalk, Jack Mulhall, Arthur Hoyt, Norman Atkinson. Edward McWade, Del Harris. Story of a crack woman thief that will suffer because of lack of names and any star strength. Taken from Sateverpost stories, picture is entertaining enough, but is weak on the marque angle. Players are all good, with story moving along speedily. As a crook drama it will take its place as one of the many.</td>
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<tr>
<td>Jack Holt, Dorothy Burgess, Fay Wray, Arnold Kent, Corna Sue Collins, Clarence Muse, Luanilde Havre. Melodrama of the voodoo country that should do fairly in the neighborhoods as well as supplying thrill-lovers with satisfying entertainment. Holt is married to a girl who feels the call of native rite. Secretary warns him of impending disaster and he saves their child but not the wife. Suspense is well handled and if this type of show is popular, it will fill the bill. Estimate: Spotty.</td>
<td>Charlie Buggles, Mary Carlisle, Russell Hardie, Una Meche', Porter Hall, Willard Robertson, Berton Churchill, Snowflake. Programmer remake of a silent with the big punch coming when a railroad car dashes madly down a mountainside out of control. Picture is a programmer, but is old fashioned movie and satisfactory as far as audience values are concerned. Ruggles, as a crime deflector, carries the comedy with plenty of assistance and for those who aren't too critical, show will be okay. Estimate: Creditable.</td>
<td>W. C. Fields, Joe Morrisson, Judith Allen, Jane Bugans, Nora Cecil, Baka Lemoy, Jack Mulhall, Richard Carle, Otto Harlan, Clarence Wilson. Farce comedy that will keep the laughs coming even though the show is light on names. Fields turns in another excellent performance, monopolizes the piece with the help of Baby Lemoy but in the final analysis, show must fall into the programmer class. As light summer entertainment it has its merits with Fields again the head of a band of trouper. Estimate: Laughs.</td>
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<td><strong>City Park</strong></td>
<td><strong>Charlie Chan’s Courage</strong></td>
<td><strong>The Old Fashioned Way</strong></td>
</tr>
<tr>
<td>Family Comedy 72m.</td>
<td>Wa ner Oland, Drue Leyton, Donald Wooda, Paul Harvey, Murray Kinnell, Harvey Clark. Clean human interest story that shouldn't find any objections in the neighborhoods. Three old men take care of a young girl who wants to forget all. Developments include the usual romantic story, misunderstandings, etc. Picture moves along nicely, bears lots of pleasant moments. Estimate: Pleasant.</td>
<td>Family Comedy 72m.</td>
</tr>
<tr>
<td>Henry B. Walthall, Sally Blane, Matty Kemp, Hale Hamilton, Queen Lee, Late McKee, Judith Vemell. Another of the Charlie Chans but not too auspicious an intrant. Charlie Chan followers will probably be satisfied, but picture generally, can't hold same interest as some of the others. Chan is commissioned to hand over some pearls to the owner, delays his work until others. Charlie Chan followers in the neighborhoods. Three old men take care of a young girl who wants to forget all. Developments include the usual romantic story, misunderstandings, etc. Picture moves along nicely, bears lots of pleasant moments. Estimate: Pleasant.</td>
<td>Family Mystery Drama 75m.</td>
<td>Bing Crosby, Miriam Hopkins, Kitty Carlisle, Edward Nagost, Henry Stephenson, Warren Byner, Lynne O'nean, Judith Allen, George Barbier, Hall Harrelc, Matt McHugh, Vince Barnett, Henry Kuker. Knockout version of a stage hit and a comedy entrant that should turn in a nice gross. Crosby monopolizes the piece with the help of Baby Lemoy and the college lad who takes care of the chorus lassie who runs away from a murder trial and lands in a Princeton dorm. Casting is ideal, songs entrancing and the whole thing shapes up as real summer entertainment. With the Crosby name, the entertaining story and list of aids, picture should click. Estimate: Click.</td>
</tr>
<tr>
<td><strong>The World Moves On</strong></td>
<td>Family Comedy 87m.</td>
<td>The Old Fashioned Way</td>
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<tr>
<td>Adult Comedy 90m.</td>
<td>James Cagney, George Brent, C. Henry Gordon, Lionel Atwill, Munch Aser, Rudolph Amundt. Spy picture, well handled and directed so that familiar material seems fresh and all-interesting. With Myrna Loy as the spy and George Brent as the medical student who gets into jams because he follows her, show has a couple of names. Feature parts are well taken and show should be a suitable entrant in program class. Production values, as always from Metro, are A-1.</td>
<td>Bing Crosby, Miriam Hopkins, Kitty Carlisle, Edward Nagost, Henry Stephenson, Warren Byner, Lynne O'nean, Judith Allen, George Barbier, Hall Harrelc, Matt McHugh, Vince Barnett, Henry Kuker. Knockout version of a stage hit and a comedy entrant that should turn in a nice gross. Crosby monopolizes the piece with the help of Baby Lemoy and the college lad who takes care of the chorus lassie who runs away from a murder trial and lands in a Princeton dorm. Casting is ideal, songs entrancing and the whole thing shapes up as real summer entertainment. With the Crosby name, the entertaining story and list of aids, picture should click. Estimate: Click.</td>
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<tr>
<td>Franchot Tone, Madeleine Carroll, Reginald Owen, Sigrid-rod Remany, Louise Dresser, Ronald Colman, Lamanda Hare, Dudley Digges, Frank Mcloon, Roswell Simpson, Walter McGrail, Barry Norton, Stepin Fetchit, Claude King. Epic type of the progress of an international family, well produced on an impressive scale but likely to be a better bet in the class houses than in others. Show covers a lot of ground, is well acted, but appeal is restricted to a more intelligent group of movie-goers. Not another 'Cavalcade' in depth, it retains the same limits regarding appeal. Estimate: Impressive.</td>
<td>Stamboul Quest</td>
<td>Adult Comedy 85m.</td>
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<tr>
<td>Wallace Beery, Jackie Cooper, Lionel Barrymore, Otto Kruger, Louis Stone, Noel Bean, Ocie Sale, William V. Mong, Charles McNaughton, Dorothy Petersen, Douglas Dumbrille, Edmund Breese, Olin Howland. Excellent screen version of a classic and a production that will not only make money for the hibitors but which will prove a credit to the industry. Metro has contributed as, ace cast, the reading public is ready to see it and the result should be rosy all around. No showman will want for names or angles with which to sell. Estimate: Splendid.</td>
<td>Bing Crosby, Miriam Hopkins, Kitty Carlisle, Edward Nagost, Henry Stephenson, Warren Byner, Lynne O'nean, Judith Allen, George Barbier, Hall Harrelc, Matt McHugh, Vince Barnett, Henry Kuker. Knockout version of a stage hit and a comedy entrant that should turn in a nice gross. Crosby monopolizes the piece with the help of Baby Lemoy and the college lad who takes care of the chorus lassie who runs away from a murder trial and lands in a Princeton dorm. Casting is ideal, songs entrancing and the whole thing shapes up as real summer entertainment. With the Crosby name, the entertaining story and list of aids, picture should click. Estimate: Click.</td>
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THE PHILADELPHIA EXHIBITOR

2-July-34

MONOGRAM

Jane Eyre
Family Romantic Drama
70m.

Creditable production by Monogram of a story that has millions of readers and a picture that is clean as a whistle. Cast has name strength besides a good looking production. Show has been directed along the same leisurely lines which predominate the book and the net result is a picture that should build nicely on its own. No question but that Monogram and exhibitors should benefit.

Estimate: Well done.

The Star Packer
Family Western
60m.
John Wayne, Vera Hille, Yakima Canutt, George Hayes, Ed Parker, George Cheeseman.

Another okay western from Monogram and certain to find the same favor as the ones before it. A gang is threatening a town. Our John is appointed sheriff finally cleans out the entire crew. Before this, however, there are plenty of fights, thrills, etc.

Estimate: Quite satisfactory.

WARNERS

Here Comes the Navy
Family Comedy
86m.
James Cagney, Pat O'Brien, Gloria Stuart, Dorothy Tree, Maude Eburne, Frank McHugh, Robert Barrat, William Roberton.

Well paced navy picture that should get good returns where they go for the guffaws and action comedies. Cast is well chosen, with the conflict between Cagney and O'Brien predominating. As summer fare, it will hold its own nicely as well as satisfy the Cagney fans. Navy background is an added inducement.

Estimate: Okay.

STATE RIGHTS

Burn 'm Up Barnes
Family Serial
12 Episodes
Frankie Darro, Jack Mahault, Lola Lane, Edwin Maxwell, Joan Roberts.

New serial from Mascot in 12 reel episodes and likely to uphold the high standard set by that company. First three episodes as revealed to the trade indicate entire action is around racing cars and the tracks with a girl interested in autos as a business venture. From the looks of things, there are enough smash-ups, etc., to satisfy the most discriminating of serial audiences.

Estimate: Fair inde.

RADIO

Of Human Bondage
Adult Drama
83m.
Leslie Howard, Bette Davis, Frances Dee, Reginald Owen, King Hovan, Alan Hale, Reginald Owen.

Worthy screen version of Somerset Maugham's novel with a superb performance by Leslie Howard. Picture shapes up as a class entrant but has the angles that should attract masses as well. Bette Davis, as the girl who flattered the man's faithful love, turns in a peak performance. Picture is of such nature that should allow for plenty of word-of-mouth building.

Estimate: Fine.

UNITED ARTISTS

Our Daily Bread
Adult Drama
90m.
Karen Morley, Tom Keene, John Qualen, Lloyd Ingraham, Ada Woodard, Harry Brown, Henry Segrave, Billy Boyle.

Sincere story of the return of city folk to the soil but likely to be restricted to the class type of audience. King Vidor, who directed, has turned in another "Crowd," with the direction, camera work, etc., all of the highest order. Picture, however, is of such nature that it may click in some spots and make no impression in others. Regardless, from the artistic and directorial side, Vidor and cast have scored.

Estimate: Question.

What Do You Think?

It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a complete reviewing form that will help every exhibitor. Your suggestions and criticisms are invited. Write in now and tell us whether you like this or not.

CATCH THEM WHEN THEY'RE "SHOW SHOPPING"

Nowadays, people shop for amusement. They know what movie they want to see. They know what star they want to see. And in Philadelphia, they do their shopping in The Record's Amusement Directory.

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PHILADELPHIA RECORD

CLASSIFIED DEPARTMENT

WALNUT 2300
# THE CHECKUP

For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular reviews in Picturegoer. Before you advertise in your show, consult this program for dates, if it has appeared and then look it up. Key: For example, 2-Jan. means the second issue of this publication in that month. 1-Feb. would mean the first issue, and so on.

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CODE

Exhibitors Can Now Sign Until August 15

Exhibitors now can sign the code up until August 15, the date to the code having been reopened. There are certain requirements and modifications that will have to be met. Local boards and exhibitor organizations will supply necessary information.

Code Authority Hits Evasions in Other Industries

The Code Authority has gone on record as rapping violations by members of other industries of their respective codes of fair competition regarding prohibition of rebates, lotteries, prizes, etc., to the detriment of and loss of revenue by exhibitors.

CA Passes UA Case Back to Local Board

The Code Authority delayed a ruling on the UA issue involving the right of the exhibitor to exercise his 10% cancellation clause against UA product by handing the case back to the local board for further study. UA says cancellation doesn't apply because of company's distribution setup. Exhibitors claim it should.

CA Appoints Some Committees to Hear Appeals

The Code Authority has announced the appointment of ten committees to handle film board work in some spots is being revised or withheld from actual shooting.

Failure to Pay Assessments Means Loss

Failure to pay assessment will lead to loss of privilege of filing complaints, the Code Authority has decreed. Exhibitors who fail to pay lose benefits therefore.

289 Grievance Cases 460 Clearance Filed

Recent report of the Code Authority indicates that a total of 289 complaints have been heard by local grievance boards, with 57 appealed to the CA. 460 clearance protests were heard with 37 appealed to the CA. This includes activity of the boards into half of June.

Open Meetings Ordered In New Orleans Zone

Open meetings will be the rule in the New Orleans zone.

The Code Authority secretary has so ruled. Previous to this time, boards have been having closed meetings. Wonder is why they got away with such a practice as long as they did.

PRODUCTION

Seal to Indicate Okeyed Productions

According to current Hollywood reports, productions which have been approved by the Production Code Administration will carry seal and serial number. Under the system only appeals from the decisions of the Production Code Administration will be to the heads of the companies.

Meanwhile, a great many productions are being revised or withheld from actual shooting.

Unit Producers Branch Out On Their Own

Several unit producers have been beginning to branch out on their own.

French Restrictions Hurt Distribrs Abroad

Restrictions placed by the French government on American pictures include:

- Dubbed films may be given public showing only within the limit of 94 films during six months ending December 31, 1934. Original films may be shown in not more than 3 theatres in Paris area, and in not more than two theatres in other departments in France. Cartoons not included.

Joseph Kennedy Back in the Limelight

Joseph Kennedy, formerly active in Radio and Pathe, is the new head of the five-man commission to regulate exchanges, appointed by the President.

This marks the first time that Kennedy has appeared in the spotlight actively since his movie days.

Consolidated Buys Into RKO Affairs Through Notes

Consolidated Film Industries has acquired $1,825,288 of six percent gold notes of RKO, all secured by stock owned by RKO in its subsidiary.

Voting of stocks pledged as collateral may be exercised by Consolidated in certain cases.

Boycott Against Salacious Pictures Continues Everywhere

Following a conference of bishops with Hay's organization representatives, the ban on salacious movies continues.

In Rome, the Pope is said to have expressed pleasure over the drive.

Kid business has been badly affected everywhere, although theatremen feel that new type of Hollywood product will help bring back industry into good graces of groups now working against industry.

EXHIBITION

President Looks at 41 Features on Trip

While President Roosevelt is traveling to Hawaii, he will see 41 pictures contributed by leading producers. His list includes a wide array with comedies and family pictures predominating.

Attempts to Regulate Duals Tough Job

Attempts to regulate dual bills in all parts of the country are tough jobs. In many situations, where practice was considered checked, twin bills cropped up again. MPTO asks local units to take steps to curb the practice.

Heat, Boycott Take Toll of Theatres

Abnormal heat, combined with the drive against salacious pictures, etc., resulted in plenty of closing houses throughout the country. Business has dropped off more than it usually does, with everything being blamed. Run of weaker picture fare also has affected houses.

Fight on Catholic Ban Threatens Closing

First definite action on the Catholic ban came from Philadelphia where indep and chain houses threatened to close within two weeks if complete boycott were not lifted.

Philadelphia situation differs from others in that ban is extended to all theatres despite picture. Catholics signing Pledge of Decency commit a sin if they attend any movie theatre.

Mrs. August Belmont Resigns from MP Group

Mrs. August Belmont has resigned from the presidency of the Motion Picture Research Council because of ill health. A national meeting of research workers, organizers, etc., was called recently in Washington to discuss films.

Eastern Allied Units to Hold AC Convention

Eastern Allied groups will attend the convention of Allied New Jersey at Atlantic City, August 22-24. Albany, Baltimore, Boston, New England bodies will attend, with at least 200 expected.

DISTRIBUTION

Local Exchanges May Handle Film Board Work

A plan whereby local exchange manager may handle film board work in some spots is being considered by distributors in these territories, exchange chiefs would carry the same functions as the secretaries in the past.

UA and Warners On Good Terms Again

Warners theatres will play UA product again this year. Companies did not have a complete understanding last year.
THE PHILADELPHIA EXHIBITOR

LETTERS TO THE EDITOR

From Mrs. Owens

Dear Sir:

THE EXHIBITOR has just come, and I have read it from cover to cover, as I always do, for I had it a most interesting magazine. I only regret not having had THE EXHIBITOR years ago, and that each of my chairmen does not have it, because it certainly gives a different picture of the theatre business. Many of the questions that arise from the exhibitors with whom they come in contact.

Perhaps it will interest you to know that for a number of years, Federated Women and the D. A. R. (whose Better Films Chairman I was prior to this Federation) charwill and tried and tried and TRIED to have Family Nights—and Junior Matinee—either Saturday morning or afternoon. That is true of the various communities in the neighborhood with Family Nights. The EXHIBITORS cooperating with the various chairmen in every instance, and if once a week Pennsylvania HAD 100% Family Nights, we would have had no boycott now. Your editorial in the July 3 EXHIBITOR certainly "hits the nail on the head!" "Did any exhibitor go on record for clean pictures?"

It is now time that the Family nights receive 100% cooperation? "Did exhibitors protest when screenclips made money at their box offices? They did not."

But I know from sad experience what these exhibitors did—they told the motion picture chairmen who went to them and asked for Family Night programs, that it could not be done, but that blockbooking was the reason for their having to show the pictures they were showing. I have often wondered if it were possible to have had a responsible force in the industry, being mediators, being human-beings, being in fact, anything except what they are—the most far-advanced. I have heard much that is destructive, and co-operation, and so far as I know or can find out, ours is the only way to be a FORCE FOR GOOD in any community. It is our desire to continue the Philadelphia Motion Picture Forums next winter, and we will be glad to have representatives from the Exhibitors at every one of our meetings, and will be pleased to have them speak whenever they have anything constructive to say.

The only way to be a FORCE FOR GOOD in any community is to extend our rights of selection and discrimination to the box office of the motion picture theatres of America. Study the film as carefully as other merchandise purchased for the family. A concerted buying movement for Moral and Artistic Films for Family Entertainment is our aim for this year. To give this helpful information about film values is the function of every motion picture chairmen. Our PREVIEW LIST is your SHOPPING GUIDE FOR BETTER MOTION PICTURES.

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ARRIVING. Emanuel Cohen, Paramount production head, greets George J. Schaefer, Adolph Zukor and Mrs. Zukor, Neil F. Agnew, upon their arrival at Los Angeles to attend the Paramount convention.

WILKES-BARRE
IT'S GOING to take more than cooling systems to drag the cash customers into the show houses these warm nights. . . J. E. Elliger, Penn, has been devoting his time to improving the house's appearance. . . Even the familiar scales on the inner vestibule disappeared. . . Elliger celebrated with a gala "reopening" with Carroll’s "Murder at the Vanities." . . A pair of men in grotesque costume ballyhooed "Looking for Trouble" at the Penn. . . . Speaking of the Penn brings to mind that John Galvin was back in town for a few days. . . His proposed trip to Japan with a college baseball team is off. . . So he'll have to pay the penalty for being a bachelor and be satisfied with the good old U. S. A. until the Fall. . . Fred Hermann, Capitol, had a tie-up with the Times-Leader, afternoon daily, publicizing "Little Miss Marker." . . Fred is taking advantage of his free Sundays to visit his old pals in Scranton and vicinity. . . Al Cox, Irving, continues his jovial self despite the weather, his summer home at the Lake being the envy. . . New Niarolga Theatre is going to play stock. . . Bill Roberis, Shawnee, Plymouth, received the baseball that Mickey Noonan, local star, slammed for a homer while playing with Zanesville, Ohio. . . The ball was presented to a lucky boy at the matinee. . . State, Nanticoke, is distributing $900 in prizes to the customers during July. . . George Horlacher, assistant manager, Kingston, narrowly escaped injury while on his way to Sunbury with a friend when their machine figured in a crash.

SENTRY SERVICED SAFETY CONTROL
Many theatre owners weigh the matter of Safety as it suits them. PLAINLY THIS IS ALL WRONG. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP. 10th ST. and ALLEGHENY AVE. PHILADELPHIA, PENNA.
Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
BOYCOTT

Continued from page 14)

July 6—Hollywood announcement reveals self-regulation in the business is scheduled to begin July 15, with all pictures to pass a censoring body.

A committee to confer with other organizations regarding the Catholic boycott on all theatres was appointed at the July 9 meeting of the MPTO.

Installation of officers was one of the main activities at the session. Leven Pizor, president, gave up the chair to Charles Segall. Pizor passed a list of recommendations for the body to consider at a latter date. A committee was also appointed to make arrangements for a testimonial dinner to be given to Pizor.

Abe Sablosky, Fred Leopold, Mike Lessy were appointed to the committee which will confer regarding illegal competition from un-licensed taprooms which present entertainment and floor shows. Later, it was announced that the idea would not be pressed any further, leaving the situation status quo.

Leven Pizor, Morris Spiers and Luke Gring were appointed to confer with the operators' union regarding wage scales.

It was announced that an open meeting of the body would be held the fourth Friday of each month with the board of managers meeting the first and third Fridays.

Brief addresses were made by M. E. Connerford, Harold D. Cohen, Marcus Bens, George Gravenstine, A1 Fisher, Harry Schwalbe, Morris Spiers, Michael Egnol and a Coatesville exhibitor.

About 50 exhibitors attended the session at the Adelphia Hotel.

IEPA Meets

About 65 exhibitors attended the open meeting called by the IEPA at the Broadwood Hotel, July 9.

Morris Wax, in opening the session, said the purpose of the meeting was to discuss exhibitor relief, question of being relieved from showing disapproved films, securing extra playing time on some pictures, picking up repeats, reducing high percentage.

High percentage costs came up for discussion when it was reported that one exchange was asking 50% for several of its 1934-1935 shows. A resolution condemning such a selling plan was brought up with the exhibitors requested to sign. The petition will be used at the home office if local arbitration fails.

The organization expressed itself as against the Catholic boycott. These recordings are in a persuasive, reasoning voice of nation circles that Wilmer and Vincent is interested in obtaining the Colonial. . . . It is rumored in theatre circles that Wilmer and Vincent is interested in obtaining the Colonial. . . . Capitol has been closed for the summer. . . . John Marks, veteran of the industry, has been named Lancaster postmaster.

It was announced also that headquarters of the IEPA would be opened June 16, at 1313 Vine Street, when another open meeting would be held. Meetings will be held regularly, and David Barrist announced that the group had auspicious plans.

Wilmington

A. J. DeFiore, president, Independent Theatre Owners of Delaware and Eastern Shore of Maryland, representing 46 houses on the peninsula, including Wilmington, is considerably worried over the boycott talk.

"Unless something is done," DeFiore said, "we will be compelled to close most of the theatres in this state and on the Eastern Shore. While the church people may be right to some degree in their protests, they are killing our investments in our theatres. We are helpless in the matter because we have no say in the selection of films that are shown in our theatres. We are compelled under our contracts to show the pictures the producers send us.

The association has already ordered a committee to send a letter to the producers asking that something be done about the matter.

DeFiore's principal fear is that closing of houses in Philadelphia would result in Wilmington second run theatres being unable to get products due to the fact that the city is in the Philadelphia area and required to play films after they are played in the Quaker City.

C. A. McCork, sound engineer, 2 North 13th Street, announces that he has acquired a series of recordings attempting to give the theatre's side of the current boycott. These recordings are in a persuasive, reasoning voice of nationally known announcers and are for use at the break of the show. McCork reasons that they will get the attention of those in the audience. He is also in a position to furnish professional recordings for any local campaign or exploitation stunt.

It was revealed also that Stanley-Warner was taking a poll of patrons asking how they stood on the boycott.

Finally, after a lengthy discussion it was decided that a committee to meet with representatives of other associations to be appointed. This included George Gravenstine, Al Fisher, Harry Freed, Herb Elliott, Clarence Hexter, Bill Butler, Columbus Stamper, David Barrist.

A circular to be printed and issued by individual theatres was read, but final action on this was tabled. It concerned the individual theatre's position in the boycott.

Morris Wax reviewed the work of the organization in the boycott matter and explained some statements that had been misinterpreted.

A resolution in favor of no service whatsoever to theatres in non-paying theatres into money-making propositions ask us how!

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WILMINGTON

Air Cooling
Argument Here

“AIR COOLING” argument still rages in Wilmington. . . . Now comes the story that Loew's Parkway will be air-cooled in at least three weeks. . . . Jack Mulhall, manager, one of the Warner theatres, Chester, is pinch-hitting for Lyle Trenchard, district manager, while the latter is on a six-week recuperation leave. . . . Jack was formerly manager of the Arcadia. . . . “Morty” Levine, Opera House, is in New York on his vacation. . . . Lew Black is looking after his house while Merritt Pragg, assistant, buzzes about. . . . Merritt fixed up a nice layout consisting of a pasteboard double door in the lobby for "Double Door." . . . Warner employees attended the picnic at Eddington 100 per cent. . . . "Cool" signs together with an Eskimo scene over the door at the Aldine assures the patrons. . . . Inside the lobby Mrs. Elizabeth Lewes, the genial matron pours iced tea. . . . W. R. McClinstock, doorkeeper nearby, has to take tickets, look after bundles, tell people where they can find the coolest seats and otherwise do a good job making Warner friends. . . . When "Little Miss Marker" was playing there the other day, Lew Black's little niece, as pretty as Shirley Temple sat by Mrs. Lewes stand while her mother saw the picture, causing many to believe she was a ballyhoo for the film.

GEORGE JONES, manager, Loew's Parkway, has taken a cottage at Indian River, for his vacation. . . . Wilmer Highfield is back from his honeymoon trip looking none the worse. . . . Dick Hiltshire is just waiting for his vacation to begin. . . . Bill Kearney is mighty quiet about his baseball team after two drubbings, 7 to 1 by the Warners of Philly, and 8 to 4 by the Circle.

LINKER CASE

(Continued from page 9)

started its operation. The majority opinion of the board makes its computations on a basis of an average change by the respondent of one picture in 1 1/2 days, which means 4 pictures a week, yet it considers the respondent's operating policy on the basis that it is 5 pictures a week. In fact, from a tabulation of feature motion pictures played by the respondent's theatre from May 1, 1934, to May 1, 1935, in which is shown the total number of pictures played and paid for, we find that the respondent played 528 pictures in a total number of 313 calendar days and that the average pictures per week were 14 1/2 (1,258).

We cannot upon all the circumstances as disclosed by the record say that this is an unfairly competing operating policy of unnecessary and too frequent changes of motion pictures, and was adopted with the intention of depriving without just cause the complaining exhibitor of a sufficient number of motion pictures to operate such exhibitor's theatre.

Indeed, the finding upon that subject in the majority opinion falls far short from the definite finding of fact to that effect required by the code.

There remains one other consideration. The majority opinion of the board states: "The board especially considered the matter brought to its attention on page 235, pamphlet No. 124, the Code of Fair Competition for the Motion Picture Industry,"—"The creation of these boards is intended particularly to care for the buying problems of exhibitors, and so that they may be assured to the greatest degree possible of a sufficiency of motion picture product with which to operate their theatres".

That quoted sentence is from the letter of the Administrator of the National Recovery Administration with which the code was transmitted for the approval of the President of the United States.

The statement is merely descriptive of the various powers granted to the local grievance boards and the local clearance and zoning boards and to the Code Authority proceeding in conformity with applicable provisions of the code.

It is not a statement which authorizes local grievance boards to determine proceedings before such boards otherwise than in strict accordance with the applicable provisions of the code governing such proceedings.

The determination of the Philadelphia Grievance Board is modified so as to include the finding that the respondent has not adopted an unfairly competing operating policy of unnecessary and too frequent changes of motion pictures and to include in place and stead of the direction made by the Philadelphia Grievance Board the direction that the respondent forthwith make its selection under its selective contracts with distributors of the minimum number of motion pictures which it is obliged to play under such license agreements, and thereby release the remainder to the complaining exhibitor for negotiation therefor.

Moses, O'Hilly, Yamine and Kaykendall dissent from the determination and vote for affirmance of the determination of the Local Board. Mr. Bernhard did not vote.

JOHN C. FLINN
Executive Secretary.

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POSTER RENTALS

Everywhere
BULLDOG DRUMMOND is back again, and Ronald Colman heads the cast in the United Artists show, aided by Loretta Young, Warner Oland, Charles Butterworth.

**Heard In**

**CROSSTOWN**

They're Still Closing Down

51ST STREET THEATRE new name for the Apex. . . Allen Theatre announces new cooling system. . . Joe Murphy, the student, says the murder stories are plentiful these days. . . Oaklyn satellite points to “Murder at Rexford Arms,” “Murder at the Vanities,” “Murder on the Campus,” “Murder on the Blackboard,” “Murder in the Museum.”

BOYD AND VICTORIA joined the downtown closing list. . . Fred Orth, long time at the Marietta Theatre, Marietta, died recently. Joe Rosheim has taken over the Transit Theatre, Allentown. . . House was formerly a United Chain proposition and Rosheim once used to be with United Chain circuit.

VIOLA, LINDLEY. . . Closed. . .
Ritz, Coaldale; Allegheny, Rialto, Allentown.
Eagle open two days a week. . .

MARTY GOLDENBERG selected Brigantine Beach as his vacation place. . . Manager of the Colonial, Germantown, earned a well-deserved rest. . . Among the theatremen going college are Herb Elliott, Fern Rock, who is now a member of the no-garters brigade. . . Quite becoming.

FRED LEOPOILD is closing the Locust to reseat and redecorate. . . Sam Lobron, formerly a real estate man, is taking over the Spielmont and Globe, Marcus Hook, September 1. . . Bud Hissier, who hopped into town for the MPTO meeting and Landow dinner, is closing his Lebanon Academy in August to reseat and redecorate. . . Clem Rizzo has a large part of the contract.

RIALTO, Germantown and Tulpehocken, have been conveyed by R. Pressman to F. A. Altman. . . Assessed at $40,000. . . Old Tivoli, Fairmount Avenue, to become a church. . . Leased to Arthur Price. . . Has been closed a long time.

CARTER BARRON is now Loew district manager for the territory including Reading, Wilmington, Harrisburg, Washington, Baltimore, Richmond, Norfolk. . . He was last in Washington as manager. . . Embassy, Easton, closed.

Manhattan, Scranton, opened. . . Al Fisher was at the Mammoth. . . The baseball league included such players as Bigley, McCarthy, Stiefel, Bodine, Goodwin, Rosenberger, Woodward, Power, Pettit, Ridgeway, Gottschalk, Burns, Glenn, Clark, Given, Perlswig, Keating, Stief, Lau, Binns and Tyson.

THERE'S PLENTY DOING “When Strangers Meet,” and the Liberty production of that name include Arline Judge, Richard Cromwell, Lucien Littlefield in the cast.
PLENTY OF LAUGHS are seen in “Bachelor Bait,” from RKO, with Stuart Erwin, Pert Kelton and others in the cast.

VINE STREET

“Jane Eyre” Gets Deal

AL BLOFSON announces that there is a Warner deal for Monogram’s “Jane Eyre.” Picture drew a nice hand in previews and should get a good downtown run. First Division not set on 1934-35 product yet. An announcement soon. “Young Eagles” coming along nicely. Begun to work the territory already. Miss Segall back and feeling much better.

BATTLE of the signs between IEPA and MPTO very interesting. Many houses closing for alteration, or for any possible reason. Few cool days saw business pick up a bit. Mike Landow officially goes to York in September. Bud Hissner dropped in the street.

JERRY SAFRON, formerly a Vine Streeter, recently became the father of twin girls. It must be that coast climate. Some of the local exchanges are forgetting that there is a six months’ check on servicing non-theatricals. Some of the local country clubs have been showing some new films.


MAX GILLIS, Columbia’s star salesman, was awarded a prize at the Columbia convention at Atlantic City. He was rated fourth in the pre-convention campaign. And roundly applauded. Harry Weiner returned full of that old-time pep and confidence.


JACK ROSE, well known on the street, is featuring “Crazy People,” a revue. Includes Diana, fanless dancer, and a company of comedy leaders. Singing, dancing, etc.


THE HARRIS TWINS ten years old. All the family getting bronzed and tanned in the back yard. Bonnie, Sara, Mitzi, Dotzi, Jack, Claire. Jim Clark, the Horlacher executive, gets in some golf between those hard working sessions. Early evening recreation. And travels to Boyertown a lot. Apex Garage still coming along nicely. Always ready to serve.

Tell Our Advertisers

“IT SAW IT IN THE EXHIBITOR”!

NINETEEN YEARS AGO. Walter Jacobs, proprietor Imperial Theatre, was elected president of the South 60th Street Business Men’s Association. Joseph Saumit bought a film theatre at 2901-11 North 5th Street from Alexander Berman. Eugene L. Keefe started a theatre supply and film exchange business at 1325 Vine Street. Frank Benjamin was appointed assistant manager of the Victoria Theatre, and the prices were reduced for the summer from 10 and 20 cents to 5 cents. M. Harmad took over the Cheleon Auditorium from M. Kiefer.
Black Cat Ban

It was a superb idea of Jerry Wollaston— that black cat for the picture, "The Black Cat." But it wasn't appreciated by the Humane Society of Harrisburg. Jerry Wollaston is manager of the Victoria, Harrisburg. When "The Black Cat" opened he conceived the idea of letting children see the show free if accompanied by a black feline.

Overjoyed, children who had been taught by their elders to shun black cats because they were supposed to bring bad luck, pooh-poohed the superstition and started an immediate search for black cats. Borrowing, begging and stealing, the kids were getting a good supply of black cats in shape for the big occasion when officials of the Humane Society, getting wind of the stunt, decided to put a stop to it. They had been highly regarded. Each had made many friends throughout the district who wish him well in his new place.

Middletown Busy

Elks Theatre, Middletown, busy with community work these days. Janet Rudolph School of Dancing presented second edition of "Dolls from Danceland" on the stage of the theatre two days. Also ran midnight show before Fourth of July.

Manager Doug Carpenter also announces new prices: matinees, 20c and 10c; evenings, 25c and 10c.

"Laughing Boy"

Irving Martin, assistant manager, Loew's Parkway, Wilmington, during the vacation of Manager George Jones, made some nice tie-ups on "Laughing Boy." A window display in the duPont building of Indian relics and book markers in the library helped considerably.

Sane Censoring

In the midst of all the talk about "cleaner motion pictures," Rev. C. W. Cldefelder, fiery evangelist and pastor of an upstate church, decided to do a bit of censoring on his own part. Un- announced he sat through "Little Man, What Next?" After the showing, the evangelist, unsolicited, wrote a brief review giving the picture a clean bill of health.

"Du Barry" Book Off

Warner Bros.' merchandising plan on "Madame DuBarry" is off the press. It's thirty-four page book, including a special process cover to give the effect of an oil-painting to the Dolores Del Rio picture on the front. Accessories on the picture are also prepared on heavy, canvas type stock in a special)) pebbled effect, and varnished to look like oil paintings. Entire press book has been handled in dignified fashion in keeping with the importance of the production. In addition to seven pages of publicity material, seven pages of ads, eight pages of exploitation suggestions, this merchandising plan contains a ten-chapter newspaper serialization available to exhibitors in mat form, with illustrations.

Displays used by Ray O'Connell, manager, Grand, Lancaster, certainly boosted business for "Murther at the Vanities."
announcing the release of a special group of pictures which have been designated as "The Select Twelve," Arthur A. Lee, vice-president, Gaumont British Picture Corporation of America, has stressed the fact that these productions are available for booking now and are not to be confused with the company's 1934-35 product. "All of these pictures are completed and available for immediate screening for exhibitors," says Lee. "We are in entire accord with the contention of exhibitors generally that they should not be expected to contract for pictures they have not seen, and we feel that this policy is of outstanding importance just at this time when the majority of theatre-owners are irrevocably determined to present only such pictures as measure up fully to the standards demanded by the millions of patrons who have enlisted in the campaign for decency in screen entertainment. This is the only way in which all exhibitors can safeguard their interests in this regard and that is by seeing each picture before they buy it."

Novelty Scenic Takes 5000th Contract Mark

Probably the best reason for celebration heard in the industry in a long while is that Novelty Scenic Studios, well-known scenery and drapery house, has found it necessary to move into larger and better located factory at 611-625 W. 43rd Street, New York City.

Occupation of the new premises coincided with the completion of their 5000th contract since starting in business some 16 years ago.

In discussing their attainments, A. I. Kessler, general manager, Novelty Scenic Studios, pointed out that while this figure included all jobs large and small, there were some exceptionally prominent ones in the list. For instance, they are particularly proud of their achievements at the Atlantic City Convention Hall and Cleveland Public Auditorium, two of the world's largest public assembly rooms. Among the most prominent was an order from the King of Siam to decorate the Bangkok Royal Theatre.

Another distant customer was the Singapore Capital Theatre. There were some 20 installations for Famous Players Canadian Corporation distributed through Canada's key cities. In the home field the super Fox, Brooklyn; Fox, Detroit; Academy Music, New York; Atlantic City Apollo; Roosevelt, Frankford, Tower Theatres, Philadelphia; Embassy Theatre (W. and V.) Reading; Hurley, Fall River Mass.; Lincoln, Marion, Va., are but a few of their outstanding jobs.

Current work includes the new Broadway, Camden; Prudential theatres in Bayshore and Easthampton, L. I.; Granada, Roanoke Va.; Green Gables hallam, Hazleton; Steel Pier ballroom, Atlantic City; Harris' Alvin Theatre, Pittsburgh; Attica Prison Theatre, Attica, N. Y.

Novelty Scenic takes this list, sufficient for a small studio for a year, in stride.

"We have crammed up a bit for room," admitted Kessler, "and that's one of the reasons for taking over the new plant. Working conditions are better and added space provides for greater efficiency and comfort. I'm not being sentimental about the smaller studio. We had to be good to get them, but that's water over the dam, now. We're going to stay good and keep constantly trying to furnish better ideas, better craftsmanship and better service in order to keep the dominant position we have." Kessler also extended an invitation to members of the industry to inspect the plant.

Liberty Has Shows for Exploitation Exhibits

Liberty is preparing showmen's pictures.

With the completion of camera work on "School for Girls," Liberty has only one more feature to be made to complete its announced program of eight for the season 1934-35. This independent organization, M. H. Hoffman president, has already received encouraging response from exhibitors approving the Liberty policy.

Following its New York premiere "Cheaters" was shown over the entire Loew circuit. Production boasts a cast headed by Bill Boyd, Dorothy Mackaill, Jane Collyer, Alan Mowbray and William Collier, Sr. "When Strangers Meet," set for release this week, features Richard Cromwell and Arline Judge.

Jack LaRue and Thelma Todd head the roster of players in "Take the Stand," suggested by Earl Derr Biggers' baffling thriller. Damoon Runyon's "The Big Mitten" provided the theme for the fourth attraction, "No Ransom," in which Leila Hyams, Phillips Holmes, Jack LaRue and Richard句 were featured.

"Once to Every Bachelor" has Marion Nixon and Neil Hamilton in important roles. Neil Hamilton is again prominent in the cast of the sixth production, "Two Heads on a Pillow," with Miriam Jordan, Henry Armetta, Hardie Albright and Dorothy Appleby in outstanding roles.

Sidney Fox, Paul Kelly and Lois Wilson head the cast in the recently completed "School for Girls," Final production on the program is "Without Children," suggested by Mrs. Wilson Woodrow's "Eyes of Youth."

What It May Come To

The following letter from a reader to "The Record" indicates what may be in store for exhibitors:

Sir:—While the public is cleaning up the movies and theatres, may I ask why we cannot clean out all indecent ones for keeps? Their demands for censorship, which never has censured under Will Hays or anyone else, leads me to ask why cannot the public schools operate pictures free—or at a nominal cost of five cents each in their costly halls—every night in the week and require all children in public schools to attend two nights each week and forbid attendance elsewhere under the age of 16?

Perhaps "The Record" and readers can suggest a better plan. The large schoolyards can seat thousands out of doors six months in summer.

While we are cleaning up the movies and theatres—let us do it right and get decent, dependable, wholesome entertainment for adults as well as children.  

MINISTER.

Hebron, Md.

1900 at S-W Picnic

1900 S-W employees and friends attended the recent picnic held by the Warner Club.

Affair, held near Philadelphia, was a triumph in all departments.

Everyone had a swell time, athletic events scored and lunch was grand, Leonard Schlesinger, zone manager, oversaw the flock.

Event is an annual one and does much to cement the good fellowship and feeling between all Warner factions and divisions.

"Drummond" World Premiere Shore Hit

World premiere of "Bulldog Drummond Strikes Back," from United Artists, was ushered in at the Apollo Theatre, Atlantic City, with an extensive exploitation campaign arranged by P. M. Lewis and George Welland.

A few days in advance of the opening all local newspapers broke with considerable advance and special stories which stressed the picture's world premiere. A full page in the Press-Union devoted to the summer theatrical season planned by Lewis & Welland carried a large ad on "Bulldog Drummond Strikes Back," which dominated the entire page.

Supplementing the newspaper campaign were the distribution of 5,000 tabloids, 3,000 special announcement cards which were placed in all hotel mail boxes and parked autos. Besides the tabloids and cards, special displays of 8x10 stills were placed in the lobbies of the leading hotels and four 40x60 display posters were used in front of four other local theatres plugging the engagement of "Drummond" at the Apollo.

Inasmuch as local ordinances forbid any ballyhoo or advertising on the boardwalk, the managers had painted on the front page of one of the local newspapers the title, theatre's name and mentioned the opening. Then they secured six girls and had them wheeled up and down the boardwalk in wheel chairs. Each girl held the paper as though she were reading the back page with the front page getting over the message of the picture's engagement at the Apollo Theatre. Radio station WPG put on a five-minute broadcast of a synopsis of the picture and mentioned the opening. Another plug for the picture over the air was arranged through a tie-up on the Tidewater Oil program.

FINISHING WORD

FLORENCE WEINER and Maybelle Bond golf addicts. . . . Don't fit aplenty. . . . Sam Wheeler, Fox Washington manager, met many locals on the boardwalk when he vacationed there with his family. Dorothy Barreuson, Metrotix, also a boardwalk traveler. . . . Likewise the Harry Dembows, Benny Fertl, Charlie Segall and practically everyone else.

There Isn't Much This Time

STRICTLY PERSONAL
Too "Hardboiled" to be quoted!

... unbiased, honest, able.
... calling a spade a spade without fear or favor.
... reviewing pictures, not to praise the makers but to furnish our exhibitor readers with —

... a True Picture of All Pictures

a Regular Service of

"THE EXHIBITOR"

A Jay Emanuel Publication
Among the world's prominent structures completed:

- Convention Hall, Atlantic City, N. J.
- Public Auditorium, Cleveland, Ohio.
- Public Auditorium, Columbus, O.
- Gen. Elec. Auditorium, Schenectady, N. Y.
- Ford Motor Exhibit, Madison Square Garden, New York City.
- Royal Theatre, Bangkok, Siam.
- Capitol Theatre, Singapore.
- Hunter College, New York City.
- Columbia University, New York City.
- Wilberforce College, Wilberforce, Ohio.
- Famous Players Canadian Corporation (20 theatres).
- Fox Theatre, Brooklyn, N. Y.
- Fox, Detroit, Mich.
- Academy of Music, New York City.
- Apollo, Atlantic City, N. J.
- W & V’s Embassy, Reading, Pa.
- Durfee, Fall River, Mass.
- Brodway, Canaan, N. J.
- Bayshore, Bayshore, L. I.
- Easthampton, Easthampton, L. I.
- Steel Pier, Atlantic City, N. J.
- Alvin, Pittsburgh, Pa.
- Majestic, Paterson, N. J.
- Loew’s, 167th St., New York City.
- Capital, Dover, Del.
- Palace, Danbury, Conn.
- Rialto, Danbury, Conn.
- Lyric, Canso, Rialto, Regal, State, Hartford, Conn.
- Strand, Westfield, Mass.
- Franklin, Franklin, Mass.
- Strand, Niagara Falls, N. Y.
- Palace, St. Johnsbury, Vt.
- Wilkinson, Wallingford, Conn.
- Crowne, Crews, Va.
- Porter Square, Cambridge, Mass.
- Plymouth, Lebanon, Mass.
- Strand, Clifton, N. J.
- Howard, New Haven, Conn.
- Lawrence, New Haven, Conn.
- State, Manchester, N. H.
- Strand, Capital, Venango, Pa.
- Capitol, Lyric, Plymouth, York, York, York, York, York.
- Granada, Beaver Falls, Pa.
- Lyric, Oil City, Pa.
- Civic, Katrina, Mich.
- Guild Hall, Easthampton, L. I.
- Broadway, Palmyra, N. J.
- Black Rock, Bridgeport, Conn.
- Hippodrome, Bridgeport, Conn.
- Casino, Narragansett Pier, R. I.
- Metropolitan, Providence, R. I.
- Lafayette, Buffalo, N. Y.
- Shea’s, Buffalo, Buffalo, N. Y.
- Kinmore, Kenmore, N. Y.
- Empire, Fall River, Mass.
- Railway, Railway, N. Y.
- Pickwick, Greenwich, Conn.
- Englewood, Englewood, N. J.
- Merrick, Jamaica, N. Y.
- Savoy, Jamaica, N. Y.
- Rialto, Farragut, Albemarle, Brooklyn, N. Y.
- Cove, Glen Cove, N. Y.
- Capitol, Bayside, N. Y.
- Culver, Roland, Ambassador, Empire.
- Beverly, Windsor, Tivoli, Court, Empress, N. Y.
- Empress, North Bergen, N. J.
- Mayfair, Brooklyn, N. Y.
- Strand, Hopewell, Va.
- Uptown, Union Square, Hippodrome, Cleveland, O.
- Grand Opera House, New York City.
- Byrd, Richmond, Va.
- Granby, Norfolk, Va.
- State, Eton, N. Y.
- Hermanus Bleeker Hall, Albany, N. Y.
- Rivoli, Baltimore, Md.

And thousands of others!

5000/ satisfied owners!

The completion of the decorative scheme of the beautiful, new State Theatre, Middletown, N. Y. marks the 5000th completed contract by Novelty Artists. This is without equal in our field.

Step by step, our consistent success has been built on merit.

The very nature of our work, the importance of the buildings in the public eye and the satisfaction of the purchasers is the best measure of our success.

We’re confident of our future.

NEWER AND LARGER QUARTERS

Our new factory and show rooms afford not only a greater amount of floor space, but give our artists and workmen improved working facilities. Their skill unhampered by artificial light or the dust and confusion in heavily trafficked areas will lift their work to new heights of perfection.

We welcome the inspection of our theatre owner friends and customers.

The Larger and Greater NOVELTY SCENIC STUDIOS INC.

INTERIOR DECORATIONS • DRAPERIES
SCENERY • ACCOUSTICAL TREATMENTS • RIGGING

611-625 West 43rd Street
NEW YORK, N. Y.
United Artists Starts Year With Banner Line-Up

The Biggest ‘Kid Serial’ Ever Made — but appealing to the adults too!

It had to be good to be playing theatres such as:

- Warner Bros. Circuit
- RKO Circuit
- Brandt Circuit
- Paramount-Publix Circuit
- Walter Reade Circuit
- Leo Brecher Circuit
- Abe Leff Circuit
- Margolis Circuit
- and more than 1500 Class "A" Independents.

Including:

- Dycker, Brooklyn
- Greenpoint, Brooklyn
- Prospect, Bronx
- Empire, Bronx
- Keith's, White Plains, N. Y.
- Keith's, Flushing, N. Y.
- Royal, Bronx
- Regent, Brooklyn
- Regent, Kearney, N. J.
- Central, Rockville Center, L. I.
- Strand, East Orange, N. J.
- Palace, East Orange, N. J.
- Eureka, Hackensack, N. J.
- Roosevelt, Newark, N. J.
- Embassy, Port Chester, N. Y.
- Rivoli, West New York, N. J.
- Columbia, Gutenberg, N. J.
- Star, Cliffside, N. J.
- Bushwick, Brooklyn
- Colonial, Philadelphia
- Ogontz, Philadelphia
- Sedgwick, Philadelphia
- Felton, Philadelphia
- Lindley, Philadelphia
- Earl, Philadelphia
- State, Philadelphia
- 69th St., Philadelphia
- Imperial, Philadelphia
- Commodore, Philadelphia
- Wynne, Philadelphia
- Lindy, Philadelphia
- Parker, Darby, Pa.
- Rialto, York, Pa.
- State, Hanover, Pa.
- Majestic, Gettysburg, Pa.
- Majestic, Shamokin, Pa.
- Jackson, Lebanon, Pa.
- Lyric, Shenandoah, Pa.
- Majestic, Tamaqua, Pa.

and "clicking" in every spot!

Backed by a ready-made audience of 904,000 Boy Scouts and more than 200,000 Camp Fire Girls — clean — wholesome — entertaining — full of action and wild animals — and backed by a two-fisted exploitation campaign and road-show accessories.

From the World’s Leading Independent

FIRST DIVISION EXCHANGES, Inc.

HARRY H. THOMAS, President

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A Hit at Its World Premiere at Stanley, Atlantic City

MONOGRAM PICTURES PRESENTS

WILLIAM MERCER AND CLIVE

IN

"Jane Eyre"

FROM THE FAMOUS NOVEL

BY CHARLOTTE BRONTE

THE MOST endearing and touching character in all fiction... the most appealing love story... steps out of the book on to the screen and into your heart!

YOU THRILLED... as millions of readers have... at this most poignantly dramatic revelation of a young girl's inner life and love experiences.

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FIRST DIVISION EXCHANGES, Inc.
MAKE WAY FOR U·A
WITH ITS BIG PARADE OF HITS

TEN from 20th CENTURY

UNIVERSAL

1 from KING Vidor

4 from LONDON FILMS

3 from SAMUEL GOLDWYN

2 from RELIANCE

2 from BRITISH & DOMINION

UNITED ARTISTS RELEASES

LINE UP for 1934-35

Aug 1'34 pg. 3
TEN from 20th-CENTURY

Ronald Colman in "BULLDOG DRUMMOND STRIKES BACK"

Presented by Joseph M. Schenck

Released thru.
RONALD COLMAN
in the story of the bravest man who ever lived!
"CLIVE OF INDIA"
the picturization of the play now in its 9th capacity month in London!

CLARK GABLE BENNETT
in "IT HAD TO HAPPEN"
Forward! America! Forward!

Intriguing title!
Astounding story!
"THE RED CAT"
The European stage sensation by Rudolph Lothar and Hans Adler! Opening on Broadway this fall!

GEORGE ARLIS in "CARDINAL RICHELIEU"
will be the best picture of 1935!

Forward March!
The epic of America! Clarified by the biggest cast in screen history

Leaping to life from the blazing pages of the book the whole world knows!
"CALL OF THE WILD"
with a cast as big as the story!

DARYL F. ZANUCK
PRODUCTIONS
3 from Samuel Goldwyn

The greatest individual producer in the industry

Anna Sten • Fredric March in "We Live Again"
based on Tolstoy's immortal "Resurrection"
Directed by Rouben Mamoulian

Eddie Cantor in "Kid Millions"
with Ethel Merman • Ann Sothern • Block and Sully
Paul Kelly and the Gorgeous Goldwyn Girls
Directed by Roy Del Ruth

Anna Sten in an additional Samuel Goldwyn production...
A sweeping story of modern Russia by Vicki Baum (author of "Grand Hotel") and Eugene Lyons!

Released thru UA
They gave us Henry VIII!
2 from RELIANCE
who gave you and PALOOKA

"The Count of MONTE CRISTO"
with
ROBERT DONAT • ELISSA LANDI
O. P. Heggie • Louis Calhern
Sidney Blackmer • Irene Hervey
William Farnum • Raymond Walburn
Directed by
ROWLAND V. LEE
Alexander Dumas' unforgettable classic!
Gorgeously produced on a lavish scale!

Titanic in scope! A leviathan
of entertainment!
"TRANSATLANTIC MERRY-GO-ROUND"

with
JACK BENNY • NANCY CARROLL
GENE RAYMOND • SIDNEY BLACKMER
SID SILVERS • SYDNEY HOWARD
PATSY KELLY • JEAN SARGENT
FRANK PARKER • Directed by Ben Stoloff

2 from BRITISH & DOMINION

1 from KING Vidor

"OUR DAILY BREAD"
the epic of a million hearts!
"A stirring picture! A privilege to show it!" — HOLLYWOOD REPORTER

Anna Neagle
Newest of stars
"NELL GWYN"
with SIR CEDRIC HARDWICKE
Lavishly produced in epic style!
Directed by HERBERT WILCOX

EXTRA ANOTHER FROM B and D
Anna Neagle
The Opie Story
18 from WALT DISNEY

9 MICKEY MOUSE PRODUCTIONS all in Technicolor for the first time!

9 SILLY SYMPHONIES as TECHNICOLORFUL as ever!

Released thru UNITED ARTISTS

Oh Boy! will our faces be RED

and GREEN and BLUE and YELLOW

HUE said it!
Get in (and on the) line with UNITED ARTISTS

22 FEATURES!
18 WALT DISNEY PRODUCTIONS

Contract and Book Now for 1934-35
THE EDITOR'S PAGE

THE PHILADELPHIA EXHIBITOR

Vol. 16, No. 15 August 1, 1934

Watch Clearance

• WITH NO FURTHER APPEALS possible on zoning for the 1934-1935 season unless cases were entered before July 1, exhibitors will have to be doubly careful to safeguard their interests. It has recently been a habit in this business to state clearance by mentioning certain following theatres ignoring this before. In other words, if a theatre buys a product, the contracts might read: 7 days before the Blank, Doe and Etcetera Theatres. Nothing is said of the runs before the house. Therefore, one fine day the exhibitor might awake to find that another run has been set in ahead of him, making him wait longer for the pictures in question.

The exhibitor can have little redress. The zoning board is closed to him. Contact with exchange managers is an indefinite manner to secure relief. Partly, the exhibitor is to blame because he failed to protect himself. Let the theatremen be specific in his contract. Let him include all the theatres before and all those after. In that manner, nothing will be left to chance, nothing will be changed.

Bar Unfair Shows

• A THEATREMAN has a right to demand that anyone showing motion pictures be placed in the same classification as himself as regards taxes, overhead, investment, etc.

No non-theatrical has the right to cut into the exhibitor's business any more than an exhibitor has a right to cut into another merchant's investment.

Any exchange which sells film to anyone who exhibits it for nothing to large audiences ought to get its head examined. There can be no justification for such a policy on the part of a distributor.

While non-theatricals can be regulated under the code, free movies is another kind of headache. Check it now.

Sane Middle Course

• ONE OF THE INDUSTRY'S leading orators, Louis Nizer, in an address, the other day, pleaded for a safe, middle course in production.

He pointed out the dangers of swinging the pendulum away from spice and sex too close to goodness, sticky sentiment and Pollyanna productions. In its haste to satisfy those who are militant against current styles in pictures, he cautioned the producers not to forget a satisfied group of patrons who are willing to see pictures that reflect the times.

Granted that some studios have a tendency to insert material that is entirely too smoker-roomish in tone. These gentlemen should be checked.

But no exhibitor wants to exhibit pictures that are made for the child mind and which insult adult intelligence. It must be possible to find a sane, middle course, one which will satisfy the crusaders and yet protect the box office.

Let the producer refrain from haste. Let them consider the type of product necessary. But avoid a headlong rush toward a product that is not desired.

Stand Together

NOTWITHSTANDING the fact that some of the criticism directed against the move may be justified, one can not entirely ignore the sincerity with which members of the MPPDA, Hays-producer body, initiated the cancellation privilege for exhibitors who find agitation against salacious pictures so strong that playing of such films is not possible.

The producer announcement, it cannot be denied, placed the exhibitor in an embarrassing position. Many theatremen who have attempted to use agitation against salacious pictures for their own advantage will now have to be on the level with their patrons and exercise the cancellation privilege if necessary. No longer will they be able to say that it is impossible to drop a show because of producer contracts.

Most exhibitors are sincere. Many of them will exercise the cancellation privilege to drop pictures which will not be tolerated by militant reform groups in their district. Some of the pictures to be dropped, no doubt, will have few objectionable features, but the producer announcement says that if there is a strong protest on moral grounds, the cancellation will be allowed.

Rumors arise that some exhibitors do not wish to cancel out shows but rather play them when the emphasis now current passes. This is hardly believable. It would be poor practice on the part of the exhibitor to lose either his patrons' confidence or his run.

It has been said in these columns before that the industry must stand united in the current agitation. There is no doubt but that there will be continued onslaughts by those outside the business even after Hollywood cleans up. At current writing, it appears as if block booking is going to be the target for all. Regardless of how various exhibitor units may feel toward the block booking practice, there should be no division at the present time. The business stands in danger of attack from professional reformers. Though there are some who wish to discredit everything that is being done by anyone to ease the situation, the industry in general appreciates any aid it can secure. There should be nothing but co-operation at this time.

Saved in the nick of time but look out for the boys behind the trees.
Glancing Everywhere in the Territory

AT IEPA HOUSEWARMING. Assembled exhibitors who met at July 24 opening of Independent Exhibitors Protective Association housewarming at new 1313 Vine Street headquarters are pictured. Approximately 100 attended. An exterior shot of the new home is also shown. (Page 35)

NEW WARNER CHIEF. Bill Mansell is the new branch manager for Warners-First National exchange in the Philadelphia zone. (Page 13)

TO SPEAK HERE. Abe Montague, Columbia sales manager, has promised to address exhibitors here when he makes a trip to the territory in the near future. (Page 35)

HONORED. Recipient of a special drive is Jimmy Grainger, sales manager for Universal, whose period of intensive selling covers July 23-September 1. Support from exhibs will be sought by Universal salesmen everywhere.

WITH MUNDUS. Earl W. Kramer is general manager of Mundus Distributing Corporation which has a program of 27 films for release throughout the United States, beginning July 23. Physical distribution will be handled through United Artists.

ANNOUNCES PRODUCT. Harry H. Thomas, president, First Division Exchanges, Inc., this week announced the local exchange's lineup for the coming season. The schedule includes leading independent product. (Page 8)
Big Boost in Music Tax Seen as Society Announces Its New Rates

No Profit

State Department of Public Instruction's Music Fund is failing to earn any money from Sunday concerts. At act permitting Sunday concerts was passed at the 1933 session of the Legislature. It provides that admission charges to Sunday concerts be based on estimates covering all costs of staging the concert, including light, heat and compensation to ushers, janitors and musicians. To date no musical organization conducting a Sunday concert has made more than expenses.

Code Authority, Local Bodies Buck Tax Rise

Film Units Announce Intention of Fighting Increase

The motion picture business, exhibition division, isn't going to watch the ASCAP try to get an increase in fees for music tax without trying to do something about it.

That was indicated following announcement of the increase in license charges, effective October 1.

The Code Authority has already formed a committee which will investigate the music tax business. Steps will be taken to protect the business.

Concerted action will be taken by other organizations, exhibitor bodies, circuits, etc.

Morris Wax, chairman of the board, IEPA, stated that the organization would do everything in its power to protect its members. He hinted at legal action, led by president Ben Golder, if other means were not successful.

The MPTO is committed to a policy which sees it working with the MPTOA, its parent body.

Local Organizations Ready for New Season

IEPA and MPTO Outline Plans During Coming Year

The two local exhibitor organizations are getting ready for the new season.

The IEPA plans to hold a meeting this week at which time problems will be discussed and a permanent program outlined.

Charles Segall, president, MPTO, in a letter to members this week asked for cooperation, said that the body was preparing plans in connection with the music tax, legislation, code work, etc.

It looks like a busy season.

Mansell Steps in as Head of Local Warner Exchange

Johnny Bachman Joins Selling Contingent Here

William Mansell, one of the real veterans on Vine Street, is the new Warner exchange manager here, succeeding Bob Mochrie, promoted to the home office as assistant to Andy Smith.

Mansell's promotion has already received the commendation of the trade. An experienced film man in all divisions, he bears the respect that comes from fair dealing and a good grasp of the territory.

Johnny Bachman has been added to the Warner sales force here to take the place left open by Mansell. Bachman was formerly attached to Educational and Educational-Fox. He is also an old timer here and his entrance into the Warner organization is also pleasing to the trade.

Mochrie is now actively at work in the home office. He wishes, through these columns, to send his regards to all his friends in the territory. Asked about his work in the home office, he praised Smith to the skies and compared his former position with his new one as follows:

"In terms of golf, I used to go around in 110. Over here everybody goes around in 110. Over here everybody goes around in 90 while I am going around in 100."

Berwick Rebuilding

Strand Theatre, Berwick, is being rebuilt with Berwick capital and under Berwick management. J. N. Harry, receiver, for P. S. of A. Hall Association, is receiving bids.

Theatre plans to reopen in November.

On "Vergie Winters"

 Ned E. Depinet, vice-president, RKO Radio, has sent a letter to exhibitors explaining the company's position in connection with "Vergie Winters."

Despite the fact that the picture has appeared on some "disapproved lists," he defends it as a clean, fine picture with a moral. He quotes favorable reports from clubwomen on it. He says the company has definite convictions on the show and is prepared to stand behind them.

Motion picture theatres everywhere face a big boost in payments to be made to the American Society of Composers, Authors and Publishers, following announcement of the new rates to be asked by that society, effective October 1.

Payment would be for public performance of copyrighted music, for which most theatres now pay a tax of 10 cents per seat.

The new tax is as follows:

It is based on the gross of a theatre for a single performance calculated at the highest prevailing admission charged. The theatre will be paid as an annual license fee by theatres operating throughout the year and giving 20 or more performances weekly.

To explain:

A 1000 seat house operating 20 or more performances a week now pays 10 cents per seat or $100. Under new plan, the house, if it charged 25 cents top for its seats, would compute its payment as follows:

100 x $250 equals $25,000.

If the house gave only 18 performances weekly, then the payment would equal 90% of $250.

For each performance under 20, 5% is deducted. A house playing ten performances would pay 50% of $250 and so on.

Theatre operating irregularly will be required to pay 1-12th of the basic rate for each month or part of month it stays open. Theatres open all year around must pay monthly in advance. If any section is closed off, those seats may be deducted from house's capacity. If price changes during the year, Society will adjust.

No increase is provided for the average small theatre, according to E. C. Mills, general manager, ASCAP, who admits that the new tariffs provide a "substantial increase" to be charged to large and important theatres which make a "major use" of music.

"In the past," Mills says, "there has been much criticism of ASCAP's tariffs, because of the previous rule that fixed the fee at 10 cents a seat annually, regardless of the size or operating capacity of the house. The new tariffs remedy this situation and fix the fee to be charged in relation to the size of the theatre, the price of its tickets and the number of performances it presents per week."

"The necessity for increasing the rates arises from the financial hazardous position of the music creating and publishing art and industry. Revenues previously had from sales of sheet music and phonograph royalties have practically disappeared and in order to support reasonably the creative art of music, rates charged under the copyright law for licenses to publicly perform it are being substantially increased in all fields."

The local representative of the society is Hillary A. Brown, with offices at 1638 Lincoln-Liberty Building. He has been in the local field for 11 years and will be pleased to explain any provisions of the increases to local exhibitors.
The BEST FUN AND THE BIGGEST STAR NAMES ARE IN FOX - Educational SHORT SUBJECTS

Fox short subjects are the ideal embellishment for a fine feature, the perfect finishing touch for a good show. Short subjects from Fox are the product of the industry’s foremost specialists in this field, Educational Pictures and Movietone News, Inc. Through big star name values, timeliness and high entertainment quality, they build the kind of program that makes for more satisfied audiences and bigger theatre profits.
52 TWO-REEL COMEDIES FROM EDUCATIONAL

12 STAR PERSONALITY COMEDIES
Every month a Big Comedy featurette, with a name ranking with your better feature attractions. Starring Ernest Truex and Buster Keaton.

12 MUSICAL COMEDIES
Another deluxe series, featuring stars famous for successes on stage and radio...new song hits...snappy amusement in the modern mode.

6 FROLICS OF YOUTH
The unbroken record of big first-runs for the first series of "Frolics," featuring Junior Coghlan and Shirley Temple. proves their universal popularity.

8 CORONET COMEDIES
The series of star comedy hits that last season featured such a long list of stage, radio and screen favorites. Starting the new year with Tom Patricola and Buster West in "Hi, Hi, Sailor."

6 YOUNG ROMANCE
Sparkling episodes of the younger set's romantic interludes. A series about "charming young people" who can love and laugh. Refreshingly different.

8 MARRIAGE WOWS
Homely, down-to-earth comedies that America loves because they are America. Featuring a young married couple in the humor of the modern home.

and

SPECIAL EXTRA

BING CROSBY
Singing The Songs That Made Him the Radio Idol of Millions

4 SHORT SUBJECT SPECIALS
Offering Big Feature Profits

"I SURRENDER, DEAR"
"ONE MORE CHANCE"
"DREAM HOUSE"
"BILLBOARD GIRL"

58 ONE-REEL GEMS of Music, Mirth, Thrills and Novelty

10 SONG HIT STORIES
Songs the whole world is singing...their popular melodies sung by famous stars.

6 ADVENTURES OF A NEWSREEL CAMERAMAN
Most thrilling short subjects ever produced.

26 PAUL TERRY TOONS
By Frank Mozer and Paul Terry
The picture everybody loves.

6 ALONG THE ROAD TO ROMANCE
Upon the Magic Carpet of Movietone
World's Most Beautiful travel series.

10 GEMS FROM THE TREASURE CHEST
The series that has just brought out "Pagliacci".
All Quiet on Boycott Front as Exhibs Await Modification of Philadelphia Ban

Cardinal's Return May Clear Atmosphere—Decency Legion Growing Everywhere—Issue Drops Off Front Pages First Time

All is quiet on the Philadelphia boycott front. Following the announcement at the testimonial dinner given Lewen Pizor, retiring MPTO president, July 16, that Stanley-Warner and independent houses would not close, there has been no apparent change in the local situation. The return of Cardinal Dougherty may clear the atmosphere.

Business with the theatres, as soon as the hot wave broke, picked up a bit. Daily papers are showing the issue inside the issues, instead of plastering every statement on the front page.

Announcement of the new cancellation privilege as well as beginning of the coast censor administration has served notice that Hollywood is sincere in its efforts to clean up. Attention of the Legion of Decency is now directed along all fronts, with New York City a center of attention.

The Legion of Decency campaign is continuing but the initial publicity splurge is over. Calmly, exhibitors believe that an evidence of a new production deal will result in a lifting of the total boycott on theatres here.

Answer to a statement by Harry M. Warner, president, Warners-First National, that the total boycott is un-American because it endangers the livelihood of many people.

Bishop O'Hara's response was that the advice disappointed the Roman Catholic Church in the Archdiocese of Philadelphia to refrain from attending "present screen plays ... dangerous to faith and morals" was vigorously defended by Right Rev. Gerald P. O'Hara, Auxiliary Bishop of the Archdiocese, in a statement in which he replied to an address made previously by the movie head.

Warners, in a speech which he delivered on the West Coast, said that Cardinal Dougherty's 'edict ... making it a sin to go to the theatre is un-American because it endangers the livelihood of many people.'

Bishop O'Hara's response was that the advice to stay away from indecent motion pictures is inherent in Catholic morality, and that "Cardinal Dougherty merely pointed out a fact held true long before any campaign of decency was inaugurated."

As to the suggestion that Catholics abstain from patronizing any theatres, the Auxiliary Bishops' comment was that "such a measure is the only one likely to prove effective in bringing about a wholesome change in the product of the motion picture industry and in bringing it about quickly."

"He is perfectly aware," he said, referring to the absent prelate, "of the solemn promises made and broken time and time again in the past by those in control of the motion picture industry."

Local musicians' unions also went on record against complete boycott of theatres.

Public opinion marshaled against objectionable films, rather than censorship, is favored by the Most Rev. John T. McNicholas, Archbishop of Cincinnati, in a report on "The Problem of Evil Motion Pictures" appearing in the August issue of The Ecclesiastical Review.

Dr. McNicholas's report is made as chairman of the motion picture committee of the Roman Catholic Bishops, which inaugurated the Legion of Decency. In urging the extension of the legion he says:

"Public opinion must now be aroused and sustained everywhere as the strongest barrier against the immoral cinema. Public opinion, if governed by good sense and relentless in its opposition to the evil motion picture, has many advantages over censorship that may be politically controlled or corrupted and may become utterly indifferent to the common weal."

"All this calls for ceaseless vigilance and courage and prudence that must make the position of the church respected. It may be well to make clear that the church is not asking for a solemn type of picture that gives no real amusement and no opportunity for a hearty laugh. The Catholic Church, in a true sense, is broad and liberal, and no legitimate recreation need fear her opposition."

As a result of the campaign being waged for cleaner movies, the writer of a movie column in The Harrisburg Telegraph, Harrisburg daily newspaper printed a list of the ten best box-office pictures of the past year at the Colonial, Harrisburg.

A charter was granted recently by the Dauphin County Court for "The Clean Amusement Association of America," which plans to promote clean amusement in Harrisburg and to direct its efforts particularly against undesirable motion pictures, stage shows and literature. Headquarters of the corporation will be maintained in Harrisburg at the home of J. I. Moore.

Recent organization of a vigilance committee sponsored by several reform and church organizations of Wilmington and headed by Mrs. Edmund Barsham has at least had the effect of bringing together, in the Delaware metropolis, both independent and chain exhibitors for cooperative action.

This was brought about largely by the voluntary action of the Warner managers and A. J. DeFiore, president, IMPTO of Del and Eastern Shore of Maryland, Jack Flynn, division manager, Warners, with Jack Mulhall, acting district manager, and Lew Black made the bid for the independents, including DeFiore, Ben Seligman, Strand; A. J. Belair, New Rialto, and Ben Schindler, Avenue; George Jones, Loew's. One of the first conferences they had was with Clarence J. Pyle, business manager of the New-Journal company.

So far, in the Wilmington and the Del-Mar-Va peninsula district, there have been two church organizations to definitely call a partial ban on so-called "bad movies." These are the Wilmington district of the Wilmington M. E. Conference and the Del-Mar-Va Lutheran Pastors' Association.

Wilmington Plan

A. J. DeFiore manager, Park Theatre, Wilmington, mindful of the nation-wide agitation for better films among churchmen and reformers, has introduced an innovation in his organization.

DeFiore expects to "please a woman, probably a resident of the west end neighborhood in which his house is located, and it will be his business to contact women's organizations, church leaders and other reform and educational organizations to keep them posted on his offerings so that parents of children may be informed of the nature of the films shown."
BOOKING LIKE WILDFIRE!

Buck JONES

in

The RED RIDER

First of Universal's 4 BIG SERIALS for '34-35!

—the others:

TAILSPIN TOMMY

RUSTLERS of RED DOG

CALL of the SAVAGE

STEP OUT WITH UNIVERSAL SERIALS!

From the story by W. C. Tuttle
Rumblings of Fight on Open Sunday Already Heard in Upstate District

Blue Law Organizations Fear Onslaught Is Due—WCTU, Dry League Preparing—Legislature Certain To Be Scene—Baseball Held Wedge

Fearing a movement is under way to rip Sunday wide open in Pennsylvania, church, civic and political organizations already are mustering their forces for what presages to be in the 1935 Legislature the most bitter battle ever waged over the State's so-called blue laws of 1794.

Seven months in advance of the next regular sessions of legislature, the forces that lost a bitter fight last year to prevent Sunday afternoon baseball and football, already are planning their campaign of opposition against anticipated attempts at further liberalization of the Sabbath laws.

Leaders of these forces assert that a movement has been started to "throw Pennsylvania wide open after 1 P. M. on Sundays," and that "several bills designed to do this already are being drafted." One of these alleged bills, they declare, would "merely legalize Sunday amusements."

"The Pennsylvania Women's Christian Temperance Union will not only join with other advocates of the old Sabbath law to block any effort to further change the act of 1794," Mrs. Ella B. Black, president of the union, announced, "but will fight for repeal of the Sunday football and baseball law."

Any attempt to liberalize further the old blue laws will be opposed with all the force at the command of the New Pennsylvania Men's Dry League, it was announced recently by the executive committee.

Independent Theatre Managers Organize Here

Body Elects Officers, Plans Permanent Home

A new exhibitor body has been organized in the local territory.

Composed of younger theatre managers who want to exchange ideas for mutual benefit, the Independent Theatres Managers was born at a meeting held July 17. Barney Cohen, Benson Theatre, is the president, with Walt Potamkin, Cedar Theatre, secretary. Other officers will be elected later.

The organization announces that it is not affiliated with any other exhibitor group and that it will work independently along new lines.

Another meeting was scheduled for July 31, at which time announcement of permanent quarters was to be made. All those interested can get in touch with either of the officers of THE EXHIBITOR.

Camden House Off

Latest advices were to the effect that the theatre reported to be built at 5th, Federal and Arch, Camden, would not be erected. A hitch in getting city approval on leasing of the city-owned ground was reported.

First Division Announces Its Product for 1934-1935 Season; 45 Features, 8 Westerns

Monogram, Chesterfield Head List in New Year — 11 Companies Represented Nationally

First Division will release 45 features and 8 westerns in the Philadelphia territory during the season, 1934-1935.

Announcement of the company's product was made this week.

Harry H. Thomas, president, presenting the lineup to exhibitors, indicated that he believes that First Division will top everything in delivering a real showmanship lineup to exhibitors.

Nationally, the company will handle the product of 11 independent producing companies, including 63 features.


Eight Imperial features will be distributed in Philadelphia, Washington, Atlanta, Charlotte, and New Orleans. They are eight Wally Wales Westerns.

One Goldsmith production, "I Hate Women," will be handled in Boston exchange only. One Willis Kent picture, "Murder in the Museum," will be handled in the Washington exchange only.

National coverage will be given three First Division productions, one of which is "Conviction Girl"; two Principal films: "Little Drummer" and "Chandu"; one Du World feature entitled "Bride of Samoa"; and one Romance production.

First Division will handle also the 18 Chesterfield-Invisible features in New York, Philadelphia, Buffalo, Washington, Albany, Pittsburgh, Cleveland, Cincinnati, Detroit and Louisville.

Eight Liberty productions will be distributed in Pittsburgh, Cincinnati, Cleveland, Boston and Louisville exchanges. They are: "No Ransom," "Cherists," "When Strangers Meet," "Take the Stand," "Once to Every Bachelor," "Two Heads on a Pillow," "School for Girls," and "Without Children."
FRIENDS HONOR PIZOR AT TESTIMONIAL. Almost 200 friends, film men and civic leaders turned out, July 16, to tender their respects to Lewen Pizor, retiring president of the MPTO. The dinner, held at the Bellevue-Stratford, was a success. (Page 26)


REPRESENTS ASCAP HERE. Hillary A. Brown is local representative for the American Society of Composers, Authors and Publishers, whose increase in music rates goes into effect October 1. (Page 13)

FRIENDS. Carl Laemmle, Universal president, chats with the late Chancellor Dolfuss, Austria, during a visit he recently made in that country.

JOINS NATIONAL PENN. Al Blofson has resigned as manager of First Division to join National Penn Printing Company. (Page 35)

STUDIO GUEST. Jack Warner entertains postmaster general James A. Farley on a set at the Warner studio, during the latter's visit to the coast.
Due to the fact that numerous theatres in and around West Philadelphia are involved and due further to the selling season being so far ad-

vanced, it is impractical and impossible at the present time to rezone the above territory involved. (Not unanimous.)

**ZONING Revisions**

In the case of Narberth vs. Ardmore, heard June 1.

Revised: Ardmore to have a maximum of 7 days clearance over Narberth on such pictures that play both theatres.

July 20

In the case of Wayne vs. Ardmore.

Ardmore and Wayne are overlapping and the theatre buying first run shall have 7 days clearance over the other.

July 27

Astor Theatre, Atlantic City, vs. Colonial Theatre, Atlantic City, on excessive clearance charge.

Astor Theatre wanted a reduction from present clearance of 14 days.

Messrs. Coplan and Deane appeared for the Colonial, with Messrs. Waxman and Aarons for the Astor.

Decision: Colonial Theatre to have a minimum of 7 days clearance of Astor Theatre in such pictures that play both theatres. (Not unanimous.)

Appealed to Code Authority

Stanley-Warner is appealing from decision in Roxy, Northampton-Savoy case.

Ambassador, West Philadelphia, is appealing from zoning decision on West Philadelphia.

**Sidelines**

Code Authority has ruled that all appeals from local zoning board decisions will be held in the zone in which case will be filed. A member of the Code Authority will be delegated to sit with a committee to be appointed.

Appeal of Camden Drive-In Theatre from decision of local board to Code Authority in case involving RKO was dismissed by the Code Authority.

**Reopening the Code**

There is much talk these days of reopening the code.

THE EXHIBITOR requests its readers to declare their opinion on the matter.

Do you want the code reopened? Drop a line to this office and give your reactions to this problem! It is one that is certain to face the industry in a few months.
THE PHILADELPHIA EXHIBITOR

Aug 1'34
21

CATCH THEM WHEN THEY'RE "SHOW SHOPPING"

Nowadays, people shop for amusements. They know what movie they want to see. They know what star they want to see. And in Philadelphia, they do their shopping in The Record's Amusement Directory.

This first and only complete amusement guide in Philadelphia reaches 200,000 people daily, 300,000 on Sunday. For only 30 cents a day you can tell them who's playing in what at your theatre. A longer listing costs but 15 cents a line more.

The RECORD Amusement Directory offers you the most economical form of advertising ever presented to Philadelphia theatre-owners. Today it carries the listings of most theatres in the Philadelphia district. Does it carry yours? If not, you're missing an unequalled opportunity to place your attraction before actual amusement buyers at the very moment when they are choosing their amusement. To insert your ad, just call PHILADELPHIA RECORD

INSTALL RCA VICTOR PHOTOPHONE

OFFERING YOU:
• A Sound Box Office Attraction
• Complete Ownership
• A Self-Liquidating Investment

RCA VICTOR COMPANY, Inc. Camden, N. J.
A Radio Corporation of America Subsidiary

The report shows that for the six months' period above referred to the Code Authority collected $107,145. During the month of July producer-distributor members made further advancements to be applied to the assessments for the first half of the year 1934, when such assessments are determined, of an additional sum of $13,000. During the month of July exhibitors paid further assessments amounting to $7,428.

Assessments for distributors and producers were released recently, with the following payments due:

PRODUCERS
$20,000 annually—Warners, Paramount, Metro, Fox, UA, RKO.
$15,000 annually—Universal, Columbia.
Importers, miscellaneous, exporters—National Screen, Ameranglo, Principal, Amity, Astor, Celebrity, Edited, Educational, German American, Goldman, Ideal, Mayfair, Modern, UFA, Vogel, Von Bechtalsheim.

EXCHANGES
(Monthly)—Interstate (Universal), $24; Capitol, First Division, Gold Medal, Hollywood, Majestic, Masterpiece, Preferred, $12; Neufeld, Peerless, $6.

The Code Authority, in a unanimous decision, has refused to reopen three cases on which it had already handed down an opinion.

Included in the trio was the appeal of Louis Linker, Ire., through attorney Michael Egnal, from the Code Authority's decision in the case of Linker against Stanley Theatre, Bridgeton, N. J.

Appealed

Linker filed an appeal past the Code Authority with Divisional Administrator Sol A. Rosenblatt, but when the later, in another case, said that the Code Authority was the final court of authority, the Linker-Stanley hearing went back to the Code Authority.

Code Authority Refuses to Reopen Linker Case

Two Other Decisions Also Receive Same Treatment

The body's refusal to reopen the case ends the matter.

Sum of $4,053.82 was spent on hotel and transportation expenses by various executives.

Collected $107,145

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CODE

Salary Report Gives Some Interesting Data

Inquiry into the salaries of film stars, directed by Divisional Administrator Sol A. Rosenblatt, ordered by the President when he suspended provisions of the code making payment of unreasonably excessive inducements to talent an unfair trade practice, reveals some interesting data, statistically:

Though the industry suffered a loss of $19,589,393 in 1932, 110 people had larger salaries than President Roosevelt; three others equalled $75,000 annually, the President’s salary.

One actor got $325,000 for the year; another $296,250. Of the 113 persons receiving high salaries, 51 were actors, 25 directors, 22 executives, 9 producers, 2 writers and 1 a counsel.

A composite of all production, distribution and exhibition shows:

Assets of $938,158,000 and net profits of $215,000,000 in 1931; assets of $762,115,000 and a loss of $41,360,000 in 1932; assets of $667,785,000 and a loss of $19,589,000 in 1933.

It showed, also, a regular payroll of $133,240,587 to 47,422 employes in 1931 and a payroll of $109,616,000 to 47,422 employes in 1933.

In 1933 there were 28,855 actors and actresses who received $25,000,000; as in 1931 there were 28,593 who received $37,077,527.

Clerical, office and service employees numbered 24,468 last year received more than 7 per cent of the gross receipts, the highest percentage paid any single classification of employes.

The performers came next with 6.6 per cent. The highest weekly wage reported was $25,000 to two actors, but these received in the entire year of 1933, at this rate, only $76,666 and $91,666, respectively.

Rosenblatt recommended in his report to General Hugh S. Johnson continued indefinite suspension of the code provisions dealing with salaries. He suggested the creation of a committee to report on whether film artistic talent should not work for a minimum salary base and a percentage of receipts on their pictures. The committee also would make recommendations on other employment and salary problems.

Zoning Cases Being Disposed of Quickly

With deadline for all zoning cases set as July 1, and any cases received after that time unable to be heard, it is expected that zoning boards will be completely dormant until the latter part of this year when the bodies will begin hearing zoning complaints applicable to the 1935-1936 deals.

Selling Held Up By Zoning Work

Selling for the 1934-1935 season has been held up in many sectors because certain situations had to be re-examined. While a ruling of the Code Authority stops any more zoning cases from being filed, present controversies have to be settled immediately.

Expect to Pass 500 Mark on New Assets

With the re-opening of the code for signing, it is expected that at least 500 exhibitors will take advantage of the privilege and sign. The 10% cancellation privilege looms as one big reason for signing.

Denver Exhibitors Up in Arms

Denver exhibitors, who had been ordered to stop certain practices, while one of the larger chains continued to have a drawing for an automobile every week, has threatened to disregard all local board work unless radical changes are made. Discrimination by the local board is charged.

Code Authority Clearing Up Most of Appeals

Thanks to the new appeal system installed, the Code Authority is clearing its docket in preparation for the new system. All appeals before the board are expected to be heard within a short time.

PRODUCTION

Studios Drop Stories As Purity Reigns Throughout

Many of the studios have either dropped or shelved certain properties on which they had placed great hopes. Action is attributed to current purity drive. At values are at least $1,000,000.

Check on Ad Copy Also Part of Drive

There will be a direct check on all ad copy sent out by various film companies, following a conference of Carl Milliken of the Hays organization with various heads of advertising and publicity departments.

This is believed a direct result of the Hollywood censorship progress.

Production Picks Up After Slight Letdown

Following a slight letdown in production caused by the boycott flurry, production is picking up on the coast. While, for a short time, it was believed likely that release dates would be affected, such is not the case. Hollywood will deliver on time.

Universal Shows Profit in Report

Universal Pictures Company, Inc., and subsidiaries show a profit of $31,001.27 for the six months ending April 28. This compares with a loss in the same period a year ago.

EXHIBITION

MPTOA Protests Against Proposed Screen Guild Plan

The MPTOA, in a special bulletin, protests against proposed plan by which the Screen Actors’ Guild, Hollywood, plans to broadcast a radio program weekly, using stars of the films. It would be commercial with a sponsor and proceeds would go to the Guild. MPTOA points out that such a program would be unfair to the present time and would keep people from the movies. It asks for protest to the Guild.

MPTOA Fights Unfair Non-Theatrical Competition

Ed Kuykendall, president, MPTOA, asks all exhibitors to write to him, regardless of affiliation, in order that he may take steps, as chairman of the Unfair Trade Practice Committee of the Code Authority, to check growing non-theatrical competition. Free shows in parks, etc., are cited to show how the evil is growing.

Rev. Tippy Has Church Movie Plan

Reverend Dr. Worth M. Tippy, Federal Council of Churches, has a plan whereby churches will give shows on Sunday, showing suitable pictures.

He estimates that 5,000-100,000 churches will be affected, if plan is inaugurated.

Allied Asks Cancellation For All Blacklist Films

Allied States, in a bulletin, says that cancellation privilege should include all pictures condemned by the Legion of Decency, not just those against which there is a strong public protest.

Seek Clarification of Attitudes on Censorship

National Council on Freedom from Censorship, unit of the American Civil Liberties Union, has issued a statement calling on the “organizations which have engendered the publicity” to clarify their attitude towards state and federal censorship of the movies and their plans regarding “the stage, the book and magazine publications, the radio, and the newspapers.

Fights on Salacious Films Continues Everywhere

The fight by many denominations against salacious films continues everywhere. Catholics, Protestants, Jews all have united against objectionable films. Complete boycott still holds in Philadelphia territory, affecting all Catholics. Fledges to support fight against objectionable films are being secured by all faiths.

Meanwhile, in Hollywood, the Censor Code Administration has been giving certificates to approved films. The system went into effect July 15. A fine of $25,000 against any producer belonging to the coast association who releases a picture not approved by the censor code had been provided for.

DISTRIBUTION

Metro Appeal on "Rasputin" Lost Abroad

Appeal in the libel suit of Princess Yousoupoff in England, taken by attorneys for Metro, was lost by the company, which recently dropped a $125,000 verdict to her. She claimed she was libelled in "Rasputin." Exhibitors wondered whether there would be any civil suits started here.
CORRECTING A WRONG IMPRESSION!

The

“SCORE CHARGE”

ASCAP is informed that many exhibitors are under the impression that payments made by them to film exchanges or Producers under the above heading are for the account or credit of ASCAP.

Any such impression is entirely erroneous.

ASCAP has never received, does not now receive, and will not in the future receive, one single cent of the monies collected from exhibitors under that heading.

ASCAP has no connection whatever, directly or indirectly, and never has had, nor any dealings with, any film producer or exchange, except as it may have licensed the performance in producer-owned theatres of the music copyrighted by its members.

ASCAP will be grateful to any exhibitor who will promptly inform it of any instance in which the statement is made that “score charges” are collected for its benefit—and it will immediately require a retraction of such misinformation or falsehood.

ASCAP hopes that the producers of sound-pictures who have billed exhibitors for so-called “score charges” will promptly now make a clear public statement to exhibitors of just what this item covers. We think this should be done:

First: Because we are sure the producers do not officially desire that their object in making this charge shall be camouflaged under false colors, and

Second: Because we understand the exhibitors generally believe that under this heading they have been the victims of excessive profiteering, and

Third: All concerned should know the actual truth of the reasons for collecting this charge and where the money goes after it is collected.

Finally—ASCAP collects but one fee—and will never collect but one—for a given use of the product of its members—the public performance for profit of their copyrighted musical works.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
1501 Broadway
New York

July 25, 1934.
Paramount Prepares for New Season

PRESIDENT. Adolph Zukor, president, is one of the main reasons why Paramount has progressed so far.

PRODUCTION CHIEF. Emanuel Cohen guides production for Paramount at the Hollywood studios.

SUPERVISES ZONE. Joe Unger is divisional manager for Paramount over the eastern sector which includes the local office.

DISTRICT HEAD. P. A. Bloch is district chieftain for Paramount in the Philadelphia and Washington area.

SALES MANAGER. Besides being sales manager for Paramount, George Schaefer is also general manager for the company.

BRANCH LEADER. Earle Sweigert is branch manager for Paramount in the Philadelphia territory.

THEY SELL AND BOOK. Members of the local Paramount exchange's selling and booking forces, pictured with exchange manager Earle Sweigert. Left to right: Jack Holman, Ulrich Smith, Mathew Judge, Herman Rubin, Earle Sweigert, Ralph Garman, Tom Moore, Ted Aber, George Beattie, salesman, and B. Slaughter, booking department, were absent when picture was taken.
Paramount Strong on Stars and Stories in 1934-1935; Big Names Lead Schedule

Exchange Chief Sweigert Tells of Plans—No Two Reelers But Good Singles

"To completely describe the product to be released by Paramount during the coming season would really be impossible at this time, but enough of the production plans are now available to outline it perhaps more fully than it is portrayed and described in the product announcement book which is already in the hands of most exhibitors in the territory," says Earle Sweigert, local Paramount exchange manager, in a statement to The Exhibitor.

Sweigert went on to say that during the past year Paramount has discovered and developed some of the outstanding personalities of the entire screen world. He continued: "This, I am sure, will not be denied when we mention a few—Mac West, Bing Crosby, Ben Bernie, Burns and Allen, Carl Brisson, Kitty Carlisle, and many others.

"Paramount's production plans propose the following lineup, which is quite formidable when by comparison with the past or previous years, you notice that you will have not three or four or perhaps a half dozen of the big box office attractions, but a series of each of those attractions which have already proven themselves at the box office."

"Analyzing these production plans, there are on schedule the following:—


3 Bing Crosbys—She Loves Me Not, Miriam Hopkins and Kitty Carlisle; Gable Patch, Pauline Lord-W. C. Fields-Zasu Pitts; Lives of a Kind" sextette); Mississippi, Lanny Ross-W. C. Fields; Love Thy Neighbor, Burns and Allen; Charles Huggles-Mary Roland-Du Bosc; One to be announced.

3 Claudette Colberts—The Gilded Lily, Cary Grant; one to be announced; The End of the World—Cast later.

4 Gary Coopers—Now and Forever, Shirley Temple; Bengal Lancer, Cary Grant-Frances Drake-Richard Arlen-Sir Guy Standing; Twenty Hours by Air, Carole Lombard; one to be announced.

5 George Baffles—Three Men in a Boat, Laurel and Hardy; The Hapless Henry; It's All Right, Irwin Shaw."

Company Always Built From Within Ranks

Manpower has always been one of the reasons why Paramount has progressed.

With Adolph Zukor, president, one of the organizers of the company and others setting records for long time service with the organization, Paramount has always built from the ranks.

The present leaders, Emanuel Cohen, production head; George Schaefer, general manager; Joe Unger, eastern division manager, have all given many years to Paramount.

Within the branches, too, one finds that the company has always taken care to boost the men who are worthy.

As a result, one finds that Paramount's roll is made up of men who have grown up with the company. They are all sold on Paramount and they, too, manage to convey their confidence to the exhibition faction.

Paramount Building

Paramount is building toward the future. In its feature lists, it includes many new faces who will be stars in the years to come.

As an organization which has given the industry some of its biggest names, it has always tried to attract new faces, new stars.

Result is that Paramount can always be depended upon to present new draws to the industry.

"Popeye" Outstanding

In a recent survey made by Jay Emanuel Publications, Inc., "Popeye" was given terrific endorsement by exhibitors as a business builder. It was voted one of the outstanding shorts of this or any other season.

"Above you see listed thirty (30) sure fire box office attractions, or practically half of the proposed total of 64 features announced. Extensive plans are under way to make this beyond a doubt Paramount's banner year. Some additional pictures in preparation are the following, and many of these will undoubtedly prove to be outstanding when ready for release—

Here Is My Heart, Miss America—Most sought after book of the year. Henry Wilcoxon-Charles Richmond Roscoe Karns-Guy Standing. Directed by Al St. John, who was given terrific endorsement by exhibitors as a business builder. In its feature lists, it includes many new faces who will be stars in the years to come."

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Advice on Booking

Bob Lynch, Metro manager, asks cooperation of all exhibitors on a booking matter.

When an exhibitor is getting a date changed, please remind the bookers to move dates at the theatres that follow. With bookers handling so many houses, it isn’t always possible to remember everything. If an exhibitor will make it his business to remind the booker of changing the run following, all troubles will be averted. Lynch asks exhibitors to co-operate.

Local Industry Honors Lewen Pizor at Banquet

Lewen Pizor, retiring president of the MPTO, was paid signal honor at a testimonial dinner given him at the Bellevue-Stratford, July 16.

150 friends and civic leaders turned out to make the occasion a memorable affair. Besides leaders in the industry, those attending included women’s club leaders and state figures. The meeting also served notice, through various speakers, that despite the ban there would be no closing of theatres by either Stanley-Warner or the independents. Joseph Bernhard, head of Warner theatres, made the statement.

Speakers at the dinner included Charles Segall, Judge John W. Kephart, State Supreme Court, Joseph Bernhard, Ed Kuykendall, president, MPTOA. On the dais were Eric M. Knight, Leonard Schelesinger, Mike Lessy, Charles Segall, Lewen Pizor, Ed Kuykendall, President Segall, Judge John W. Kephart, State Supreme Court, Joseph Bernhard, head of Warner theatres, made the statement.

Louis Nizer, secretary of the New York Film Board of Trade and prominent attorney, was imported as toastmaster for the affair and made a signal impression. It was his first industry appearance here and he scored.

Speakers at the dinner included Charles Segall, Judge John W. Kephart, State Supreme Court, Joseph Bernhard, Ed Kuykendall, president, MPTOA. On the dais were Eric M. Knight, Leonard Schelesinger, Mike Lessy, Charles Segall, Lewen Pizor, Ed Kuykendall, President Segall, Judge John W. Kephart, State Supreme Court, Joseph Bernhard, head of Warner theatres, made the statement.

Lewen Pizor made a brief speech, thanking everyone.

Advice on Booking

Bob Lynch, Metro manager, asks cooperation of all exhibitors on a booking matter.

When an exhibitor is getting a date changed, please remind the bookers to move dates at the theatres that follow. With bookers handling so many houses, it isn’t always possible to remember everything. If an exhibitor will make it his business to remind the booker of changing the run following, all troubles will be averted. Lynch asks exhibitors to co-operate.

The American public loves entertainment, and during the depressed times, this industry stood up and bore the brunt of the burden. The theatres were kept open against great odds—they were kept open in order to preserve the community—they were kept open in order for the exhibitors to try to build up and re-establish the thought in the minds of the American public to take away the negative aspect of the depression, and to re-create in their minds appreciation in the stability of the American government in its protection of its people.

But the exhibitor has been the target at which all forces have directed their wrath. The exhibitor is like any other citizen; he has his family; his children; he does not cater to, strive for, nor encourage the showing of anything on his screen that would not be permissible for his family to witness. The ban and try for cheaper pictures, the criticism of the screen, the boycott of the theatre, is unjust towards the exhibitor.

The exhibitor has at all times endeavored to maintain a theatre in answer to the demands of the public—the great American public. It is unfair for any force to say that the exhibitor is only interested in the sound of the “shelley” in the box-office. The theatre man is interested in the development of the community. He takes much pride in all civic activities.

I offer no criticism on any movement that has been made towards the so-called purification of the screen, but I do say publicly, it is unfair to say that the exhibitor or the theatre is a sinner, is a criminal; and is guilty of the violations of all moral codes, without giving that exhibitor a fair, unbiased and unprejudiced trial.

My friends, it was not my purpose to go into lengthy discourse on the subject of clean pictures, but I do want to emphasize one fact, and that is, that I, as an exhibitor, know and I am speaking on behalf of every exhibitor, that an exhibitor wants that which is clean; that the exhibitor will cooperate along constructive and sane methods with every force to bring about a cleaner screen. The exhibitor does not make pictures, and I firmly believe, that the producer is not in business for the purpose of making bad pictures, or obscene pictures and feel certain no one will have any cause to complain in the future with the new production code.

American Seating Company

Makers of Dependable Seating for Theatres and Auditoriums

General Offices: Grand Rapids, Michigan

BRANCHES IN ALL PRINCIPAL CITIES
NOW
THAT, ALL
THE
SHOUTING'S
OVER
Leading exhibitors of the United States and Canada, representing 1500 theatres, tell Paramount executives of their confidence in forthcoming product. In this group are:

First Row: Nathan Goldstein, Springfield, Mass.; Ralph Branton, Omaha; John Balaban, Chicago; M. A. Lightman, Memphis; Adolph Zukor; Emanuel Cohen; Carl Hoblitzelle, Dallas; Sam Dembow, Jr.; N. L. Nathanson, Canada; M. B. Comerford, Scranton; Harry Nace, Phoenix.

Second Row: H. L. Kincey, Charlotte; J. R. Blank, Des Moines; George Zeppos, Wheeling; Bob
Wilby, Alabama & Tennessee; Bob O'Donnell, Dallas; George J. Schaefer; P. K. Johnston, Dallas; Hunter Perry, Charlottesville; J. Clemmens, Beaumont; Louis Marcus, Salt Lake City.

Third Row: W. K. Jenkins, Atlanta; Col. Lucas, Savannah; Barney Balaban, Chicago; E. V. Richards, New Orleans; John Friedl, Minneapolis; A. H. Blank, Des Moines; Marty Mullin, Boston; Sam Pinanski, Boston; Harold Robb, Dallas; M. Ruben, Chicago; Carl Linz, Dallas; E. Rowley, Little Rock.

Back Row: Carl Bamford, Asheville.

RS OF THE UNITED TELL PARAMOUNT

...for they know that
PARAMOUNT'S

Aug 1'34 pg. 30

*Only players that are reaching and PARAMOUNT STARS will

MAE WEST

2 pictures • • • “Gentlemen’s Choice” • • • and one other

marlene

DIE TRICH

2 pictures • • • “The Scarlet Empress,” with John Lodge, Sam Jaffe, Louise Dresser. Directed by Josef Von Sternberg • • • and one other as yet untitled

claudette

CO L B E R T

3 pictures, including Cecil B. De Mille’s “Cleopatra” • • • “Are Men Worth It?” • • • “The Gilded Lily,” with Cary Grant and a star cast

GARY COOPER

4 pictures, including “Now and Forever,” with Carole Lombard and Shirley Temple • • • “Lives of a Bengal Lancer,” with Richard Arlen, Katherine De Mille, Cary Grant and Sir Guy Standing • • • “20 Hours by Air,” with Carole Lombard and another picture to be announced

BING CROSBY

3 pictures, including “She Loves Me Not,” with Miriam Hopkins, Kitty Carlisle, Lynne Overman, Warren Hymer • • • “Here Is My Heart,” with Kitty Carlisle • • • “Sailor Beware” with a star cast

W. C. FIELDS

3 pictures, including “Mississippi,” with Lanny Ross and Evelyn Venable • • • “Love Thy Neighbor” • • • “Back Porch” with a cast to be selected

CARY GRANT

4 pictures, including “Ladies Should Listen,” with Frances Drake, Edward Everett Horton, George Barbier, Charles Ray • • • “Lives of a Bengal Lancer,” • • • “Eyes of the Eagle,” with Frances Drake • • • and one other

• • • “She Loves Me Not,” with Bing Crosby; and other pictures

MIRIAM HOPKINS

1 picture • • • Harry Leon Wilson’s hilarious classic “Ruggles of Red Gap,” with Charlie Ruggles, Mary Boland. Directed by Leo McCarey

charles

LAUGHT ON

if it’s a PARAMOUNT PICTURE
STAR LIST is HOT

the peak of popularity.

make these Pictures in 1934-35

4 pictures, including "Now and Forever," with Gary Cooper and Shirley Temple • • • "Rhumba," with George Raft • • • "Case Against Mrs. Ames," with Lee Tracy • • • "20 Hours by Air," with Gary Cooper

1 "College Rhythm," with Lanny Ross, Richard Arlen, Joe Morrison, Lyda Roberti. Directed by Elliott Nugent

4 pictures, including "Limehouse Nights," with Anna May Wong and Montague Love • • • "Rhumba," with Carole Lombard • • • "One Night Stand," with Ben Bernie and one other picture to be announced

3 pictures, including "College Rhythm," with Joe Penner, Jack Oakie, Lyda Roberti, George Barbier • • • "Mississippi," with W. C. Fields • • • "Big Broadcast of 1935"

3 pictures, including "Desire" • • • and two others to be announced

3 pictures, including "Case Against Mrs. Ames," with Carole Lombard • • • "You Belong to Me," with Helen Mack and Lynne Overman • • • "Lemon Drop Kid," a Damon Runyon story

3 pictures including "The Pursuit of Happiness" • • • "People Will Talk," with Ida Lupino & Kent Taylor • • • "Love Thy Neighbor" with George Burns, Gracie Allen, W. C. Fields & Alison Skipworth

12 box office cartoons from the Little Sweetheart of the Screen

12 smash hits from the Sailor King of Short Subjects

It's the best show in town!
**PARAMOUNT H... and the people**

**Novels and Stories**

- **“Mrs. Wiggs of the Cabbage Patch”**

- **“Lives of a Bengal Lancer”**

- **“Ruggles of Red Gap”**
  - Harry Leon Wilson’s hilarious classic, read by millions of Saturday Evening Post readers and favorite novel of thousands. With a cast headed by Charles Laughton, Charlie Ruggles, Mary Boland and Sir Guy Standing. Directed by Leo McCarey.

- **“The Case Against Mrs. Ames”**
  - Arthur Somers Roche’s famous story that 5,000,000 people avidly read in the recent issues of Collier’s. With Lee Tracy and Carole Lombard. Directed to be selected.

- **“20 Hours By Air”**
  - By Frank Dazey and Bogart Rogers, famous war ace and flyer. This story will soon be read by millions of people as a sensational serial in Liberty Magazine. Gary Cooper and Carole Lombard will co-star in this picture.

- **“Lemon Drop Kid”**
  - By Damon Runyon, the most popular writer in motion pictures today. With Lee Tracy and Helen Mack.

- **“Shoe The Wild Mare”**
  - Gene Fowler’s best-selling novel. With Henry Wilcoxon, Roscoe Karns and a cast of skilled players to be selected.

- **“Target”**
  - The exciting McCall’s Magazine story by Stephen Morehouse Avery. The interest of thousands of enthusiastic readers caused us to purchase this story and put it on the screen. A large cast of stellar players will be headed by Sir Guy Standing.

---

*CECIL B. De MILLE’S “CLEOPATRA”*

A love affair that shook the world, set in a spectacle of thrilling magnificence!
AS great STORIES to put in them!

**Broadway's Biggest Plays**

**"SHE LOVES ME NOT"**
Unanimously chosen as the year's most hilarious comedy. 300 performances to date, and all of them S. R. O. As a picture it will star Bing Crosby and Miriam Hopkins, with Kitty Carlisle, Lynne Overman, George Barbier, Warren Hymer. Directed by Elliott Nugent.

**"THE PURSUIT OF HAPPINESS"**
Another big Broadway hit. 28 weeks, 250 performances — all of them capacity. With Francis Lederer, Joan Bennett, Charlie Ruggles, Mary Boland, Walter Kingsford, Grace Bradley, Miner Watson. Directed by Ralph Murphy.

**"SAILOR BEWARE"**
30 weeks, 290 performances. One of the most uproarious comedies of all times. This will be seen on the screen as a comedy with music, starring Bing Crosby.

**"ALL THE KING'S HORSES"**
One of the most successful musical comedies of the year. Enjoyed long runs both in New York and Chicago. Recently bought for Jack Oakie, Carl Brisson, and Kitty Carlisle, the combination that scored such a big success in Earl Carroll's "Murder at the Vanities".

**"THE MILKY WAY"**
Broadway's Spring sensation — the play that made an overnight success in New York. Just purchased as a special vehicle for Jack Oakie who will be supported by Helen Mack, Grace Bradley, Fred MacMurray.

**"R. U. R."**
Karel Capek's brilliant play which scored such a hit in New York when produced by the Theatre Guild several years ago. Made into an amazing spectacular production. With an all-star cast. Directed by Mitchell Leisen.

**"HER MASTER'S VOICE"**
'There's a laugh in practically every line', says Robert Benchley in the New Yorker. Played 220 performances to packed houses this year. Cast to be selected.
We take from our own to serve humanity!

The JEWISH THEATRICAL GUILD

WILLIAM MORRIS, Founder

is launching its First membership appeal in its 10 years of unselfish service. Every man and woman of Jewish faith, connected with the theatrical profession or any other business, should JOIN AT ONCE.

CUT THIS OUT
PIN CHECK
TO IT
Mail both TODAY

Applications Blank,
PHONE BRYANT 9-0498
JEWISH THEATRICAL GUILD of AMERICA
INCORPORATED
1560 BROADWAY
NEW YORK CITY

I hereby apply for membership in the Theatrical Guild . . . . . . . . here is my ten dollars

Address

JEWISH THEATRICAL GUILD OF AMERICA, INC.

EDDIE CANTOR, Pres.
DUE: $10.00 annually—Life membership $250.00
Make all checks payable to the Jewish Theatrical Guild of America.

We co-operate with the activities of The Actors Fund of America; National Variety Artists; Catholic Actors Guild; and Episcopal Actors Guild.

ABE LASTGOLD, Chairman
Membership Drive

EDDIE CANTOR . . . . . , President
GEORGE JESSEL . . . . 1st Vice-President
JULIUS TANNEN . . . . Vice-President
SAM H. HARRIS . . . . Vice-President
WILLIAM MORRIS, JR. . . Vice-President

MRS. SIME SILVERMAN, Chairlady Women's Division

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EDDIE CANTOR, Pres.
DUE: $10.00 annually—Life membership $250.00
Make all checks payable to the Jewish Theatrical Guild of America.

JOIN TODAY

We co-operate with the activities of The Actors Fund of America; National Variety Artists; Catholic Actors Guild; and Episcopal Actors Guild.

 inex.
Montague Expected to Meet with Exhibs Here

Columbia Sales Manager Thinks Company Will Have Banner Year

Abe Montague, general manager for Columbia Pictures, has promised to come to Philadelphia soon to address a meeting of exhibitors and to contact the theatremen of the territory personally.

This was indicated early this week following a conversation with Montague in New York.

Montague, who has never made a trade appearance here officially, indicated his desire to meet exhibitors of this territory. Long an exhibitor and experienced in distribution as well as in exhibition, he confidently believes that Columbia will top its high record of last season this year. With such hits as “Lady for a Day,” “It Happened One Night,” and “Twentieth Century,” making money for exhibitors, Columbia won't let the grass grow under his feet, he says, but will continue to deliver dough shows in such pictures as “Whom the Gods Destroy,” “Broadway Bill” and others coming along.

He also expects a lot from Grace Moore in “One Night of Love.”

He also pointed out that the circuit had been given 25% of the playing time at Radio City Music Hall and that Loew had made a buy on the product.

Montague, who has an engaging personality, is proving a vital factor in the progress of Columbia. Under his direction, the sales organization has been built to the peak of efficiency and with top-notch pictures, Columbia has made a fine record. His appearance here will be welcomed by exhibitors.

Hershey Sole Flesh

Installation of a mammoth cooling system has been completed at the Hershey Community Theatre, Hershey. Manager John B. Sollenberger announced that the Hershey Theatre now is the only theatre in Central Pennsylvania having stage shows.

New Wilmington Cooling

Second theatre in Wilmington to install a modern cooling system this summer is Loew's Parkway, which plant is scheduled to be put in operation August 3. The other theatre to have an air-conditioning and cooling plant installed was the New Rialto.

Dough to Dogs

Shore exhibitors are complaining because of dog racing competition. AC boardwalk houses as well as others claim circulation of free admissions to dog racing is unfair and cuts into business. Betting is lure at the resort, with merchants also said to be kicking.

Pensauken dog racing across the river has also seen a lot of money change hands but as yet exhibs aren't blaming races for bad business. Hot weather, boycott and usual seasonal reasons are sufficing for present.

Popular Pictures Hinted

Trade reports from New York City indicate that Lou Berman, local exhibitor, may be associated with Sam Spring, New York attorney, and Joe Brandt, formerly with Columbia, in a new production venture to be called Popular Pictures, Inc.

Names of various producers have been linked with the company.

Berman recently made a trip to the coast. Several weeks following his return, the story broke on the coast and in New York City.

Blofson Leaves First Division; Joins Nat. Penn

Veteran Film Man Enters Printing Business

At Blofson, for several years manager of the Philadelphia First Division exchange, and before that time associated with Universal and Tiffany in an executive capacity, has resigned from the distribution field to enter National Penn Printing Company in an executive capacity.

His change from distribution to the printing division of the film business was made public by Simon Libros, National Penn Printing Company.

Blofson's entrance into National Penn is co-incidental with the completion of a remodelled home for the organization at 1233 Vine Street. At the cost of many thousands of dollars, National Penn has also added to its equipment and now stands ready to take care of all the printing needs of the industry, here and elsewhere. New presses have been added as well as other printing equipment.

Blofson brings with him to National Penn an experience gained with three leading companies, Universal, Tiffany and First Division. The record rise of First Division in this district is testimony to his popularity and the personal confidence exhibitors have placed in him.

It is to be expected that this good will and reputation will be increased in his new association as a printing executive.

The industry, in general, when learning of his change, mourned his passing from distribution, it was assessed because it was part of the Community Building.

Mackey Better

Larry Mackey, Arcadia manager, played tennis, hurt his foot, now feels better.

IEPA Holds Formal Opening of New Vine St. Quarters

Golder, Barrist, Wax Address at Open House

The Independent Exhibitors Protective Association took official possession of its new quarters at 1313 Vine Street, July 24, when an official house warming was attended by 100 exhibitors.

Those who visited the home and attended the ceremonies saw an entirely renovated structure, with a permanent meeting place for the body.

At a dedication ceremony, President Ben Golder, chairman of the board Morris Wax and David Barrist made short addresses.

Golder outlined the lines along which the unit will proceed and stressed co-operation with everyone in the industry. Wax made a short speech and paid tribute to Dave Barrist whose work in forming the new group was acknowledged.

The headquarters was the scene of exhibitor-attendance all day, with everyone voting the quarters as decidedly suited to the needs of the organization.

Several Vine Street houses helped equip the quarters. They included:


A clown band was furnished by Peerless Exchange.

Voigt Busy

Voigt Company, prominent light fixture house, reports plenty of business these days. Some of the contracts being installed by that company include:

- Yorktown Theatre, Elliks Park, for Eugene Stopper, architect. Illumination here is main item of decorative interest.
- York Theatre, York, operated by W. J. Richley.
- Broadway Theatre, Camden, and new Hollywood Theatre, Atlantic City, both Dave Supowitz supervised.
- Frolic, 52nd and Wyalusing, being constructed by Charles Dingleman for Messers. Felt, Handler and Lewis.
- Republic Theatre, Washington, for Lichtman interests; and Strand Theatre, Covington, Va., for H. W. Robertson.

New Hershey Tax

An assessment of $35,000 has been placed on the theatre portion of the Hershey Community Building, Hershey, by the Dauphin County commissioners. Counsel for the Hershey Estates was advised that the commissioners would sit August 1 to hear any appeal from the assessment. Additional assessment resulted after one of the commissioners discovered that the new theatre, opened last September, had not been assessed because it was part of the Community Building.
United Artists Is Ready for 1934-35

LOCAL MANAGER. Harry Bodkin is the Philadelphia branch manager for United Artists. A confirmed bachelor, he has made a high record with his organization.

THE LEADER. Joseph M. Schenck is president of United Artists and Twentieth Century. Under his leadership, United Artists has grown to the strong position it now holds. Confidence in the future is largely confidence in his production ideals.

AD CHIEF. Hal Horne is advertising and publicity chief for United Artists. Under his direction the trade and world is made UA conscious.

PROMINENT. Harry D. Buckley, a vice-president of United Artists, is another important factor in the advance of that organization.

VITAL. Darryl Zanuck, 20th Century Pictures, is not only one of the leading figures in that company but considered one of the most important in the entire business. Zanuck's record of hits stands high.

HE'S ACTIVE. Arthur Kelly is a vice-president of United Artists, having been with the company a long time.

MEN BEHIND THE GUNS. Those associated in UA endeavors include such leaders as (left to right) Walt Disney (Mickey Mouse and Symphonies); Alexander Korda (London Films); Edward Small (Reliance); Samuel Goldwyn (Goldwyn productions); Herbert Wilcox (British and Dominion); King Vidor (Vidor productions).
Lichtman Sees United Artists in Best Position Since Company Was Organized

United Artists Releases

20TH CENTURY

"The Affairs of Cellini"—With Constance Bennett, Fredric March, Frank Morgan, Fay Wray.

"Bulldog Drummond Strikes Back"—With Ronald Colman, Loretta Young, Warner Oland, Charles Butterworth, Una Merkel, C. Aubrey Smith.

"The Last Gentleman"—With George Arliss, Edna May Oliver, Wallace Beery, Charles King, Janet Beecher, Frank Albertson, Don Meek.

"The Mighty Barnum"—With Wallace Beery and Fredric March.

"The Red Cat."—With George Arliss.

"Clive of India"—With Ronald Colman.

"It Had to Happen"—With Clark Gable and Constance Bennett.

"Forward March."—From Jack London's story.

SAMBEL GOLDWYN

"We Live Again"—With Fredric March and Anna Sten.

"Kid Millions"—With Eddie Cantor, Ethel Merman, Ann Sothern, Block and Sully.

"Romance in Moscow"—With Anna Sten.

RELIANCE—HARRY M. GOETZ AND EDWARD SMALL


"Trans-Atlantic Merry-Go-Round"—With Jack Benny, Nancy Carroll, Gene Raymond, Sydney Howard, Sid Silvers, Sidney Blackmer, Ralph Morgan, Patsy Kelly.

ALEXANDER KORDA—LONDON PRODUCTIONS

"The Private Life of Don Juan"—With Douglas Fairbanks, Merle Oberon, Benita Hume, John Gardner, Binnie Barnes.

"100 Years From Now"—From H. G. Wells' story.

"The Scarlet Pimpernel"—With Leslie Howard.

"Congo Raid"—From Edgar Wallace's story.

KING Vidor PRODUCTION

"Our Daily Bread"—With Tom Keene and Karen Morley.

BRITISH AND DOMINION

"Nell Gwyn"—With Anna Neagle and Cedric Hardwicke.

"The Queen's Affair"—With Anna Neagle and Fernand Graaevy.

WALT DISNEY PRODUCTIONS

Silly Symphonies—9 in color.

Mickey Mouse—9 in color.

PRODUCTION NEWS REEL. From UA during the new season come (reading from top to bottom) "Bulldog Drummond Strikes Back," "The Last Gentleman," "The Affairs of Cellini," "We Live Again," "Our Daily Bread," "Trans-Atlantic Merry-Go-Round," and "Don Juan."

Tells of Organization's Plan for New Season—Release Dates Set

"United Artists, for the coming season, is in the best position the company has ever been as regards the product and pictures available," says Al Lichtman, vice-president and general manager in charge of distribution.

"Of the four pictures completed, three are 20th Century productions, namely 'Bulldog Drummond Strikes Back,' 'The Affairs of Cellini,' and 'The Last Gentleman.' The other production completed is the Douglas Fairbanks spectacle, 'The Private Life of Don Juan.'

"Among other pictures are: 'We Live Again,' the Samuel Goldwyn screen version of Tolstoy's 'Resurrection,' in which Anna Sten is co-starred with Fredric March; 'The Count of Monte Cristo,' a Reliance production co-starring Robert Donat, and Elissa Landi. And King Vidor's 'Our Daily Bread,' will soon be ready for release.

"Both Samuel Goldwyn and another Reliance unit are busily engaged in preparing two additional features for immediate filming. Samuel Goldwyn is about to place in production the fifth Eddie Cantor musical 'Kid Millions.' Reliance is well into the work on 'Transatlantic Merry-Go-Round.'

"Darryl F. Zanuck, vice-president in charge of production for 20th Century will soon place in work a group of pictures headed by 'The Mighty Barnum,' in which Wallace Beery will play the leading role.

Releases Set

PILING UP THE BIGGEST GROSSES IN MONTHS AND THE GREATEST AVALANCHE OF PRAISE ACCORDED A PICTURE IN YEARS...

Aug 1 '34 pg. 38

OF HUMAN BONDAGE

STARRING

LESLEI HOWARD

with

BETTE DAVIS

Frances Dee, Kay Johnson, Reginald Denny • Directed by John Cromwell

BOSTON POST

"SEASON'S BEST FILM... one of the finest films of the new season, or any season... definitely one of the films which should be seen by the legion of discriminating picturegoers."

DETROIT EVENING TIMES

"Mr. Howard gives his most magnificent portrayal... Miss Davis gives a remarkable performance... don't miss 'Of Human Bondage.' It's one of the really fine films of the year."

SYRACUSE POST-STANDARD

"...a remarkably fine piece of work has been done in bringing to life... 'Of Human Bondage'... a picture worth seeing... the picture is not one you will forget in a hurry..."

MEMPHIS PRESS SCIMITAR

"I do not know how to tell you about 'Of Human Bondage'... extravagant praise would be an offense to its delicacy, and anything less would be inadequate. Nothing so sensitive and so personally real has ever been put on the screen."
New Racket

Exhibitors, who are always offered an amazing number of propositions in offer for screen advertising, now have a new one with which to contend.

In return for a trailer, lobby advertising and other considerations, a concern is giving away face powder to women on specified nights.

Trailer shows how to put powder on the face.

There will probably be some theatres who figure the giveaway might be worth something, but smart showmen don’t commercialize their screens.

“Circus Clown” Contest
Big Lure for Exhibitors

Warners’ contest for the best campaign on “The Circus Clown” is still the talk of the business.

Following the announcement of prizes of $100, $50, $25, $10, $5 for the best results, the industry turned toward selling the picture in its best manner. While many key runs have played the show, there are still a lot of subsequent runs who are preparing ace methods by which to attract theatregoers.

The judging committee, A. Mike Vogel, Major Albert Warner, Chick Lewis expects to be flooded with entrants.

Show has all the angles with which to sell and in its first engagements has been responsible for excellent business, largely because of the interest started by the campaign.

Contest is open to all houses, no matter what size or run.

There’s still a chance to win.

De Fiore’s Flesh

Joe DeFiore, manager, Park, Wilmington, billed Mrs. Aloha Wanderwell, woman explorer for a two-day personal appearance and illustrated lecture on her wanderings.

It was the first flesh there in a long time.

“Jane Eyre” Pressbook

Ed Finney and the Monogram publicity department have turned in the company’s best press book thus far in that devoted to “Jane Eyre.”

Larger than the usual Monogram press book, it has an attractive cover, contains a hundred and one angles through which to publicize the show. In addition, there is a newspaper serialization available.

The press book looks like the result of hard work and should aid showmen everywhere.

Songwriter Black

Lew Black, manager, Aldine, Wilmington, turned to song writing for a ballyhoo for “The Circus Clown.” He burst forth into verse, (which incidentally goes on ballyhoo cards to be distributed) like this, to the tune of “The Young Man on the Flying Trapeze”:

At the Aldine next week
You will see a great clown,
His features are such
That he never can frown.

His name is no secret,
They call him Joe Brown
And he’ll give you the laugh of your life.

This man is not tall, dark and handsome,
But the girls, young and old, he does please,
You will get such a thrill and your heart will stand still
When he swings on the flying trapeze.

Chorus
O-o-o-o-o-o-o-o-o-o-o-o-o-o-o-o-

He floats thru the air with the world’s broadest grin,
He hangs by his toes, heels, elbows and chin.
If he opened his mouth, the whole tent would fall in,
He’s the funniest clown of them all.

National Penn Printing Co.

Is pleased to
Announce the affiliation
Of
AL BLOFSON
(Recently Philadelphia Manager
For First Division)
In an executive capacity
With its organization

The entrance of Mr. Blofson into National Penn Printing Company means a continuance of the high principles which motivated his direction of First Division Exchanges, Inc., here.

With the completion of its new home, National Penn Printing Company has added new facilities with which to take care of all the printing needs of the exhibition field. It invites exhibitors to take advantage of its modern methods and it stands ready to serve with the highest quality.

Simon Libros
Oscar Libros

National Penn Printing Co.

1233 Vine Street, Philadelphia
Gilman Gets Behind Drummond in Harrisburg

For “Bulldog Drummond Strikes Back,” at Loew’s Regent Theatre, Harrisburg, Manager Samuel Gilman obtained the co-operation of the Telegraph.

Newspaper carried a picture of “The Mysterious Bulldog Drummond,” masked, announcing his arrival in Harrisburg three days before opening of picture and offering a reward for his capture. It was announced he would mingle with the crowds of the city for three days and anyone capturing him on the first day would receive $5; if he remained at liberty until the second day his captor would receive $10, and the third day, $15.

To receive the reward it would be necessary for his captor, with a copy of The Harrisburg Telegraph in his possession, to approach him and say: “You are the Bulldog Drummond of the Telegraph and Loew’s Theatre. I am putting you on the spot and claim the reward for your capture.”

On the third day he was captured by a 12-year-old girl and her cousin, a 13-year-old boy, between whom the reward of $15 was divided.

In addition to a search Manager Samuel Gilman, Loew’s Regent, Harrisburg, used various other means. An unusual feature of his campaign was the display of seven large electric clocks in front of his theatre, arranged through a tie-up with the Postal Telegraph. Each of these clocks revealed the time in a different part of the world, one designating the time in Harrisburg. A sound-track traversed city streets for two days. Five thousand tabloids were distributed. Menus, on the bottom of which the theatre announcement was printed, were furnished to three leading restaurants. Taxicabs carried cards.

Up Hills and Down—

the never failing arteries of the local industry

— carrying the box office

lifeblood of more than 1200 theatres

— carrying the “show” safely and on time

HORLACHER

Trucks Roll!

HORLACHER DELIVERY SERVICE, Inc.
1228 Vine St., Philadelphia
NEW YORK
SCRANTON
BALTIMORE
WASHINGTON

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SEA WATER
SWIMMING POOL
MARINE
SUN DECK
TURKISH BATHS

SELLING “CIRCUS CLOWN.” Here’s how the Pastime, Lewistown, sold “Circus
Clown,” from Warners. House plastered the town with window and other type
cards, increased newspaper space by 70%, carried personal stories on circus
acts and on Brown, decorated marquee of house with flags, bunting, circus ban¬
ers, etc., advertised this and gave away pink lemonade free, organized burlesque
parade (see above), preceded by “little German band,” distributed heralds all
over town and used loudspeakers and amplifiers on street. Result was that house
did a tremendous business, best in a long time, which indicated that selling pays.

Gilman Writes

Samuel Gilman, manager, Loew’s Regent
Theatre, Harrisburg, wrote a letter to a Harr¬
risburg movie columnist. The letter appeared
in the movie column of a Harrisburg daily news¬
paper as follows:
“Is there a midget in town? I am looking
for a ‘Little Man’ about 4 feet, 5 or 10 inches
in height for a street ballyhoo to help us adver¬
tise ‘Little Man, What Now’ opening here this
coming Friday. (Boy, what a picture.) Maybe
one of your many readers happens to be a
midget. If so, all he must do is report to me
at the theatre (Loew’s) and he will have a
job, thank you. I assure you ‘Little Man, What
Now, is a picture the adults will enjoy and
appreciate. A friend of Bob’s, my assistant,
told him he had seen the picture while on vaca¬
tion and the way this chap raved about it I
am looking forward to a nice crowd, regardless
of the heat. Nuf ced!”

Mechanical Man Here

“The World’s Most Famous Mechanical Man”
dropped into THE EXHIBITOR office this
week with a record of engagements from coast
to coast.
Available to all theatres at a reasonable sum,
the mechanical man carries trailers, etc., and
is asserted he says he has satisfied wherever he
has played.

“Handy Andy”

Harry Lambert, manager, Colonial Theatre,
Harrisburg, gave the “Handy AndaYs,” as he
termed them, a break during filming at Colonial
of “Handy Andy.”

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In Memoriam

AC Weiland-Lewis theatres ran an ad in shore dailies mourning the loss of Marie Dressler.

A telegram was read from the stage when she died, and managers asked everyone to bow in memory of her. Lights turned down low and lots of complimentary remarks were made.

Nice touch.

AROUND THE CIRCUIT

ZONE MANAGER SCHLESINGER confident that August will see a decided upward trend. . . . Men in the field are prepared to cut loose with a barrage of box-office stunts. . . . August will wind up all the vacations of the S-W men. . . . And then watch the boys go into "high." . . . Speaking of vacations District Manager Haynes returned from his trip to find that virtually all of his district engaged in a short but concentrated "drive" for grosses. . . . Manager Murdock (Stanley, Camden) causes a furor among the gals across the river with the new contest he staged in connection with "Murder at the Vanities." . . . Ben Blumberg (Broadway) gave the serial "Young Eagles" the star treatment, opening that his "kid" business took a gratifying jump. . . . He had complete cooperation from the Boy Scouts, who allowed him to plug the serial at Treasure Island, the scout camp on the Delaware. . . . Goldenberg tied up with the distributors of "Merry-Christmas." . . . Manager Klein (Stanley, Camden) was the first to put out his "Key" and "House of Bambini." . . . Blumberg (Broadway) gave the serial "Young Eagles" the star treatment, opening that his "kid" business took a gratifying jump. . . . He had complete cooperation from the Boy Scouts, who allowed him to plug the serial at Treasure Island, the scout camp on the Delaware. . . . Goldenberg tied up with the distributors of "Merry-Christmas." . . . Manager Klein (Stanley, Camden) was the first to put out his "Key" and "House of Bambini." . . . Blumberg (Broadway) gave the serial "Young Eagles" the star treatment, opening that his "kid" business took a gratifying jump. . . . He had complete cooperation from the Boy Scouts, who allowed him to plug the serial at Treasure Island, the scout camp on the Delaware. . . . Goldenberg tied up with the distributors of "Merry-Christmas." . . . Manager Klein (Stanley, Camden) was the first to put out his "Key" and "House of Bambini." . . . Blumberg (Broadway) gave the serial "Young Eagles" the star treatment, opening that his "kid" business took a gratifying jump.

BOB MILLER packed them in to such extent for "Forgotten Men" that he held it over. . . . Usual machine gun and stacked rifles were used on the outside of the theatre. . . . One of the ushers in full army uniform had a hot job juggling a regulation army rifle. . . . Doormen and ushers in navy and marine uniforms for a week prior to the opening. . . . Bob got a little publicity in the local papers when one of his patrons asserted he saw himself on the films. . . . Irving Dunn, Capitol, spending his vacation in Boston. . . . Sid Poppay has become an ardent baseball fan.

Stanley's New Lobby

Sid Stanley, at the Scranton Strand, amazed all the inhabitants and revivified the lobby of the theatre when he introduced a lot of artificial flowers and made it seem like a different house. . . . His management has helped business at the Strand quite a bit.

THEATRE DESIGN

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611-625 W. 43rd St. New York, N. Y.
Stanley-Warner has apparently made its peace with Fox. Local exchange is reported to have completed a deal with the circuit which gives S-W Fox product in certain situations. Two didn't get together last season.

WILMINGTON

I AM GOING to ask the U. S. Government to put Japanese beetle traps in at least two Market Street Theatres. . . Lew Black, manager, Aldine, was on his vacation last week. . . "Berney" Seamon, late of the Queen, strutted the Atlantic City boardwalk. . . Lyle Trendich, district manager, is still off with Jack Mulhall, of one of the Chest houses, pinch hitting. . . "Morty" Levine is planning to dress up his veteran lobby in a new and artistic manner. . . Sign shop, where Charley Albert presides, is busy. . . "Morty" had a lot of ballyhoo worked out for "The Black Cat." . . George Jones, manager, Loew's Parkway, reports he has a new district manager, Carter Barron, ex-football player for Georgia Tech, who has taken the place of Col. Harry E. Long. . . Ben Seligman is letting the public know in "ads" that his Strand is "air-cooled." . . Ben Schindler has hit a dull season now and is open only three days a week. . . Joe DeFiore has made considerable improvements to his Park from. . . Jimmy Olwell worked up some nice "ads" for the Shirley Temple picture at the Rialto. . . Jimmy Kearney is after another baseball game with the Philadelphia Warriners' team. . . Dick Hiltshire, manager, Queen, is putting in new lobby displays. . . He had the sound truck at the Rialto, who slipped in a bathtub, fracturing two bones. . . Victor Moss, St. Louis, . . 8 dozen eggs, refreshments, ham, etc. . . Happy time by all.

MR. AND MRS. HARRY SCHWALBE announce the marriage of their daughter Marion Harrisse to James Farrell Green, July 13, . . . Couple will live in Conshohocken after a wedding trip.

ALLEGING NEGLIGENCE on the part of the management of the Colonial, Harrisburg, counsel for Mrs. Bessie Schondorf, Harrisburg, has brought suit in the Dauphin County Common Pleas Court against the Wilmer and Vincent Theatres Company, owners of the Colonial, for damages amounting to $2500.

ANDY ANDERSON, former manager, Roxy, Northampton, recuperating from an operation for a ruptured appendix after two weeks in a southern hospital. . . Judge William H. McKeen, Northampton County courts, issued a citation directing the defendants, Frank Hammerman, Broad Street Amusement Corporation, to show cause why the Colonial, Bethlehem, should not be delivered to Katharine B. Smith. . . Miss Smith had started ejectment proceedings for the possession of the property.

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THINGS BEGIN TO HAPPEN "When Strangers Meet," a Liberty production, with Richard Cromwell, Arline Judge and others in the cast.

NORTHAMPTON

GRAINGER HAS 4

Eddie Grainger, son of Jimmy, U sales manager, is coming along nicely as an associate producer for Universal.


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JOE ROSSHIE has has taken the State, Bethle-
em; Transit, Allentown; 4th Street, Easton. . . .
Sam Livermore has the Chateau, Philadelphia.
. . . Colonial, Palmerton, is being operated by
Chester LaBarre. . . . H. A. Evans has the
American, Tower City. . . . Closed: Villa, Allegheny
and Lindley. . . . Ritz, Coaldale; Hamilton, Lancaster; Rialto, Park
Lyric, Allentown. . . . Capitol, Halstead.

LOCUST THEATRE being repaired. . . .
Fred Leopold hopped off to Canada. . . . Char
lie Segal broke ground for his new Broad-
way house. . . . Dave Miller, formerly a
Vine Streeter, is sick. . . . A move to tend a
dinner to Bob Mochrie, who used to be Warner
manager here, was checked by Bob himself. . . .
He said that times were too tough to be spend-
ing money that way.

NEWCOMERS ARE PRESENT from Universal, with Patricia Ziegfeld and William Anthony
McGuire, Wini Shaw and Patricia Quigley, child star, current.

EUROPA THEATRE closed for the
balance of the summer. . . . Moe Verbin still
around. . . . Plans to open in the fall. . . .
Artie Cohn, who makes the world Earle con-
scious, just back from his vacation. . . .
Spent it at Grossinger's Club Country, Fern-
dale, where, in addition to a sun tan, he ac-
quired plenty of pep for new Earle ideas.
. . . A new floor is being put in, new seats are
being installed, a cooling system is being con-
structed. . . . Names included Joan
Abbott, Mae Questel, Lillian Roth, Benny
Leonard, Louis Sobol. . . . Cohn's animated
cooling banner at Earle is attracting a lot
of attention.

STANLEY-WARNER DEALS with dis-
tribs practically set. . . . District managers
will see 5 new pictures a week under new
plan. . . . Aldine opens September 1 with
“Cellini.”. . . Yorktown opens September 3.
. . . Boyd may reopen August 20.
. . . Camden business picking up. . . .
Zone chief Schlesinger enthusiastic. . . . “Trea-
sure Island” headed for the Stanley. . . .
Big campaign planned for the new season.

NINETEEN YEARS AGO. . . . Joseph
Berrier, chief clerk, State Board of Censors,
returned from a trip through the state claiming
that uncensored prints were being shown outside
of Philadelphia and other large cities where
they come under eyes of censors. . . . Chief
Censor Louis Breitinger said that to exhibit
any likeness of Harry K. Thaw in films would
be improper and influence public opinion and
the censors forbade showing or displaying any
pictures showing likeness of Thaw. . . .
Aspasia Carey succeeded M. Schroeder as man-
ger, Lincoln Theatre. . . . Second annual out-
ing of the Philadelphia Exhibitors' League was
held at Atlantic City, all taken there by special
train. . . . Dinner and supper were served at
the Continental Hotel. . . . Among those at-
tending were Charles Segal, president; M.
Crapell, Simon Libros, H. Powell, M. Clem,
Louis Hopkins, Carl Hess, J. H. Butser, M.
Solomon, M. Green, M. Gieven, M. Jacobs,
Marcus Benn, William Alexander, Edgar Mels,
Jim Daley, M. Hebrew, M. Efinger, S. Hopkins,
David Corson and Wilson P. Bleich.

AL LIDDMAN, who is rumored to be the
only Atlantic Theatres, Inc., manager who gets
a two weeks' vacation, is splitting it up between
friends in two Jersey towns. . . . These
were Leeds and Ocean City, N. J. . . . Will
Segal managed. . . . Will Segals opened
plans for the new season.

We've turned numerous non-paying theatres into money-making propositions
Ask us how!
AFFAIRS ARE PATCHED UP in "Let's Try Again," from Radio, with Clive Brook, Diana Wynyard and others.

EXPANSION of business has caused Quality Premium Distributors to acquire more room. The company has now edged into some space next door. With all deliveries made through the passage way in the rear from 13th Street. New offices are now more roomy with inviting displays as usual in front.

CHARLIE Goodwin and Dave Barrist both have new layouts. Lewen Pizor hopped over to New York to sit as a member of the Code Authority for Ed Kuryendall.

WHAT WITH VACATIONS, etc., Vine Street is going through the usual summer. Tony Lucchese is still at the shore, vacationing and recovering from his recent illness. He is expected back shortly to take over active direction of the exchange.

Street wonders what theatres will be in William Goldman's chain.

COMpletely REBUILT. Apex Garage stands without a peer as far as service and facilities for film folk are concerned. Under the guidance of J. Becker, the garage, with an efficient staff, has come along fast since he took over the management with capacity prevailing at all times. Expansion had to follow, so now a rebuilt garage stands ready to serve all Vine Street's needs. Full repair equipment is available as well as the usual washing, greasing services. Give it a trial.

DElUge of tie salesmen still current. Barney Cohen's summer get-up attracted Norman Beckett's attention. Independent Theatre Managers will have headquarters at corner 13th and Vine Streets, it is understood. Clem Rizzo busy as ever these days. Harry Blumberg looking better now. Following his operation, John Goldner screened "No Ransom," had plenty calls for dates on it. Bill Heenan's and Oscar Neufeld's Peerless exchange about a year old now. Exhibitors much impressed by RKO's announcement booklet. Continental headquarters still empty. Six Wittman visits often at Universal exchange. Mike Landow spent some time at Haddon Hall, AC. RKO screened a two-reel color short "La Cara-Chacha" for exhibits and trade.

BOB LYNCH, when told that Metro's "Manhattan Melodrama" was the lure for Dillinger to come into the open, regretted that it couldn't have been something like "You Can't Buy Everything," a remark which doesn't need any explanation.

JOE ENGEL points out that Universal's big Grainger drive, in honor of Jimmy Grainger, sales manager, continues until September 1. He asks all exhibitors to flood the office with dates so that the local boys can win. Engel is stepping into Mike Landow's shoes rapidly and making a name for himself. A U. I. U. for coming along are "One More River" and "Romance in the Rain."
Mystery runs riot in "Return of the Terror," a thriller from Warners, with Joe Halliday, Lyle Talbot, Mary Astor and others.

Mid-Jersey

Lew Rovner, Parkside, Camden, has a new chocolate brown suit. Bud Dilfo, South Jersey driver for New Jersey Messenger Service, found a child asleep in a movie house and turned him over to the police. Added N. J. Messenger Service. Van Meter now managing AC, Virginia. Formerly at Camden Grand. Everett Callow seen on the boardwalk in AC. Joe Redanauer proud father of a daughter. New Jersey Messenger Service so proud he had the mumps. Harry Volk plenty busy at Steel Pier these days. Publicizing Lyric, AC, being remodelled. Palace, Atlantic City, getting new seats and new marquee. Harry Waxman all enthused over the Hollywood.

Trenton

Legislative rule requiring consent of every member of House or Senate to introduce a new bill in either branch of the New Jersey legislature prevented offering a censorship bill at special session, July 2. Boycott causes house managers much worry, down town houses particularly. William Matthews announces the purchase of the Hildinger interests in the Auto Messenger Service. Charles Sweet, Stacy manager, is associated in the new company. William Keegan, general manager, Hunt's Trenton theatres, is at Wildwood for the summer. John Bodley, Gaiety house manager, handling the Hunt theatres.

Atlantic City

When "Bulldog Drummond Strikes Back" arrived at the Strand following its Apollo engagement, business almost exceeded that of the first engagement. Reason, according to George F. Weiland, was that on the second engagement the word "Bulldog" was left off. House seemed to think three word title "Drummond Strikes Back" had more appeal.

From Sage Woodin

Larry Woodin, the sage of Wellboro, sends in the following from the Wellboro "Gazette." It speaks for itself:

Purge the Movies

We have been able to work up nothing more resembling enthusiasm than a smouldering glow of antipathy for the current holy war for the purification of the films. Transfer of the industry from the brothel to the nursery standard seems to us to be hardly as important as implanting in the minds of Hollywood some adequate conception of adult entertainment. No celluloid mogul would attempt the filming of "Salter Beware" from the Broadway play, nor, I am informed, will Herb Asbury's thoroughly enjoyable history of a phase of early San Francisco be awarded screen immortality. Since it depicts scenes scarcely suitable for morals in the average Kansas City Kindergarten, against the current yardstick of theatre values, we may anticipate such embalming and elevating subjects in subsequent cinemas as "The Boy Scout Handbook," or "Annual Report of the Treasury Department for 1898."
6-Point Reviews

CHESTERFIELD

Fifteen Wives
Adult Melodrama
Connie Trench, John Wray, Neil Hamilton, Noel Francis, Natalie Moorhead, Caesar Asel, Raymond Hatton, Robert Frazer, Margaret Dumont.

Mystery murder story that is of credit to the independent market. A man married to 15 women is found murdered. Suspicion rests on a lot of people. Eventually the murder is solved. Murdoch process is especially interesting. Show keeps moving all the time, should do a satisfactory business where they go for the intrigue stuff.

Estimate: Thriller.

A Man's Game
Family Action Drama

Action of firefights with Tim McCoy turning in his usual good performance. As a rich man's son who turns to firefighting for the thrill of it and who gets mixed up with a girl and a gang of thieves, McCoy is his usual self. Show will satisfy the action lovers.

Estimate: Program action.

Whom the Gods Destroy
Family Drama
Walter Connolly, Doris Kenyon, Robert Young, Maidie Norman, Robert Barse, Hugh Huthley, Gil Mavor.

Programmer with an excellent performance by Walter Connolly that should be responsible for fair returns, particularly in neighborhood houses. The story of a theatrical producer who escapes from a sinking ship in women's clothes, then finds he has been branded a hero in death and who can not return to his wife and family because of that lends itself to a splendid characterization. Those who like their drama loaded will be pleased.

Estimate: One man show.

MAJESTIC

The Scarlet Letter
Classic Drama

Talkie version of an old classic, with some modern touches in the dialogue, that can be made a saleable property for any theatre. Production is of credit to the independent market with the cast containing some familiar names. Treatment is close to the story except that comedy touches bring angles down into the present century. Principal parts are well taken and atmosphere is well moded as of that period.

Estimate: Saleable.

The Barretts of Wimpole Street
Adult Drama
Norma Shearer, Charles Laughton, Fredric March, Marjorie O'Sullivan, Katherine Alexander, Marion Clayton, Una O'Connor, Ralph Forbes.

High rating screen transition of a stage hit, backed by names, intelligent acting and direction and a class entrant that can't help but get money in all types of houses. Picture is especially valuable coming at this time and should prove a delight to showmen. Show is a triumph for Metro, is labelled class but should do with the masses as well. Shearer, March, Laughton performances are superb. The love story of Elizabeth Barrett and Robert Browning is the basis for the action and is one that should have tremendous appeal.

Estimate: Triumph.

METRO

The Girl from Missouri
Adult Comedy

Sex-controlled box office entrant about the lass who keeps her reputation spotless while she aims to further her own ambitions. Story gives Jean Harlow plenty of space in which to romp but keeps her virtue untouched. Cast contains some swell Metro name support and wins up with those who attempt some compromising being compromised themselves. Picture is totally adult in appeal but has so been handled that it should not offend.

Estimate: Should do business.

MONOGRAM

Happy Landings
Family Action Drama
Roy Walker, Jacqueline Wells, William Farnum, Noah Beery, Hyram Howard, Warner Richmond, Donald Oeed.

Action drama about a couple of flying service lieutenants in the border patrol and a natural for the thrill-lovers. Picture is of the action-melodrama-keep moving school with a good program rating for that sort of thing. Production brings in chases, a bank robbery, a liner at sea and some parachute jumps.

Estimate: Moves right along.

Shock
Family Drama

Drama with a war background about the hero who suffered shell shock, returned from the fray and falls in love with his own wife. Picture covers a lot of familiar angles, includes amnesia and all other broadsheet devices. Show lacks feature name strength but may get across on war appeal. All in all, however, Monogram has done better.

Estimate: Average.

PARAMOUNT

Elmer and Elsie
Adult Comedy Drama
George Bancroft, Frances Fuller, Robert Young, George Barrie, Polly Walker, Charles Collett, Albert Conti.

Husband and wife yarn about the part women play in advancing their men and a programmer at best. Return of Bancroft finds him in a role different from the rest. Story deals with domestic problems and married life with Bancroft getting good support from a well-picked cast. At best, however, show will have to fall into the so-so category because of lack of strength that should be a tipoff to customers.

Estimate: So-so.

Ladies Should Listen
Adult Comedy
Cary Grant, Frances Drake, Edward Everett Horton, Emma Moore, George Barrie, Nyla Westman, Charles Roy.

Rapid fire comedy of a man who is pursued by many women who headed for fair returns where they like their entertainment tinted with spice. Story is adult throughout, with just the right sort of direction to keep interest sustained all the way. Cast includes feature name strength that should be a tipoff to customers that there will be plenty of smart laughs. Direction, speed both okay.

Estimate: Smart laughs.
CANCELLATION ORDER HAS CERTAIN MODIFICATIONS

Privilege of cancelling out at any time any picture, short or feature length, released before July 15, against which there may be an actual protest on moral grounds, given by the major producers, has certain modifications. The cancellation is allowed where there is a recognized protest. In case of any dispute on these grounds, the local grievance board will hear the question.

Again, in cancelling pictures, it is believed that the exhibitor must first use up his 10% privilege under the code, if he is entitled to it, before taking advantage of the additional cancellation order.

How the code bodies become linked in this matter is one question. The trade has not been officially advised of these modifications, the understanding being that they have been handed out to exchanges. Thus far, there is no record of disputes on what the pictures might be.

MPTOA COMMITTEE ON ENTERTAINMENT VALUES MAY TURN OUT TO BE VALUABLE

The MPTOA, according to an announcement from its headquarters, has organized a committee consisting of Walter Vincent, R. B. Wilby, E. C. Beatty, Karl Hoblitzelle, Morgan A. Walsh to gather, correlate and forward information on reactions of audiences to anything in pictures and to determine entertainment values. Contact between the committee and studio heads is planned.

The idea is sound if handled sincerely. Apparently, the MPTOA intends to let the idea be more than a news story. It will be interesting to note whether it actually gets anywhere.

BOYCOTT TURNING INTO A MAD PUBLICITY SCRAMBLE

Regardess of the fact that those who initiated the boycott against salacious pictures were and most certainly still are sincere in their protests and ideals, it is unfortunate that the entire issue has become a mecca for headline hunters. In all parts of the country, individuals and organizations who apparently are not any too concerned with the question as a question, are jumping into the fray in order to get some personal publicity out of it. This, of course, does not affect the original situation, but it only goes to show that some folks can so muddle anything as almost to lose sight of the problem in question.

There are few who will deny that eventually the answer to the problem will satisfy everywhere, but while the publicity seekers hang around no one can benefit.

INSTITUTIONAL ADVERTISING WILL HELP ALL BRANCHES

Someone ought to get behind a revival of the New Movie Season idea that used to be repeated nationally a few years back. When September rolls around, a concerted industry campaign to sell the movies as an institution would prove of value from all angles.

SOME ZONING COMPLAINTS WON'T BE ANSWERED

Regardless of whether or not someone has decided that July 1 is the deadline for filing zoning cases, what happens to the people who think they are being zoned incorrectly at the present time and can't do anything about it? It would seem to the industry in general that a wrong is a wrong, regardless of time limit. Certainly, zoning boards were appointed for the purpose of hearing complaints and ironing them out. If a fellow is being hurt now, he will continue to be hurt until someone takes action on it. No doubt, the zoning boards didn't want to hold up 1934-1935 selling, but that July 1 limit didn't help the situation any.

HOBART MANN
### Columbia

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<tr>
<td>Mystery of Mr. X</td>
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<td>Lazy River</td>
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<td>Ripride</td>
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<td>The Hollywood Party</td>
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<td>Viva Villa</td>
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<td>Mannechka</td>
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<td>Sadie McKee</td>
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<td>Operator 13</td>
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<td>Paris Interlude</td>
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### United Artists

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<td>Nell Osy</td>
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<td>A Modern Hero</td>
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<td>Smashing Manhattan</td>
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<td>Merry Wives of Reno</td>
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<td>Return of the Terror</td>
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<td>Madame Du Barry</td>
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<td>The Personality Kid</td>
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<td>Here Comes the Navy</td>
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### Fox

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<td>Murder in Trinidad</td>
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<td>Grand Canary</td>
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<td>She Learned About Sailors</td>
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<td>Servants' Entrance</td>
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<td>When Strangers Meet</td>
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<td>Once to Each Bachelor</td>
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<td>Two Heads on a Pillow</td>
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<tr>
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<td>You Can't Buy Everything</td>
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<tr>
<td>This Side of Heaven</td>
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<tr>
<td>Man in White</td>
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<tr>
<td>Cat and the Fiddle</td>
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The Check-up provides reviews of pictures which have appeared in regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. Key: For example, 2-Feb. means the second issue of this publication in that month.
Too "Hard-boiled" to be quoted!

... unbiased, honest, able.
... calling a spade a spade without fear or favor.
... reviewing pictures, not to please the makers but to furnish our exhibitor readers with —

... a True Picture of All Pictures

A Regular Service of

"THE EXHIBITOR"

The World
Revolution Compilation

Without a doubt, without question, "The World Revolution" is the picture that is going to be talked about for a long time. It is a film that has the potential to change the way we see the world and the role of women in it.

The story follows Emma, a young woman who is tired of the constraints of society and decides to take matters into her own hands. With the help of a group of rebels, she sets out to overthrow the oppressive regime and bring about a new age of freedom and equality.

The film is filled with action, adventure, and political intrigue. We follow Emma as she navigates the dangerous world of politics and battles against the forces of oppression. Along the way, she meets a cast of fascinating characters, from brave fighters to cunning spies.

The direction is exceptional, with each scene perfectly crafted to build tension and keep the audience on the edge of their seats. The pacing is perfect, with just the right balance of action and dialogue.

The performances are outstanding, with each actor delivering a powerful and nuanced portrayal. The cinematography is exquisite, with every shot carefully composed to enhance the mood and atmosphere.

In short, "The World Revolution" is a must-see film for anyone who loves a good story and a great film. It is a true masterpiece that will be remembered for generations to come.
DEAR MR. EXHIBITOR:

In any kind of turbulent times . . . shout from the housetops that you have coming this meritorious merchandise!

Wallace Beery  Jackie Cooper
("THE CHAMP" COMBINATION)

IN

"TREASURE ISLAND"

Jean Harlow  Franchot Tone

IN

"THE GIRL FROM MISSOURI"

Joan Crawford  Clark Gable

IN

"CHAINED"

Jimmy Durante  Chas. Butterworth

IN

"STUDENT TOUR"

BOB LYNCH

From the Company that DELIVERS YEAR-IN—YEAR-OUT

METRO-GOLDWYN-MAYER
1233 SUMMER STREET, PHILADELPHIA
It beats the band how year after year the Leader sets the pace.

THE NEW MAJOR
1934-35
THE WORLD'S LEADING INDEPENDENT

FIRST DIVISION EXCHANGES, Inc.
HARRY H. THOMAS, President
Executive Offices: RKO Building, Radio City, N. Y.
Brances in
PITTSBURGH NEW HAVEN CLEVELAND
LOUISVILLE BUFFALO CINCINNATI
WASHINGTON PHILADELPHIA
DETON NEW ORLEANS
BUFFALO ALBANY CHARLOTTE
M-G-M's AD CAMPAIGN REACHES THE ENTIRE 30,000,000 FAMILIES OF AMERICA!

40 Great National Magazines with 32,204,660 Circulation Carries M-G-M's New Season Message to the Entire Nation!

Whether you run a theatre in Caspian, Michigan (population 1,888) or Davis, Oklahoma (population 1,705) or Harrisburgh, Pa. (population 85,500) or cities with hundreds of thousands ...ask your M-G-M salesman to show you how many families in your town are getting these magazines with M-G-M's new season message. This campaign has been designed to cover every picture-goer in your city!

FULL PAGE ADS LAUNCH M-G-M's NEW SEASON PRODUCT FROM COAST-TO-COAST! (Next come BILLBOARDS! Watch!)
NAT LEVINE Presents

WAMPAS BABY STARS

in

"Young and Beautiful"

WILLIAM HAINES  JUDITH ALLEN
JOHN MILJAN  JOSEPH CAWTHORN
TED FIO-RITO AND HIS ORCHESTRA
SHAW AND LEE  WARREN HYMER
VINCE BARNETT  ANDRE BERANGER
FRANKLIN PANGBORN  RAY MAYER
ED LESTER'S HOLLYWOOD SINGERS
THE HUDSON-METZGER DANCING GIRLS

Directed by JOSEPH SANTLEY
Personally Supervised by
NAT LEVINE

DISTRIBUTED BY
GOLD MEDAL FILM COMPANY
PHILADELPHIA
Why Censors?

- THE CENSOR BOARDS, who were ignored by the daily press, religious bodies and all others when the drive against salacious pictures was at Its highest, are now apparently trying to outdo each other by taking plenty of clips out of pictures.

- The boycott against allegedly unclean films, besides causing a Hollywood wave of reform, also proved once and for all that a censor body may be defined as follows: A body appointed to provide jobs for political persons who served their organization well.

- Not once, in all the flurry, did a censor board member raise his voice to say: "What about us? We have been censoring pictures. We have been doing our job. Certainly, since we are so efficient, why this agitation?"

- But the censors didn't say anything. If they did, perhaps the answer of the opponents of salacious pictures would be: "Your type of censoring only makes the picture seem worse. Reforms in production can't be effected by a few self-ordained apostles who clip with shears and think they are protecting morals. The industry and the patrons would be better off without you."

- Let the censors keep on censoring. Let them try to convince an uninterested public they are necessary. But they would not be heard.

- The censor boards, it must be said here, must now be placed in the category to which they have always belonged:

  **REWARD FOR POLITICAL SERVICES ONLY.**

That Score Charge Racket

- THE THREAT of a music tax increase for the ASCAP has again turned the spotlight on an issue that this industry loves to talk about and no one does anything about—the score charge.

- ASCAP tried to tell its story to the trade in such manner as to indicate that the producers were telling exhibitors that the score charge was part payment for such royalties that ASCAP might collect.

- The exhibitor, frankly, does not care for the MPTOA. He knows that it is nothing but a racket, one that apparently neither MPTOA nor Allied can stop. ASCAP might be trying to get the exhibitor's sympathy, but it is merely bringing in an issue which means the same to exhibitors as a red flag to a bull.

- One very prominent distributor admitted the score charge was unfair, but pointed out how much his company would lose. Therefore, he reasoned, it should not be done away with and the politicians in Washington agreed with him, it appears.

- Only in a business such as the motion picture industry could the score charge racket exist. Until exhibitors make up their minds to abolish it and take such steps that will bring about this abolition, it would be well to lay it aside as a topic of conversation.

Either act or take it and like it.

---

**ASCAP Brings Out a Big Point**

It WOULD be silly for any one connected with the motion picture industry to try to reflect any credit on the American Society of Composers, Authors and Publishers for the increase that that body is trying to effect. Praise, on that account, might be considered a sign of wavering mentality.

But, strange as it may seem, the Society should be given a vote of thanks.

Because ASCAP, through its exorbitant demands, has again demonstrated what many observers always thought possible:

- All factions of the industry, Allied, MPTOA, circuits, and other independent exhibitor units can and are brought together by issues that affect their well being.

- The Society's demand for an increase broke at a time when the MPTOA was defending the code. Allied was attacking it, some other units were trying to ignore it. When the storm of threatened music tax increases arose, all threw down their arms, rushed into the fray to defeat the Society's aims.

There is no question that ASCAP is not entitled to an increase under present or any other conditions. There is no doubt but that some compromise will be effected. Even ASCAP knows there are limits to everything. But that is not the principal issue.

The point in question is this: If it is possible for all industry exhibitor units to get together when a common enemy enters the fray, even to the point of going to Congress about it, why is it not possible for these same units to work together on questions which are just as important and even more important to them?

Time and time again, foes drop their arms and stand side by side in order to effect reforms or protect interests. But when the battle is over, the various factions again battle among themselves.

Certainly, if a common enemy can be defeated by co-operation, what could not be done within the industry through the same co-operation. There is no problem more important to anyone within the industry than that problem which has never been solved—harmonious workings between all factions.
Glancing Everywhere in the Territory

LAYING CORNERSTONE. Charles Segall, president, MPTO, digs the first shovelful of earth in the breaking of ground for the new Bromley Theatre, to be built at Broad Street and Olney Avenue.

WILL BE HOST. Harry Weiner, local Columbia exchange chief, will be in charge when local exhibitors attend the Columbia tradeshow and luncheon, August 20. (Page 8)

TO BE HONORED. Bob Mochrie, formerly Warner manager here, and now assistant to Andy Smith, Jr., Warners’ home office, will be honored by dinner by the local industry here September 17. (Page 13)

BUSY SEASON. S. E. Applegate, local Metro sales manager, is busy with the Metro hits coming right along.

AT BLOFSON TESTIMONIAL. A view of the 175 assembled exhibitors, filmmen and guests who attended the testimonial giver to Al Blofson at Belmont Mansion, Philadelphia, August 13. The retiring First Divisionite, who is now a National Penn Printing Company executive, was feted and presented with handsome gifts. On the dais may be seen Sam Rosen, Murray Rosenbluh, I. E. Chadwick, Morris Wax, Charles Segall, Ben Golder, Al Blofson, Dave Barrist, Eddie Golden, Harry H. Thomas, Charles Rosenzweig, Lou Pizor and Jay Emanuel. The affair was a huge success. (Quaker Standard Photo.)

AT THE FAIR. Mary Pickford, UA star, takes a look at one of the prominent exhibits at the Chicago World’s Fair.

SPEAKS HERE. Cecil B. DeMille, Paramount producer, will be guest of honor at dinner to be tendered him at Penn A. C. (Page 13)
Peace Meeting between MPTO and IEPA Leaders Scheduled to Consider Merger

Laedlein on Tour

Laura Laedlein is touring the Southern New Jersey territory as a special representative of THE EXHIBITOR, contacting all houses and making a survey of trade conditions. She is ever ready to get exhibitor reactions and her reports will be a direct influence on future policies of this publication as regards editorial content, services, etc. Her observations are carried, in brief, in a special column which appears on page 10.

MPTO Hits Score Charge, Asks Standard Contract

Body Protests to Code Authority on Exchange Practice

The MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware, meeting August 10, went on record against score charge. A resolution, protesting against the score charge, was passed by the 50 members assembled at the Hotel Adelphi.

Other work completed included announcement of a committee which would meet with the operators' union in order to effect relief for some members who might be in need of it.

Regarding the music tax increase, the body announced that the parent body, the MPTOA, would handle the matter for the local unit, with full support assured.

It was also announced that George P. Aarons, secretary and counsel, will make a trip throughout the entire territory to visit all exhibitors and explain the MPTO's aims to theatremen. Aarons will be away for a few weeks, during which time all exhibitors will be contacted.

A resolution, protesting against distributor contracts which see different forms from every exchange, was also passed, with the resolution being sent to the home offices as well as to the Code Authority.

The MPTO, in its letter, claims that certain distributors are not using the uniform contract as provided for in the code. They also included, it is claimed, in the contract, clauses giving them the privilege to allocate pictures after use of cancellation clause.

This, the MPTO claims, is a direct violation of the code cancellation privilege. A uniform contract from all distributors was asked.

Other matters taken up included protest against the Screen Actors' Guild in broadcasting a weekly radio program of screen stars; steps to stop further development of non-theatrical discussion of the boycott; increase in film rentals and other problems.

The meeting was held for dues paying members only. Board of managers meets the first and third Fridays of the month.

Boycott Publicity Drops As Industry Marks Time

Cardinal’s Return Still Important Factor

With local dailies apparently turning its attention toward other matters, local boycott against all theatres has remained out of the publicity sphere for the time being.

Local clergymen have refrained from bringing up the boycott subject and generally the situation is quiet.

Absence of salacious pictures as well as the new Breen-Hollywood publicity system has apparently had its effect.

The Legion of Decency is continuing, however, and will keep its work moving in the future.

Locally, the complete boycott is still in effect. Return of Cardinal Dougherty from Europe is expected to reopen the situation.

A better break in the weather, improvement in pictures, etc., had helped business a trifle, with less crying from exhibitors than is the usual summer policy.

Number of theatres closing hasn't increased any, a survey indicates.

Wilmington

Rev. Edward F. Haeks, contributing editor, Catholic Standard and Times of Philadelphia, speaking before the Rotary Club, Wilmington, says the "Motion picture industry must adjust itself to a common sense adjustment."

Allied Eastern Meeting Outlines Several Points

District Units and Others to Be Represented

Meeting of Allied eastern units at Atlantic City, August 22-24, sees a definite plan arranged.

The Ritz Carlton session will discuss such topics as music tax, film rentals, clean pictures, block booking, clearance and zoning, legislature, the code, product.

Allied Jersey will be host, with representatives of other Allied units as well as national officers present.

A group from the IEPA, local independent unit, will also attend.

Olive Branches Being Extended By Both Sides—One Point Main Obstacle—Observers Feel Consolidation Best Thing for Exhibitors

A peace meeting between leaders of the Independent Exhibitors Protective Association and the Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware was scheduled this week.

At press time, it looked as if representatives of the two bodies might eventually get together to try to effect some consolidation between the two.

Generally, the trade was of the opinion that only one independent unit could unite the best interests of exhibitors be served.

One stumbling block was seen checking the amalgamation move, but it was thought possible that even this could be overcome.

Vine Street gossip had both groups anxious to talk things over that a united exhibitor front could be marshalled on all occasions when exhibitor questions came up.

“Pop” Korson Returns Following Long Illness

Masterpiece Leader on Road to Recovery

Louis “Pop” Korson, Masterpiece exchange head, returned to the street last week after a lengthy illness.

Undergoing several operations, Korson is slowly recovering and ventured back into the exchange for a visit. Exhibitors who saw him return congratulated him upon his recovery and expressed the hope that he would regain his health entirely.

Masterpiece's announcement for the new season is still in the embryo stage, but new product deals will be ready shortly.

New Theatre Developments

Local theatre rumors are running all kinds of ways.

One had the local Fox changing hands. This was denied.

Another hinged about the final disposition of the local Skouras-Publix quartet. A third revolved about a change in the management of the Wilmer and Vincent group.

A fourth associated the new William Goldman chain with some local houses. A fifth was to the effect that other interests had acquired the to-be-opened Frolic, 22nd Street, from the independent exhibitors now remodeling it.

All rumors, of course.
Friends Honor Al Blofson at Banquet

Retiring First Division Head Given Testimonial

Al Blofson, until recently First Division manager here, was honored by his friends and film men at a dinner tendered to him at Belmont Mansion, August 13.

The affair was a banner one, with a fine turnout of theatremen.

Committee in charge of the event were Mike Levenson, Jack Greenberg, Leven Pizor, Jay Emanuel, Morris Wax, Harry Weiner, Dave Barrist.

More than 175 film men attended with many from New York City. The metropolitan contingent included Harry H. Thomas, Al Friedlander, Otto Lederer, Charles Rosenweig, L. E. Chadwick, Jules Chapman, Eddie Golden, Murray Rosenbluh, leaders in First Division and the independent exhibition and production fields.

Eddie Golden, Monogram sales manager, was toast master, and made a swell job of it. He was introduced by Dave Barrist.

Brief talks were presented by Jay Emanuel, Charles Segull, Leven Pizor, Ike Levy, Morris Wax, Simon Libros, Charles Rosenweig, L. E. Chadwick, Ben Goldoffer, Harry Thomas and Blofson.

He was presented with some handsome gifts from First Division, Harry H. Thomas and the assembled guests, whose present was a radio.

Five house circuit, including College and Colonial, Bethlehem; Transit, Easton; Lincoln, here; Rox., Roxborough, is said to be on the market, with Berman going to give more time to production affairs. He is interested in a new producing company.

Columbia Holds Trade Show, Luncheon for Exhibs

“One Night of Love” to be Previewed at Fox Locust

Columbia will preview “One Night of Love” and tender a luncheon to invited exhibitors here when the company inaugurates its 1934-1935 season.

In two cities, New York and Boston, similar occasions have resulted in raves for “One Night of Love,” with Grace Moore.

Locally, Harry Weiner, Columbia manager, has made arrangements for the trade show at the Fox Locust, with a luncheon at the Bellevue-Stratford, North Garden.

Date: August 20.

Time: 11 A. M.

Place: Locust Street Theatre.

Picture: “One Night of Love.”

Luncheon: Bellevue-Stratford, North Garden, immediately following the picture.

He Montague, Columbia sales manager, will be a guest at the screening and luncheon as well.

Ambassador Decision Appealed

The Code Authority will soon hear the appeal of the Ambassador Theatre, West Philly, regarding zoning.

Local board went on record as opposed to zoning West Philly because of lateness of selling season. Decision was postponed, and then entire rezoning postponed.

Drew with General Register

Thomas P. Drew, general sales manager, WE, England, is the new general representative in this country for General Register Corporation, Percy Phillipson, president.

Drew is an experienced veteran in the field, having joined WE in 1928 as assistant sales manager during the regime of W. A. Bach.

NINETEEN YEARS AGO... Several new men were announced as having joined the Film Exchange Club, including Messrs. Marcus, Libros and Rochford and members were urged to attend special meeting and luncheon at Bellevue-Stratford Hotel... German-town Theatre Company of Philadelphia was incorp..., Harry Saunders, Swaab Film Service, became engaged to marry Miss Lillian Coats... Several managers were headed before the court charged with employing girls under 21 years of age after 9 P. M., when they did not know such a law had been passed... Judge proved lenient and dismissed majority with warnings to be careful in the future.

Fox Employees Co-operate in Kent Drive

Local Fox exchange is sincere in its endeavors to win the Sidney R. Kent drive for business. In this issue, an ad from the local exchange was made possible through the combined efforts and support of the local exchange folks, who wanted to tell their message to exhibitors. Such sincerity certainly needs a lot of co-operation from exhibitors, and with such support, Philadelphia ought to bring home the bacon.

“Cleopatra”

Cecil B. DeMille outdoes himself in “Cleopatra,” with Claudette Colbert.

Show is one of the biggest spectacles in some time and is of decided credit to Paramount and the industry. Picture is clean throughout, contains some great scenes of splendor and has been well acted. Supporting cast, headed by Warren William and Henry Wilcoxon, is excellent. Show should do well everywhere. It is an ace to sell.

J. E.
CATCH THEM WHEN THEY'RE "SHOW SHOPPING"

Nowadays, people shop for amusements. They know what movie they want to see. They know what star they want to see. And in Philadelphia, they do their shopping in The Record's Amusement Directory.

This first and only complete amusement guide in Philadelphia reaches 200,000 people daily, 300,000 on Sunday. For only 30 cents a day you can tell them who's playing in what at your theatre. A longer listing costs but 15 cents a line more.

The RECORD Amusement Directory offers you the most economical form of advertising ever presented to Philadelphia theatre-owners. Today it carries the listings of most theatres in the Philadelphia district. Does it carry yours? If not, you're missing an unequalled opportunity to place your attraction before actual amusement buyers at the very moment when they are choosing their amusement. To insert your ad, just call

PHILADELPHIA RECORD
CLASSIFIED DEPARTMENT
WALNUT 2300

IEPA Forms Cabinet for Aid of All Members

Board of Governors Also Elected by Body

A staff of experts, to form a special cabinet, is being organized by the Independent Exhibitors Protective Association as a further aid to members.

Announcement of this new group, to include 8 divisions, was made at the August 13 meeting of the board. Divisions now selected are Legal, Consulting Electrical Engineer, Purchase of Supplies and Equipment and Advertising. Four others will be selected later. Heads of the divisions will be outside technical experts, well versed in this work. Savings and help to exhibitors will result, the IEPA believes.

The board of governors was also elected at the session. The group includes Morris Wax, chairman; Harry Fried, Columbus Stamper, Herb Elliott, Bill Butler, John Bagley, Norman Lewis, Dave Shapiro, Clarence Heeter, David Barrist, honorary member.

Alternate board includes John Manero, Lou Berger, Ray Schwartz, Leo Pearl, Dave Wilgren, George Nivel, George Naudascher, Joe Price, Sam Walshman, Harry Pfeifman. This board will sit in at all board meetings with no voting power unless as alternates for regular members who may be absent. Morris Wax will be chairman of both boards.

A report on the taproom situation was read which indicated that the state had given local taprooms with floor shows until September 1 to pay the $500 license fee or accept an additional 50% penalty. A number of taprooms had discontinued the shows, it was declared.

One hundred-twenty taprooms are liable for the $500 fee, it was stated.

At a meeting held last week, Miss J. Willensky, a member of the Washington bar, was elected secretary of the body, while Oscar Neufeld, prominent Vine Streeter, was made business manager.

Miss Willensky will represent members at grievance and zoning hearings as well as handle other secretarial duties. She will be at the Vine Street office at all times.

Fourteen names were submitted for the board of governors, ten of whom were to be selected for places on the board.

Fifty-four men attended the session.

It was also announced that the body would go by bus to the Allied eastern convention at Atlantic City, August 22-24. The trip will be unofficial in character.

Thanks to the efforts of the IEPA, it was announced, taprooms which have been running illegal entertainment will now have to pay the $500 vaudeville state license fee. Attorney General's office will supervise the enforcement of the law.

Ben Golden, president, it was announced, will file an intervening petition on behalf of the IEPA in the dissolution suit filed by local radio broadcasters a year ago against the ASCAP. Further developments were expected.

David Barrist, it was voted, would be an honorary member of the board of managers, with right to vote. This was a signal honor for the work he had done.

Clark on Code Board

William Clark, Horlacher Delivery executive, has been made a member of the local trucking code board to sit on code cases in the local area.

His appointment attests to his place in the local trucking field and is a distinct honor.

CHINA-LIKE BODY
• OVEN PROOF • COLD PROOF

Every Piece a Cooking Item
No Cups and Saucers

SEE OUR SHOWING OF 22 Premium Deals During Entire Week of August 13th

QUALITY
Premium Distributors, Inc.
“Serving Exhibitors from Coast to Coast”
HOME OFFICE:
TOURING
WITH
LAURA LAEDLEIN

FIVE YEARS AGO Al Lidman, present manager of Bordentown's Fox, set a date for a vacation. . . . He hasn't had it yet. Now he has a new date, August 26, when he will head for the home town of Norfolk, Va. . . . Some people don't even have dates. . . . Sylvan Dietz, genial manager, Mt. Holly Fox, is popular with Camp Dix boys. He transports them twelve miles and back at a nominal bus charge and admits them on credit tickets. . . . Uncle Sam pays the monthly bills for him. . . . Shocks and shivers will precede August 25, when the Burlington Fox front will be batted on the Palace. . . . Ethel and Angelina, usher.

JAMES R. CONKLIN, manager, Trenton RKO-Broad, has just returned from an Ocean City-Canadian vacation. . . . RKO execs and staffs rated two-weeks-with this year. . . . Trenton Gaiety's Kiddie Club, organized by Mr. John Bolley, now numbers 3000. . . . Bodley is featuring Kiddie Revues by amateur talent. . . . Mrs. Helen Hildinger, Hildinger's theatres, Trenton, is back in the office after a week at the Century of Progress, Chicago.

HOLLYWOOD OPENING featured the premiere of "Dames" at the Warner, AC, with a fake radio and P. A. mike drawing a crowd at the front and a band in the lobby. Opening was preceded by a parade of "dames" in wheelchairs, reading tabloids plastered across the back with billing. . . .. Harold Van Meeker, formerly Camden, is getting a band for the Warner crowd for his excellent handling of his new job as manager, Warner's Virginia. . . . Apollo is breaking its own record for a string of world premieres, starting with "Building Drummond Strikes Back" and including the recent (8/9) showing of George Arliss' "The Last Gentleman." Braca's Theatre, Sea Isle City, is a family affair, with Louis Braca, Sr., owner, Louis Braca, Jr., manager, Henrietta ticket seller Mary, ticket collector and Angela, usher.

DOG DAYS are a managers' headache in the sticks--dog races are that in AC. . . . Astor, Harry I. Waxman's uptown house, has gone modern with a new stainless steel front with modernistic door mat. . . . Astor recently added super-wide-range sound equipment. . . . Manager Sol Allman, Royal, is repairing sound. Remodelling is scheduled for the Palace by Sam A. Tannenbaum, at which times its current name of New Palace will be incorporated in the facade.

STRICTLY PERSONAL

DEATH of George Morris, Comerford executive, was a shock to his friends and associates in the trade. . . . Morris was an old timer in the business and as engineer for the Comerford circuit, made a lot of contacts in the business. . . . H. Anna Misses.

IT'S A GIRL at the Sam Grosses. . . . Edgar Moss fainted when they told him. . . . Reported that the first thing the baby said was: "Pop, better give the exhibitors a break this week." . . . Gala presentation. . . . Camp Dix bands will feature a coming hit. . . . Pike's Golden Slipper Revue will also be featured. . . . "The Stuffers" are booked for Joe E. Brown's "Circus Clown." and the Black Horse Pike's "Pig's Rock," will be featured.

WHEN LOU NIZER, New York Film Board secretary and prominent attorney, was a visitor at Stone Harbor, he defeated Al Cohen at tennis. . . . latter won all his local board cases and this is his first defeat at tennis in some time, which breaks his string or what have you? . . . Rae Weiner, First Division porter, in Atlantic City.

FLASH. . . The name of the new Gross addition will be Barry Alvin. Like a movie star, almost. . . . Sam must have been happy. . . . He bought lunches. . . . Ethel Freedman was bashing it on the boardwalk. . . . Rose Gimbel, S-W, recently announced her engagement. . . . Rose Gimbel, S-W, recently announced her engagement. . . . Rose Gimbel, S-W, recently announced her engagement. . . . Rose Gimbel, S-W, recently announced her engagement. . . . Rose Gimbel, S-W, recently announced her engagement. . . . Rose Gimbel, S-W, recently announced her engagement.

Equity Bows In

Equity Film Exchanges, Inc., a new organization for the distribution of motion pictures in the Philadelphia territory, has been formed by Martin Mermelstein and W. J. Kleinan, with offices at 1321 Vine Street. Equity plans to open a branch office in Washington during the next few months.

MAE WEST'S "Belle of the Nineties," gets a Labor Day world premiere at the Steel Pier. . . . Goldberg's also back at the same date. . . . Looks like a banner weekend. . . . EMO and Eddie Corcoran behind a mammoth West campaign.

EMO now attached to Steel Pier as well as Lewis-Weiland houses. . . . Ad copy and exploitation are right up his alley, having been RKO ad and publicity chief at one time.

ROYAL, AC, also contemplating a bit of remodeling. . . . Front painted up-to-date. . . . Bergess, formerly assistant at Keswick, now managing Strand, AC, Tannenbaum, AC, Palace, vacationing in Scratchon, while house is being rebuilt. . . . Bill Keegan busy in Wildwood. . . . Mr. and Mrs. S. Frank doing a lot of boardwalk parading. . . . Bill Rovner still crying about business. . . . Lew Rovner still afraid to wear that white-buttoned coat on the street. . . . Iz Hirschblond still winning baskets of fish at Ashbury.

New Broad-Grange House

Stanley-Warner is reporting building a new house at Broad and Grange. Theatre will be called the Grange and is scheduled to open the day before Thanksgiving. Work will begin immediately.

Segall house, Bromley, at Broad and Olney, is in process of construction.

Company Plans National Distribution for Pictures

That Gaumont British pictures are to become an important factor in the American motion picture field is the assurance of Jeffrey Bernerd, general manager, Gaumont British Picture Distributors Corporation, Ltd., who is in New York for the purpose of establishing a national-wide chain of exchanges for the distribution here of his company's productions.

"Various news commentators have described our projected activities as an 'invasion' of America," Jeffrey remarks. "I hardly think that this is the word. In England we do not regard the widespread distribution of American pictures as an 'invasion.' On the contrary they are heartily welcomed and well patronized. After all, we have been releasing Gaumont British pictures in a small way in America for several years, but we have not, up to this time made any determined effort to achieve the recognition to which the high entertainment value of our pictures certainly entitle us."

"That this failure on our part to attain wider circulation for our product is mainly our own fault, we freely admit, and it is to correct this situation that we are opening our own exchanges and conducting a concentrated drive to make the American public Gaumont-British conscious. We have an exceptionally fine line-up of films for the coming season, and we know that they will compare most favorably with the best which are being produced in America.

"Among others scheduled for early release here is 'The Iron Duke,' 'Evergreen,' 'Man of Aran,' 'Little Friend,' 'My Song for You,' and 'Princess Charming,' starring Evelyn Laye. We recently signed George Arliss to star in 'The Iron Duke.' Conrad Veidt who has given a marvelous performance in 'Power,' will be starred in 'King of the Damned.' Altogether we anticipate making available better and better pictures than thirty pictures during the coming year."
BETWEEN THE PARAGRAPHS

DECENCY DRIVE STILL ON
BUT OFF THE FRONT PAGES

Withdrawal of the drive against allegedly salacious pictures from the front pages has taken a lot of sting out of the whole campaign. The Legion of Decency is continuing as originally scheduled, but the crop of reformers and space-grabbers doesn't seem to be as successful in getting daily attention as in the first hectic days.

Because the newspapers aren't taking up the cudgel at present doesn't mean that the danger from professional reformers is over. When legislatures start to convene and Congress goes into session, the industry will no doubt find that there will be plenty of trouble ahead.

The new production code, combined with a lack of sympathy for a boycott against pictures generally from the public, has brought about significant results. This, too, with a slackening of the heat wave in the east and a few better pictures, resulted in an increase in grosses.

CONGRESS PROBABLY FINAL
RESORT OF SOCIETY'S FOES

Regardless of legal fights, etc., it is easy to see that a direct appeal to Congress will be the strongest point in the fight against the American Society's demand for higher music tax fees. The struggle will be along the lines of finding out just how much the Society can charge and when it becomes a trust. It was significant to notice that stories of compromises arose immediately after the Society asked its increase, an indication that it hardly hoped to collect everything it asked for.

Exhibitors who want to bring the matter to a head would do well to contact their Congressman to investigate the Society and see just how far it can go.

Meanwhile, undercurrent charges involving bad faith in the industry as well as a desire to keep the score charge out of the mess are being circulated. The score charge, as a racket that has stayed too long in this business, might need some investigating, too.

SUDDEN TURN TOWARD BIG
TIE-UPS INDICATES CONFIDENCE

With Warners again coming to the front with another big tie-up, and other companies, including Mascot, offering prizes to energetic showmen, it looks as if the business is encouraging some of the big showmanship campaigns of former years. The tendency, with the coming of the depression, was to cut down the purse strings and limit ballyhoo. Now, with the big companies showing the way, it would be well for circuits as well as individuals to go for ballyhoo in a big way.

Metro's Traveling Studio and big national campaign, Warners tie-ups, Mascot's bid and other ideas should be forerunners of other contributions from other companies.

SIGNS OF CIRCUIT ACTIVITY
MEANS ANOTHER KIND OF UPTURN

Reports from New York and other sectors that circuits have been acquiring independent houses and adding to their chains well illustrate what others have been predicting, mainly, that when conditions get better, the national circuits will increase their strength along the lines of the pre-depression days. True, there may be a bigger turn toward de-centralization, with partners operating, but, in toto, the circuits will have national buying power.

Regardless of bad pictures, boycotts, etc., this still isn't a bad business in which to operate, as a survey of any territory will indicate. If exhibitors try to acquire houses, they find that there are few to be gotten. Unless forced out by pre-depression mortgages or financial deals, most exhibitors are holding on to what they have and looking for more.

HOBART MANN.
Expect More Cases
Local grievance board expects business to pick up when selling starts. Reduced admissions, premature advertising and overbuying are expected to be chief topics.

SCHEDULE:
GRIEVANCE
August 23
William Wolf vs. William Goldman and Integrity Trust, (postponed case).

HEARINGS
GRIEVANCE
August 9
Joseph Silverha vs. Dan Negley, both from Columbia, on charge of code violation through distribution of ice cream cones to children at matinees.

Testimony sought to show that free distribution of ice cream cones violated Article VE, part 3.

Decision:
Board finds that practice falls in class of premiums and board therefore dismisses complaint for reason that terms of Article VE, part 3, section 2, have not been complied with.

David Silver vs. Fox Film Company, on charge that Fox is holding back features because of shorts default.

Exhibitor sought to prove that he had had trouble getting dates on certain shows because he was behind in shorts dating. Fox denied it. Feature in question was dated to the satisfaction of both parties.

Stopping Service Looms
What may be the first case of stopping of film because of a violation of a local board order may result after notification to the local grievance board by RKO that the Palace, Wilkes-Barre, has not complied with the decision of the board handed down which said that dates for RKO shows should be given to the exchange. RKO asks the respondents to show cause why film service should not be suspended to all distributors.

Protest Assessments
Two local independent exchanges have sent protests against the allocation of assessments for the support of the Code Authority to Sol A. Rosenblatt. The duo includes Capitol and Peerless exchanges.

United Artists and Universal were the two national distributors who protested. In all, 30 companies squawked.

It was suggested by UA and Universal that assessments be made on a basis of gross receipts.

No Doubles Check
Code Authority, in session, August 9, passed the following resolution:

RESOLVED, that no clearance and zoning board should establish any clearance policy based upon whether a theatre operates on double or single feature policy.

Vote was 6-4, with Messrs. Cochrane, Golden, Yamins, Kent, O'Reilly, Rubin assenting, with Messrs. Thompson, Bareford, Kuykendall, Keough dissenting.

Code Authority Issues Its Financial Statement

Monthly Report to Be Given by Body

The Code Authority has issued its half-year financial statement as well as two monthly reports.

From January 1-July 31, receipts from producers was $48,700, from exhibitors $78,570. Disbursements was $94,436.75, making a cash balance of $33,833.25.

Operating expenses during June totaled $25,120.01, and in July $23,694.41.

Latter month was $1,362.09 under budget, while June showed $153.51 over budget.

Assents Being Signed
Hildinger circuit has requested the local secretary to send it assents to the code. Independent Exhibitors' Protective Association also requested the local board for blanks.

City Premium Vote Dies

Because a sufficient number of votes were not cast in favor of abolition of premiums, the City of Philadelphia, as outlined in the certification for the premium vote, will not bar premiums.

The vote allowed a two-months period in which those opposed to premiums could sign. When the 60 days were up, not enough signed.

Premiums, therefore, will continue, unchecked, in the City of Philadelphia.

UA Plans Suit on Cancellation Clause

A suit to test the cancellation clause in order to get an interpretation is planned by United Artists, according to report.

A decision of the Code Authority, in a recent case, held that UA pictures, when bought in bulk, could be subject to the 10% cancellation clause. UA claimed each picture was individual and that the clause could not apply.

UA claims that only the Zanuck group, numbering 10, could be held subject to the cancellation clause.
Exhibitors Seek To Misuse Cancellations
Pictures Not in Salacious Group Involved

Some exhibitors, especially in the upstate area, are apparently trying to misuse the producers' cancellation privilege for their own advantage.

The cancellation privilege on salacious pictures was given in order to take care of requests of exhibitors who could not exhibit them for religious reasons. But a survey of some of the objections indicates that pictures which aren't sick to religious people are being asked to be cancelled, backed by letters signed by clergy or community leaders. The exchanges, naturally, aren't honoring such requests.

Sincere exhibitors who need relief will get it, but the cancellation privilege does not cover all requests.

Wilmington Quiet
Clamor of the church groups and reformers in the Wilmington area unison with those of other sections of the country, for cleaner pictures seems to be subsiding.

Lichtman Hits Low Scales
Al Lichtman, vice-president and general manager, United Artists, in a statement, says that after an extensive and careful check on attendance in the middle west, he found that the low scale of admission prices was proving hurtful to the industry. Practice of so many exhibitors charging 10 and 15 cents was cheapening the industry. In Chicago there are 275 theatres charging 15 cents admission. It is Lichtman's contention that no first run houses should pay less than 50 cents as its lowest price and that the cheaper houses should not drop below the 25 cent mark.

As a solution to the problem Lichtman thinks that the competing exhibitors should get together. Another solution to the problem, which Lichtman considers a very serious one for the industry as a whole, is for distributors to charge a legitimate rental high enough to turn the price of admission.

DeMille Pays Visit Here with "Cleopatra"

Corcoran Arranging Details of Local Trip

Cecil B. DeMille, Paramount producer, is scheduled to deliver an address in Philadelphia, August 21, in the ballroom of the Penn Athletic Club.

DeMille's visit here is under the joint sponsorship of the Penn Athletic Club, American Theatre Society and the Motion Picture Committee of the Pennsylvania Federation of Women's Clubs. Invitations have gone out to two thousand members of these organizations and it is anticipated that his visit here, the first one in a number of years, will be marked by an enthusiastic reception.

Broad subject of motion pictures will be taken for these offices were, respectively, Emery Huse, J. I. Crabtree, W. C. Kunzmann, J. H. Kurlander and T. E. Shea.

SMPE Nominates
Homer G. Tasker, United Research Corporation, Long Island City, New York, was nominated for the office of President of the Society of Motion Picture Engineers for the year 1935 at the recent meeting. Only one nominee each was chosen for the offices of executive vice-president, editorial vice-president, convention vice-president, secretary, and treasurer. Nominees for these offices were, respectively, Emery Huse, J. I. Crabtree, W. C. Kunzmann, J. H. Kurlander and T. E. Shea.

Dietrich Running
C. Elmer Dietrich, Tunkhannock exhibitor, is running for Congress this fall and folks up there say he has a good chance. His opponent is Congressman Louis T. McFadden. Dietrich has support from labor organizations and the Legion.

He also operates a house in Laceystville.

Film men wish him well in his 15th district campaign.
To All Of Our Exhibitor Friends!

EDGAR MOSS and his Gang are rarin' to go.

The Second Annual KENT DRIVE is scheduled for the period between August 19th and November 17th.

Our studios are co-operating by turning out some of the season's strongest pictures...we've guaranteed to set a new record in DATES and SALES. Help us!

EDGAR MOSS and his Gang have never made a promise they didn't keep, so we're counting on you and your aid in helping us keep this one.

Take that old Date Book NOW...and write in FOX Features and Shorts for those 13 weeks.

A new record for us will mean a lot of new records for you, too. Be smart!

The Fox Gang
Mascot Announces $500 for 'Young and Beautiful'

Mascot is offering $500 in cash prizes to the exhibitor whose exploitation campaign on the forthcoming Mascot production, "Young and Beautiful," will be devoted to picking the winners of this contest are Jay Emanuel, publisher; Jay Emanuel Publications; A. Mike Vogel, chairman; Epes W. Sargent, Charles "Chick" Lewis, Ben Shlyen, and others.

Contest is scheduled to get under way August 15 and closing entries must be in no later than midnight, November 1. First prize is $250 in cash; second prize is $150 and third prize is $100.

All exhibitors booking "Young and Beautiful" are eligible to enter this contest regardless of runs and all entries must be turned in to Mascot Pictures Corporation, 1776 Broadway, New York City, or Mascot Pictures Corporation, 6001 Santa Monica Boulevard, Hollywood, California.

Some ambitious young lady who photographs well and has poise and beauty will be given an opportunity to win a free trip to Hollywood as well as a week's engagement in a Mascot picture as the possible winner of a nation-wide contest to pick the one who best represents American womanhood.

At present more than forty leading department stores and photo studios throughout the United States are represented in the contest. National judges of the contest include such well-known personalities as Nat Levine; Max Factor, Melbourne Spurr, Charles "Chick" Lewis, Ben Lyon, and Judith Allen.

"Under the rules of the contest any girl of 18 years or over is eligible to join. Only requirement is her photograph and a signed entry blank which is available at any contest headquarters.

Liberty Announcement

Liberty Pictures Corporation has released its 1934-1935 announcement. All Liberty pictures have been completed, a new idea in independent production. Material in book consists of stills, not imaginative interpretations.

Book was printed by Consolidated Film Industries in photo-gelatin, copy being prepared under direction of Lou Liffton, Liberty ad and publicity head, with George Harvey's agency assisting.

The BEST SERVICE to all SHORE POINTS

With summer turning to autumn and exhibitors thinking of moving their possessions back from shore points, once again our service comes to the fore. Make use of it now.

...Jersey Exhibitors are Always Happy

They know they can go away on trips, completely sold on New Jersey Messenger Service. For the record of this company is one that shows no missons at any time. The service satisfies.

NEW JERSEY MESSENGER SERVICE

MYER ADLEMAN

250 N. Juniper Street

PHILADELPHIA

Spr. 9355  Loc. 8787  Race 9444
Folks in Harrisburg

Since Sam Gilman came to town there's been plenty doing all around; his exploitation stunts are so thrilling, Loew's Regent Theatre keeps filling.

C. W. B.

Since Samuel Gilman came from Baltimore to become manager of Loew's Regent Theatre, Harrisburg, many residents of the city have developed stiff necks in their efforts to follow the series of interesting events Sam has been staging to attract them to his theatre.

One day Sam has the crowds following a movie cameraman; next day they are thrilling at the sight of a sky projector; another day they are watching the antics of a group of pirates; again they are attracted by beautiful women promenading on a boardwalk at the edge of the theatre marquee and still another day in amazement, they clamor to the curbs to see a gorgeous, platinum blonde in an expensive automobile. An attractive Harrisburg miss was engaged to represent "The Girl From Missouri." Her outfit included a long-handled umbrella. A roadster was borrowed. Banners calling attention to the current picture decorated the roadster. A uniformed chauffeur sat at the steering wheel. Beside him, on a raised seat, sat the platinum blonde, waving and smiling at the crowds lining sidewalks.

Old gag was resorted to for "The Girl From Missouri" when an usher, with a borrowed motion picture camera, set up the machine at a third or fourth story window until a large crowd of curious spectators had gathered to watch the focus point. Window at the focus point would then open and from it would enroll, spelling "Treasure Island." A fifteenth man, dressed similarly, carried a sign stating, "Now at Loew's."

For "Dames" Herb Copelan, AC general manager for Shore Properties, Inc., went the limit when "Dames" opened at the Warner. Copelan had a Hollywood opening, and the result was the house was jammed.

He took advantage of all available facilities for ballyhoo, with the world premiere to boot, and the result was a terrific campaign.

Copelan has been putting on some swell bally hoo this summer. For "Dames" he put a stunning platinum blonde in an expensive automobile. An attractive Harrisburg miss was engaged to represent "The Girl From Missouri." Her outfit included a long-handled umbrella. A roadster was borrowed. Banners calling attention to the current picture decorated the roadster. A uniformed chauffeur sat at the steering wheel. Beside him, on a raised seat, sat the platinum blonde, waving and smiling at the crowds lining sidewalks.

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A pretty girl, clad in the uniform of a pirate, or piratess, distributed glassine bags containing white sand. Instructions of the bags were "Lucky sand direct from Treasure Island. Bring it to Loew's and put it in the lucky treasure chest in the lobby and assure yourself wealth and happiness."

An elaborately decorated float with a public address system installed traversed the streets of the city announcing the showing of "Treasure Island" at Loew's. Upon its return to the theatre, 1000 new, shining pennies were thrown to the waiting crowd. Float depicted a scene from the picture. For the first time Harrisburgers were given an opportunity to see big-city exploitation when three pretty girls in pirate costumes promenaded an improvised boardwalk along the edge of the Loew marquee during showing of "Treasure Island." At night each girl carried a torch. Sidewalks throughout the city were stenciled with arrows pointing in the direction of Loew's and the words, "To Treasure Island."
Washed Air for 345

Herbert N. Laird, manager, Columbia Theatre, Hopewell, N.J., installed a National Theatre Supply Company air washing system in the house, even though theatre is open only one night a week and capacity is 345. It is an indication of how some theatres can boost through service and comfort.

Olmstead Up with Columbia

George Brown, director, Columbia's advertising, exploitation and publicity, has appointed Ed Olmstead to take charge of the exploitation division, succeeding Lou Goldberg, who recently resigned. Prior to joining Columbia a year ago as a member of the exploitation staff, Olmstead was with Paramount for thirteen years.

Warners Arrange Huge $250,000-Brown Tieup

An exploitation tie-up rivaling the "42nd Street Special" in its national scope has been concluded between Warner Bros. and Quaker Oats on Joe E. Brown's forthcoming comedy, "Six Day Bike Rider."

Tie-up arranged with Quaker Oats by Charlie Einfeld, Warners' advertising and publicity chief, is valued at $250,000.

Details include the following: Quaker Oats will distribute 1,000 bicycles worth $50 each to boys and girls (this includes adults) who send in the tops of two of their cartons, and will issue the best 20-word essays on "What my mother says about Quaker Oats." Joe E. Brown himself will give away the prizes.

Every person sending in the two carton clips will receive a Joe E. Brown button, making him a member of the Joe E. Brown Bicycle Club, in addition to a page booklet containing funny sayings by the star, stills from the picture and instructions on how to ride a bicycle.

With the cost of two packages of this breakfast food set at seventeen cents, this is the cheapest entry price for a contest of such tremendous a scope, giving it a tremendous mass appeal.

In addition to the above, the Quaker organization will spend $130,000 in national advertising during the five weeks' duration of the contest, taking space in American Weekly, Metropolitan Weekly, including every Sunday newspaper in the country, and coverage in 20 of the nation's leading magazines.

Major drive in the campaign will take place during the week of October 7, which has been set for the national release of Joe E. Brown in "Six Day Bike Rider."

Warners are planning on 200 to 400 simultaneous release dates on the picture during this week, to take full advantage of the national advertising.

Over 70,000 stores over the country, including chain grocers, in addition to thousands of independent grocers, will be tied in with this contest.

Quaker Oats organization will send 250 men on the road to co-ordinate activities between exhibitors booking "Six Day Bike Rider," and local grocery stores. These men will be aided by exploitation men sent out by Charlie Einfeld from the Warner home office to handle key city situations. Iver Johnson manufacturers of the contest bicycles, will supply theatres with bicycles for display purposes in the lobby.

St. Peter's Catholic Club held a benefit movie at the Strand, Steelton, to raise funds for financing a kittenball team.

Seaman's Organ Tieup

Bernard Seaman, manager, Germantown Theatre, has affected a tie-up whereby through station WIBG, the house will broadcast over the air through its organ. First broadcast is from 2-3:15 right before the show starts. This allows patrons to listen to good organ music. Station is paying all costs for both broadcasts, including salary of organist.

Lambert, Gilman Judge

Harry Lambert, manager, Colonial, and Samuel Gilman, manager, Loew's Regent, both Harrisburg, were among five judges who selected for radio stardom Harrisburg and Central Pennsylvania's candidate for participation in the regional elimination in Pittsburgh of a national contest being sponsored by the Columbia Network.
YOU CAN SHOO
Mr. Sum. R. Blues

Increase your income
during the
HOT WEATHER
with a
BERLO
CANDY VENDOR

“Ask Your Fellow Exhibitor”

Get in touch with:
GEO. P. AARONS
301 N. 13th Street
LOCUST 4245

OR CALL POPLAR 6011

BERLO
VENDING
COMPANY
1518 N. Broad St., Phila.

Specializing in Candy
Vending Equipment
for the Theatre Trade!

NEW YORK  BALTIMORE
SCRANTON   WASHINGTON
ALLENTOWN  CLEVELAND
PITTSBURGH  CINCINNATI

AROUND THE CIRCUIT
WITH
STANLEY-WARNER

By Harry Goldberg

NEW SHOW SEASON here. . . With
many “ace” films. . . Grosses on the up-
grade. . . And the men in the field are set
to start the new quarter with both barrels. . . .
Bonus checks will be waiting in November for
those who qualify. . . . “Here Comes the
Navy” anchored to excellent grosses at the
Stanley. . . . Manager Graver planned and
executed nice campaign to launch “Navy.” . . .
Crashed society columns on local papers with
the party that Captain Foote, navy yard chief
of staff, gave for socially prominent Philadel-
phians on opening night. . . . Film was plug-
ged in 700 Yellow and Quaker cabs with neat
announcement card. . . . Parkway Baking
Company tie-up good for distribution of 15,000
“Navy” heralds to housewives. . . . Manager
Abe Frank (Lyric, Camden) is out to cop a
piece of the Warner Bros. prize money for best
campaign on “The Circus Clown.” . . . Frank
quadrupled his kid business and more than
doubled his average Saturday gross. . . . Cam-
paign covered all sales angles. . . . High lights
were a “circus” street parade; a circus lobby of
mechanical figures, side-show banners and con-
cession “stands.” . . . Manager Mulhall (Stan-
ley, Chester) made office-workers of Chester
“Manhattan Melodrama” conscious by distribut-
ing blotters with Clark Gable’s photo imprinted
thereon. . . . Marty Goldenberg used the mail-
ing list of the Germantown Historical Society
Clown” proving to be a box-office hit in neighbor-
hoods. . . . Natural for ballyhoo and explo-
itation. . . . Al Schwartz (Warner, West
Chester) dug up a calliope to remind the town
that “Clown” was playing. . . . It’s “taboo” in
Philly. . . . Marty Goldenberg staged im-
promptu show with clowns and acrobats outside
Colonial while 40-piece band supplied the music
grats for “Clown.” . . . Les Stahlmann
(Circle) dusted off the old peanut guessing con-
test to work up interest in “Circus Clown.” . . .
Huge bowl of peanuts on display in promi-
minent Frankford store window—passersby stop-
ing to count and read. . . . Circle sector got
no end of laughs from clowns doing tricks on
midget bicycles near prominent corners. . . .
Effective prologue to “Bulldog Drummond
Strikes Back” was staged by Jack Mulhall
(Chester).

Bob Lynch is plugging the 24-sheet cam-
paign that Metro has instituted throughout
the country. Metro intends to get behind
all of its pictures this way this year.

Up Hills
and Down-

~the never failing ar-
teries of the local industry
~carrying the box office
lifeblood of more than
1200 theatres
~carrying the “show”
safely and on time

HORLACHER’s
Trucks Roll!

NEW YORK  SCRANTON  BALTIMORE
1228 Vine St., Philadelphia

SENTRY SERVICED SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them.
PLAINLY THIS IS ALL WRONG. In Safety there is no half-way meas-
ure with the Public. The Public would not consider it safe if you decide
to do without a Serviced Safety Device on your projectors. The Public
would think with horror if you tried to economize by buying Safety equip-
ment without a service, and the fact that, in your theatre, the Public
has not yet inquired as to the measure of Safety that you are giving them—
THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP. 10th ST. and ALLEGHENY AVE.
PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
Shore "Navy" Campaign Big Click

One of the most effective exploitation campaigns ever put over in Atlantic City was that engineered by Sid Blumenstock, advertising and publicity chief, Seashore Amusement Co., under the supervision of Herb Copelan, Warner zone manager in this territory, in conjunction with the showing of "Here Comes the Navy" at the Warner Theatre.

Advertising and publicity campaign was started six days in advance. The town was thoroughly pored with 24-sheets on the picture way in advance, in addition to an extensive coverage with window displays. Beach was covered all the way to Ocean City by the effective use of a bannered airplane, more than 200,000 people on the local beaches viewed this aerial display. Theatre tied-up with Stanley Joy Amusement Hour for a plug over the radio a week in advance.

On the Boardwalk and Main Street, Sid had a mechanical man parade in a wheel chair. When he was not in front of the theatre, he paraded the thoroughfares, attracting a large crowd. A huge blowup of a ship was placed in a prominent store window on the boardwalk. 7,500 heralds were inclosed in Liberty magazines distributed on city tour buses, and placed in hotel lobbies and in guest boxes. 10,000 were given out at trains, buses, and to auto-driving in the city. All jantyes carried cards in windows, while 30 carried large cards on front.

Signal flags, anchors, ropes, etc., were borrowed from the local Coast Guard for advanced lobby and used in current front. Flags and pennants were rented for the marque. A gold on green advance reading "World Premiere" was used. Paper napkins imprinted with a plug for the picture were supplied to Boardwalk restaurants near the theatre. Lively and colorful naval atmosphere featured the distinctive front and lobby displays.

"Navy" in Harrisburg

"Admiral" Harry Lambert, manager, Colonial Theatre, Harrisburg, had residents of the city believing it was Navy Day when "Here Comes the Navy" opened for a week's run at the Colonial.

Handsome youths in immaculate Navy costumes paraded the business streets towing five beautiful ships, each with five-foot masts and eight feet from bow to stern, mounted on wheels, on day of opening of picture and following day. To that master of all trades, "Ike" Lambert gave credit for the appearance of his miniature fleet, each ship of which "Ike" constructed.

For the same picture, Manager Lambert tried a new idea that attracted much favorable comment. Across the marque, where bright lights weekly blazed the name of the current picture, card board on which were painted ships in a row, was plank.

Majestic Book Ready

A novelty in year books has just been issued by Majestic in announcing the twelve features listed on its program. Cut-out covers in this year book has the appearance of a large brown leather-bound volume with Florentine stamping in gold and black. Book was directed by E. H. Goldstein, executive vice-president, and Raymond Cavanaugh, advertising director. 32 inside pages in black and red on buff stock are modern in arrangement with large photographic illustrations of the twelve titles included in the contents.

Good Man Available

A veteran manager, married, who has made his mark in the theatre field and who has managed theatres in some of the most important key towns in the area, is available.

He will go anywhere, will present character and ability references from leading theatre owners of the territory and is available immediately. He would particularly like a house which has been finding the sledding house can give the best idea of his ability. Address: Box SH, THE EXHIBITOR.

LEHIGH VALLEY

HAMILTON STREET THEATRE, Allentown, was the subject of injunction proceedings brought against the owners, Hattie and Herbert Meeker in Lehigh County court, August 8, by Dr. Frank S. Boyer, 58, spent over two hours on the witness stand in support of the allegation that noise from the projection booth interferes with his office practice, his reading and sleep, that it is a sufferer from high blood pressure his condition is aggravated by the continual irritation resulting from said noise and that his son, a college student, was unable to concentrate upon his studies prior to the June exams at Muhlenberg. . . . It was further alleged that existing conditions have impaired the value of the Dr.'s property, rear of which is a few feet from the rear of the theatre. Despite the admonition of Judge Loby that the prolonged hearing would add a possible $100 to the costs other witnesses were heard at length, among them being John Kohler, exhibitor, former operator of the theatre. . . . It was brought out by Dr. E. H. Goldstein, the Dr. of the case, the chief complainant in the case, he does not own the property adjoining the theatre but lives on its second floor. . . . It was not until after the curtain had been erected that complaint was made regarding the noises emanating from the projection booth. . . . Preliminary injunction was continued and the final hearing will be held at some future date.

CHILDREN of the Jewish Community Center day camp attended the Embassy (Boyd) Theatre in a group to see Shirley Temple in "Baby Take a Bow." . . . Roxie Northampton, exploited the baby star with placards announcing $1,000 reward for identification. . . . Diamond Jubilee week, Emaus, drew crowds to that vicinity and Pen Argyl accordingly cashed in. . . . College, Bethlehem, had reel of local shorts.

IRVING DUNN returned from a vacation. . . . Immediately got out heralds and arranged for street ballyhoo on "Circus Clown." Cleon Miller, Strand, used an effective ballyhoo on "The Black Cat," giving his audiences the week prior to the opening an added thrill. . . . All house lights were turned down when the trailer was presented and a girl on the theatre staff let out a blood curdling scream as a hand was seen reaching across the screen . . . Miller, incidentally, is the last of the boys to go on his vacation.
CODE

Zoning Held Up
As Boards Are Slow

There are few territories in the country which have been completely zoned. Laxity of boards, Code Authority regulations, etc., have combined to really take away the effectiveness of the zoning setup.

And those which have been zoned aren't satisfied.

No Code Decisions
Reviewed by Rosenblatt

Divisional Administrator Sol A. Rosenblatt apparently isn't going to spend any time reviewing Code Authority decisions. When some appeals were passed on to him, he sent them back to be reviewed by the Code Authority. This happened and the CA upheld its original decisions.

Code Appeals on Zoning
Heard Where Filed

The Code Authority has decided that all appeals from decisions of clearance and zoning boards will be heard in the cities where the cases were originally calendared. Members of the appeals committee will be delegated to sit and hear the appeals and pass on recommendations to the CA.

Code Authority Wins
First Court Trial

The Code Authority came out a victor in New York City recently when the ITOA, exhibitor body, petitioned for a mandatory injunction, pending a trial, to require the CA to accept complaints from non-assessors to the code against code signers and restrain the body from accepting complaints against non-assessors. Petition was denied in Federal Court.

Provisions of Code
Not Retroactive, Ruling

Provisions of the industry code do not allow for their having effect on any deals before December 7, 1933. Although pictures on contracts signed before that date may come under code regulation, the code took effect on that date. Code Authority so held in a Connecticut appeal case.

Objectors to Code Have
Until August 15

Those who wished to object to code assessments were given until August 15 to do so under an NRA ruling. Originally, this was set for August 6 but was changed.

PRODUCTION

Producers Won't Go
In for National Advertising

Rumors that there would be a big war chest to take institutional ads to push cleanliness of the movies have been denied and effectually squelched. The producers now feel that the fight onslaughts against bad films have passed and that clean pictures coming along some of the effects will wear off. The Breen code system continues to insure clean films all the way.

Gains, Losses Shown
By Various Companies

Reports of various companies show a general improvement. Warners Brothers and subsidiaries indicated a net operating loss of $658,836.09 for the 39 weeks ended May 26. This company, with a net operating loss of $5,021,774.28 in the same period last year.

Loew's, Inc., showed a profit of $5,750,750 for the 40 weeks ended June 7. Last year, the profit for the same period was $2,336,037.

Fox showed a profit of $1,199,241.27 for the half year. This compared with a loss of $452,406 in the first half of 1933.

Culkin Aims at
Federal Legislation

A stiff fight to enact Federal legislation placing the film industry under the direct control of a U. S. Motion Picture Commission of five members will be waged at the next session of Congress by Rep. Francis D. Culkin, who has drafted the necessary enabling bill.

The commission's membership would embrace two women, Commissioners would be named by the President for six-year terms.

Bill, as prepared, further that "the appointments shall not be given to any person who at any time during the five years next preceding his appointment has had any direct or indirect financial interest or other connection with any motion picture producing, distributing, or exhibiting business, or any cognate or related business." Chairman's salary would be $10,000, that of the other four members, $9,000. Bill provides that "the commission shall have authority to employ and fix the compensation of deputy commissioners and such other employees as it may find necessary to the proper performance of its duties."

Big Shows Will
Break at Same Time

From the looks of things, all companies will bombard the trade and public with a smash of big shows, to inaugurate the new season.

Some of the big ones lined up are "Treasure Island," "One Night of Love," "Cleopatra," "Down to Their Last Yacht," "Caravan," "Dames," "Girl of the Lumberlost," "Cellini," and "Drummond," "Gift of Gab," etc., to mention one of each company. Shows that could have been released during the middle of the summer will get their first break the middle of this month, with patrons, producers and exhibitors benefiting.

DISTRIBUTION

Selling Slowed Up
For Many Reasons

Selling in the new season isn't proceeding with any degree of speed. Code, boycotts, hot weather, new theatre deals, etc., have influenced the procedure with no pickup expected before the end of the month. New York City, because of the theatre situation, is especially affected.

Fights In This
Business Don't Last

Reports from Philadelphia indicate that Fox and Warners have gotten together on a product deal. Two outfits tiffed last season.

It brings to mind the thought that in this business, companies don't keep fighting each other where their financial reports might be affected. Regardless of annual tiffs on deals, eventually they get together.

Gaumont British Plans
National Exchange System

Arrival of Gaumont British executives in this country indicates that British company intends to invade U. S. on a big scale. Company expects to market 25 pictures this year in this country. Many of them have American names. Coast to coast exchanges would be set up, with a big sales force selling the pictures.

EXHIBITION

All Factions Take Steps
To Buck Music Tax Rise

MPTOA, Allied, TOCC, ITOA and other units have joined in a fight to prevent the American Society of Composers, Authors and Publishers (ASCAP) from instituting an increase in music tax, to take effect October 1. Congressional action, legal measures have been suggested to stop the rise. Rumors of compromise on the part of both sides have been heard.

A strike against payments to the Society was also hinted. This was deemed a final resort, however.

Paramount Deals with
Partners Continue

Paramount is continuing its deals with operating partners. This was indicated when the deal between company and Karl Hoblitze, Texas, was continued by the organization.

Premiums Banned in
Kansas City Area

Kansas City, which has double features and 10 cent admissions, has banned premiums through vote of theatres in that territory. This is the first large city which went on record in that manner.

Dog Racing Cuts
Into Grosses of Houses

Dog racing, in the eastern sector, has proved another headache with which houses must reckon.

In Atlantic City as well as in other Jersey tracks, the dogs are attracting crowds, with plenty of free passes around.

Free Movies Being
Checked in Some Spots

Free movies being shown by parks are being checked where the local grievance boards have acted.

In some situations, the free films have cut into revenues heavily. The local boards usually rule that such competition is unfair and should be stopped.
REPORTS of peace between Warner and Fox again is causing the theatre business to wonder. . . . Joe DeFiore, Park, swelling his "ads" a bit for the Shirley Temple pictures. . . . Charley Albert's art work for the Aldine front for "The Circus Crown" was the best the think he has ever done. . . . Hope Lew Black wins the prize with his layout and ballyhoo pictures on this picture. . . . Morty Levine, manager, Opera House, Warner theatre, had such a success with "The Black Cat," he decided to ballyhoo for a week or two. . . . Dick Hillis, manager, Queen, is at the Chicago Fair for his vacation. . . . Bill Kearney pinch hitting in his place, with Wilmor Highfield, manager Savoy, across the street, keeping an eye on the situation. . . . W. R. McClintock, general manager of the Aldine, is back all tanned up after four days at Virginia Beach.

A. J. BELAIR, manager, New Rialto, doesn't believe in letting people stand waiting for a seat if they are impatient. . . . Joe DeFiore, Park, has returned from a few days' stay with his mother at Pleasantville, N. J. . . . Lyle Trenchard, S-W district manager, who has been on a six weeks' leave for his health came back on the job. . . . Lew Black was ballyhooing "Here Comes the Navy," a couple of weeks in advance with a musical prologue "Anchors Away," followed by the showing of the prevue with two flags on either side of the stage being fluttered in spotlight by an electric fan, and a bugler blowing taps. . . . George Jones, manager, Loom's Theatre, seemed to have been the first Wilmington exhibitor to make the acquaintance of William L. Mapel, new executive editor of the "Evening Journal-Every Evening" and the "Morning News."

JACK MULHALL, formerly manager of one of the Chester theatres, Warner string, has been made district manager, taking the place of Lyle Trenchard. . . . Mulhall was at first pinch hitting for Trenchard while the latter was on a six weeks' leave. . . . Mulhall, prior to going to Chester, was manager for several months of the Arcadia, Wilmington, now closed.

BELAIR Loses in Wilmington Union Tiff

A. J. Belair, New Rialto, Wilmington, seemed ready to go to the mat with NRA authorities and the local projectionists' union after a special referee, following a hearing, ruled that he should adjust his wage scale and hours for his projectionists in accordance with the wage scale and hours which were in force by the August, 1933, agreement with the Federation of Labor.

It was the first code case of importance in the Wilmington area and was the result of a long and drawn-out feud between the union and the New Rialto.

Reports in Wilmington theatrical circles were to the effect that Belair was prepared to take an appeal. Charles C. Kurtz, local realtor, who had been designated under Section 7, Article IV, of the code, to hear the case explained his inability to discuss the case, referring The Exhibitor correspondent to the Wilmington NRA office as the proper authority for information. At this office James J. O'Neal explained that on complaint of the projectionists' union, Kurtz had been agreed upon as a special referee and had heard the case, and that upon the conclusion had cited counsel for Belair part (a) of Section 6, which stipulates that motion picture machine operators "who are directly and regularly employed by the exhibitors, shall receive not less than the minimum wage and work no longer than the maximum number of hours of labor which were in force as of August 23, 1934, as the prevailing scale of wages, and maximum number of hours of labor by organizations of any such employees affiliated with the American Federation of Labor with respect to their respective type of work in a particular class of theatre or theatres in a particular community or a particular community and etc."

It was made clear at the NRA office that no stipulation was made that union men should be hired, but that wages and hours should be maintained in accordance with the union's scale.

Belair, himself, was in the hospital when the hearing was held, and the case was handled by his attorney.
SELLING JEAN HARLOW. Reflection from the sky projector, an innovation in Harrisburg, which Manager Sam Gilman borrowed and used to advertise "The Girl from Missouri," at Loew's Regent Theatre. Scene from in front of Loew's Regent Theatre, Harrisburg, during showing of "The Girl from Missouri," when a gorgeous platinum blonde, impersonating Jean Harlow, instructed her liveried chauffeur to stop to have this picture snapped while touring the city.

CIRCUS shared the amusement spotlight. . . . Bill Roberts is offering patrons at the Shawnee, Plymouth, free parking space. . . . Shawnee offered a revue in connection with a circus program. Rex, Nautilus, was host to the children of St. Stanislaus orphange for "The Man Traler." . . . Local shut-ins were guests at the Penn during the week. . . . Phil and Theda Cusick, Kingsley Theatre, were guests artists at the Strand. Sunbury. . . . Under the new arrangement, Fort Dalkie hotel is operated entirely independent of other Comerford interests here. . . . Lincoln, Plains, was closed three days. . . . John Comerford drew a lot of visitors and some guests of Fred Hermann at the Capitol for numbers matched those in the lobby, were customers to the Orpheum, when he distributed dependent of other Comerford interests here. . . . He had ballyhooed Brown for two weeks and tied up with a jewelry store on a theatre party. . . . Morris had the kids gather at the Penn to see the parade and the distinct trend tickets for the theatre performance itself. . . . A radio broadcast of the parade, as seen from the Penn, also was made for those who were forced to remain at home. . . . Cox, Irving, was back in a familiar role during the week, was busy promoting an old time fiddler's contest for an evening's entertainment at the South Main Street house. . . . Cob made things awkward for him for a couple of weeks. . . . Irving has been stressing its lower prices at the matinee. . . . Fred Hermann has peppe the lobby of the Capitol up considerably. . . . Bill Roberts is offering patrons at the Shawnee, Plymouth, free parking space. . . . Shawnee offered a revue in connection with a circus program. Rex, Nautilus, was host to the children of St. Stanislaus orphange for "The Man Traler." . . . Local shut-ins were guests at the Penn during the week. . . . Phil and Theda Cusick, Kingston Theatre, were guests artists at the Strand. Sunbury. . . . Under the new arrangement, Fort Dalkie hotel is operated entirely independent of other Comerford interests here. . . . Lincoln, Plains, was closed three days. . . . John Comerford drew a lot of visitors and some customers to the Orpheum, when he distributed 5,000 numbered keys. . . . Recipients, whose numbers matched those in the lobby, were admitted free to the house. . . . Carrier boys of The Evening News and Times-Lender were guests of Fred Hermann at the Capitol for "Here Comes the Navy."
ONCE AGAIN New Jersey Messenger Service scored when the Bridgeton flood came to pass. Myer Adleman, head of the company, worked all night to insure the film getting through to the Bridgeton houses. . . . Bridges were torn down in back and front of them, but the company couldn't be stopped. . . . Which goes to show that when you are served by New Jersey Messenger, you really are served.

JIM CLARKE, president, National Film Carriers, Inc., as well as Horlacher Delivery, hops to Detroit, October 1, for the annual convention. . . . He will probably continue as president.

SAM ROSEN looks right at home in his desk in First Division exchange. . . . He points to his “Green Eyes” from Chesterfield, will make a name for itself. . . . “Young Eagles,” the new serial, is also getting plenty of play. . . . Mike Katz, at Gold Medal, says Tony Lace is still canvassing at the shore, but is expected back within a few weeks or so. . . . Dave Molliver proudly announces he is now the Philadelphia representative for Streimer Ad-Service, with a line of premiums that will startle the industry. . . . He has his office with Metropolitan Printing.

OVER AT NATIONAL PENN Al Blofson is getting to be a printing executive and can almost speak that language. . . . The new National Penn home is just about complete and is a nifty addition, as well as outside. . . . Other constructions news of interest includes the completion of the new home for the Apex Garage, which is the best equipped of all those on the street. . . . With new doors, plenty of space, and an efficient staff, J. Becker has something of which to be proud.

QUALITY PREMIUM is having a fall showing of premiums this week. Several souvenir sets are being given to all exhibitors who register during the period. . . . There was also a drawing arranged. . . . The fall stocks are on display now.

HERMAN WEBBER came into town, gave the Fox force a pep talk on the S. R. Kent Drive and left after instilling plenty of spirit into the ranks. . . . Edgar Moss, Sam Gross, Al Davis all beamed.
Beyond the Law

COLUMBIA

Tom McCoy, Shirley Grey, Addison Richards, Harry Bradley, Mert La Verre.

This time McCoy is a railroad detective who has the girl's father convicted for a murder during a robbery. He sees the girl, learns he has made a mistake, is determined to find the real murderer. This gives plenty of room for action and a good action picture. Show should please where they love the thrills.

Estimate: Action all the way.

Blind Date

FIRST NATIONAL


Protagonist of family life that should fit into the so-so groove. Show revolves around the daughter of a family which hasn't been getting the breaks. A young garage hand loves her but just takes her for granted. On the scene comes the wealthy man who doesn't mean right by our Nell. Eventually honor is placed before everything and it is all straightened out. As a programmer it shouldn't cause any complaints.

Estimate: Average.

Name the Woman

FOX

Richard Cromwell, Artie Johnson, Rilla LouDee, Bradley Page, Charles Wilson, Henry Kolker, Thomas Jackson, Crane Wilbur, Stanley Fields, Parnell Pratt.

Action picture of the young reporter who gets mixed up with the murder of the district attorney, the daughter of a candidate for mayor and who eventually straightens things out. Show lacks name strength, but should get good pace. In the strata of her relatives after her story deals with a murder in a dragon swimming pool on an estate. Once folks get used to William as Vance, there shouldn't be any trouble. Feature parts are well taken care of.

Estimate: Fast moving comedy.

The Defense Rests

MONOGRAM


Melodrama of a lawyer who defends gangsters and certain to please Holt followers. Picture is suited for the neighborhoods and masses and contains enough action. Holt is a shrewd attorney who gets guilty people acquitted. Eventually his secretary makes him see the light and he turns over a new leaf.

Estimate: Fair Holt.

What Do You Think?

It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help those who feel our suggestions were welcome. Write in now and tell us whether you like this or not.

6-Point Reviews

1. Who made it?  
2. Who's in it?  
3. How good is it?  
4. Is it family or adult type?  
5. What's it about?  
6. Running Time?

COLUMBIA

Beyond the Law

Family Action 75m.

British Agent

Adult Drama 72m.


Spy story with two ace names to sell that shouldn't have any trouble at any box office. In addition, story is interesting, well directed and spy background is meat for any exhibitor. Warren produced a picture that has the earmarks of a good grosser at the box office. Conflict finds hero and heroine on different sides of the spy conflict, with love winning out in the finish. Audience will be plenty satisfied.

Estimate: Ace.

Blind Date

Family Comedy 60m.

Kansas City Princess

Adult Comedy 60m.


Fast moving comedy of maniurists, strong arm men, deceiving wives, phony detectives amidst a Kansas City Paris background that should do a good along the lines of "Convention City" and "Havana Widows." Show has all the ingredients of those Warner farces, with familiar faces and a well-chosen cast. Comedians, all, they carry a none-too-original story along at a fast pace.

Estimate: Fast moving comedy.

The Dragon Murder Case

Family Mystery 67m.

Warren Williams, Margaret Lindsay, Helen Howell, Lionel Atwill, Eugene Pallette, Robert Barrat.

S. S. Van Dine story, with Warren William as Philo Vance, that should do the average business usually run up by mystery murder stories. Direction, casting, treatment, etc., is up to Warner standard, and background of story deals with a murder in a dragon swimming pool on an estate. Once folks get used to William as Vance, there shouldn't be any trouble. Feature parts are well taken care of.

Estimate: Usual mystery stuff.

The Moonstone

Mystery Drama 62m.

David Manners, Phyllis Barry, Gustave von Seyffertiz, Jameson Thomas, Charles Irwin, Evelyn Baidoff.

Mystery drama concerning famous Hindu gem known as the Moonstone diamond and certain to satisfy. Jewel is hardly delivered by the hero to his fiancee when the strange things begin to happen. The gem is stolen, found and restored during the course of a mystery story that is quite well executed. Monogram has done a fine job with this well known novel written long ago by Wilkie Collins. Direction is sure, acting excellent.

Estimate: Okay.
Carr, Tene Holtz, Evans, Edward Brophy, Elizabeth Patterson, Alex Arnold, Mickey Rooney, C. Henry Gordon, Muriel Pendleton, Jack LaRue, Gladys Georye. C. Henry like it.

and treatment seems fresh. Audience should like it.

Is Melodrama
Straight the Way
Estimate: So-so.

FRANCHOT TONE, MAY ROBSON, KAREN MORLEY, NAT PENDLETON, JUDD LOWE, GLENDA GEORGE, C. HENRY GORDON, RAYMOND HATTON, WILLIAM BABELL.

Melodrama of a tenement boy who comes out of prison after a five year term and is torn between the straight and narrow or getting mixed up in gangs again as a leader, picture keeps a nice pace but has little else to warrant its doing other than average business. Franchot Tone is a bit out of place as the gangster. Support is more than adequate. Play, "Four Walls," was done once before in the films.

Estimate: Entertaining.

MAJESTIC

She Had to Choose
Estimate: Average.

FRANCHOT TONE, MAY ROBSON, KAREN MORLEY, NAT PENDLETON, JUDD LOWE, GLENDA GEORGE, C. HENRY GORDON, RAYMOND HATTON, WILLIAM BABELL.

Inde programmer that should serve passably in the neighborhood houses. Story revolves around a girl who works at a barbecue stand run by a wealthy young man. His mother tries to break up the romance, does and drives the girl into the arms of another fellow who is killed. It is all straightened out in the end. Cast contains some feature names and there is a courtroom scene to boot.

Estimate: Handicapped.

UNITED ARTISTS

For Love or Money
Estimate: Pleasant.

Robert Donat, Edouard Guenna, Cliff Weatherly, Wendy Barrie.

British production that picks up speed and which might prove entertaining to audiences generally. A young man, affected by the depression, works as an electrician, finds a lot of money in his working bag. Mix in the heroine, some financiers who are impressed by the money and an interesting plot and the result is an engaging little comedy. Exhibs should bear in mind, however, that actors and atmosphere are British.

Estimate: To be sold.

RADIO

Adventure Girl
Estimate: Ordinary program.

Joan Lowell, Captain Wagner featured in a sea expedition which sees many adventures included. Three-star picture that has trouble giving meaty parts to the trio of names, "Now and Forever" will be a satisfactory grosser because of the name appeal and little else. Cooper, as a crook who turns in just one last job and who loses his life, is loved by a society girl who gives up all, and his daughter, Temple, latter has a song which is apparently put in the show just to exploit the kid's versatility. On the strength of the stars, however, there should be no trouble.

Estimate: Adequate.

WARNERS

Dames
Estimate: Worthy member of a strong line.

DICK POWELL, RUBY KELLER, DOROTHY KIBLER, HUGH HERBERT, ZAUN PITTS, JOAN BLONDELL.

Another musical wonder from Warners and a paradise for showmen who remember what they did with "Footlight Parade" and "Gold Diggers." With one of those ace Warner comedy casts, backed by Dick Powell and Ruby Keeler singing and dancing, "Dames" looks as an important applicant for top gross honors. Production is another good one from Busby Berkeley with staircase sequences and trick formations holding the centre of attention. Showmen will be able to sell it.

Estimate: To be sold.

UNIVERSAL

Million Dollar Ransom
Estimate: Satisfactory.

PHILLIPS HALLAS, EDWARD ARNOLD, MARY CARLISLE, WII SAW, ROGER GLECKNER, MARIJANE GATON, EDWARD NORTON, ANDY DEVINE.

Another Damon Runyon story with a gangster background that should please even though handicapped by lack of names. A wealthy young man has himself kidnapped, falls in love with the gangster's daughter, but eventually is kidnapped by another gang. Father of the girl sacrifices his life to restore the couple.

Estimate: Class.

One More River
Estimate: Adequate.

DOUG WYNARD, FRANK Lupton, MRS. PATRICK CAMPELL, NELLIE ALLIOTT, ALAN MOWBRAY, CALLA CLYDE, REGINALD DEWNY, JUNE WATTY, C. ASHBURY SMITH, GILBERT EMERY, E. E. CLION, ROGER GRIEG.

Class picture of a prestige nature and an intelligent transition of the Galsworthy novel that is best suited for the better type of houses. Show has little action, with the English divorce laws taking up most of the story. Direction is sensitive and show has been given good production by Universal but appeal is restricted to the higher kind of audience.

Estimate: To be sold.

PARAMOUNT

Cleopatra
Estimate: Big.

CLAUDETTE COLBERT, WARREN WILLIAM, HENRY WILCOX, GERTRUDE MICHAEL, JOSEPH SCHLEDERSKJ, IAN KEITH, C. ASHBURY SMITH, IAN MACLAREN, ARTHUR HALF, LIVING FICHETE, IRENE RAYNE, ROBERT WARWICK, EDWIN MAUZELL, HARRY BERESFORD.

Immense spectacle that shouldn't have any trouble drawing and which should be a showman's paradise. Paramount shot the works on the show and the result is a magnificent creation, done in topnotch DeMille style. Picture is beautiful, well acted, carried hordes of extras and contains all the old time angles that used to make DeMille show cleanups. There isn't any question but that the piece will do a click anywhere. Showmen can get behind it like nobody's business.

Estimate: Pleasant.

METRO

Hideout
Estimate: Handicapped.

ROBERT MONTGOMERY, MAUREEN O'SULLIVAN, EDWARD ARNOLD, MICKEY ROONEY, C. HENRY GORDON, MILDRED RYAN, EDWARD BRAPHY, ELIZABETH PATTERSON, ALICE CURTIS, TINA HOLE.

Familiar story of a gangster who hides out on a farm until the law catches up with him and a bit better than the usual type because of W. S. Van Dyke direction. Show, probably, won't cause any flurry at the box office but it is pleasant entertainment and carries home a moral. Montgomery is the crook in question and treatment seems fresh. Audience should like it.

Estimate: To be sold.

straight Is the Way
Estimate: Big.

FRANCHOT TONE, MAY ROBSON, KAREN MORLEY, NAT PENDLETON, JUDD LOWE, GLENDA GEORGE, C. HENRY GORDON, RAYMOND HATTON, WILLIAM BABELL.

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Estimate: Adequate.

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Estimate: To be sold.
Columbia

The Fighting Ranger . 1-May
The Man trailer . 1-May
Six Men of Skid Row . 1-May
The Party's Over . 2-May
20th Century . 1-May
The Crime of Helen Stanley . 2-May
Hell Bent for Love . 2-May
One Night of Love . 2-June
The Hell Cat . 2-June
The Most Precious Thing in Life . 2-June
Black Moon . 2-June
A Man's Game . 1-Aug.
Whom the Gods Destroy . 2-May
Beyond the Law . 2-May
Blind Date . 2-May
Name the Woman . 2-May
The Defense Rests . 1-Aug.

First National—Warners

Registered Nurse . 2-Mar.
Jimmy the Gent . 2-Mar.
Twenty Million Sweethearts . 2-Mar.
Upper World . 1-Apr.
A Very Remarkable Guy . 2-Apr.
Side Streets . 1-Apr.
A Modern Hero . 2-Apr.
Smarty . 1-June
Merry Wives of Reno . 1-June
Fog Over Frisco . 1-June
Midnight Alibi . 1-June
The Personal Secretary . 2-June
The Merry Frinks . 1-June
Dr. Monica . 1-June
The Key . 1-June
He Was Her Man . 2-June
Man With Two Faces . 2-June
Return of the Terror . 1-July
Fright of Mr. Sweeney . 1-July
Madam Du Barry . 1-July
The Personality Kid . 2-July
Here Comes the Navy . 2-July
British Agent . 2-July
Kings of the pitched battle . 1-Aug.
Dragon Murder Case . 1-Aug.
Dawn . 2-Aug.
Housewife . 2-Aug.

Fox

All Men Are Enemies . 2-Apr.
Murder in Trinidad . 2-Apr.
The Constant Nymph . 1-May
Now and Forever . 2-May
Springtime for Henry . 1-May
Such Women Are Dangerous . 2-May
Wild Gold . 2-May
Changes Are Heart . 2-May
Handy Andy . 2-May
Call It Luck . 1-June
Heart Song . 1-June
Baby Take a Bow . 1-June
Grandma's Favorite . 1-June
She Learned About Sailors . 1-June
Church of the cucumber . 1-June
The World Moves On . 1-June
Servants' Entrance . 2-July
Caravan . 2-July
Judge Priest . 2-July
She Was a Lady . 2-July
The Cat's Paw . 2-Aug.

Liberty

Cheaters . 1-May
No Room to Breathe . 2-May
When Strangers Meet . 2-May
Take the Stand . 1-June
Once to Every Bachelor . 1-June
Two Heads on a Pillow . 2-July

Metro

This Side of Heaven . 1-Feb.
Man in White . 2-Feb.
Cat and the Fiddle . 1-Mar.
Mystery of Mr. X . 1-Mar.
Lazy River . 2-Mar.

The Showoff . 1-Apr.
Riptide . 2-Apr.
The Hollywood Party . 1-May
Viva Villa . 2-May
Many Men Melodrama . 2-May
Tarzan and His Mate . 1-May
Laughing Boy . 2-May
Sadie McKee . 2-May
Operator 13 . 1-June
The Thin Man . 2-June
Murder on the Car . 2-July
Stamboul Quest . 2-July
Treasure Island . 2-July
Barretts of Wimpole Street . 1-Aug.
Girl from Missouri . 1-Aug.
Paris Interlude . 2-Aug.
Hid outdoors . 2-Aug.
Straight Is the Way . 2-Aug.

Monogram

DISTRIBUTED BY FIRST DIVISION

Monte Carlo Nights . 1-May
House of Mystery . 1-May
Blue Steel . 1-May
The Lonesome Road . 1-May
Money Means Nothing . 1-June
The Man from Utah . 1-June
Randy Rides Alone . 1-July
Jane Ex . 2-July
Star Packer . 2-July
Happy Landings . 1-Aug.
Show Off . 2-Aug.
The Moonstone . 2-Aug.

Paramount

All of Me . 1-Mar.
Death Takes a Holiday (Strange Holiday) . 2-May
Good Dame . 2-May
Six Knees for Kilroy . 1-Aug.
Bolero . 2-Aug.
No More Women . 1-Aug.
Come On Marines . 2-Aug.
She Made Her Bed . 2-Aug.
West of Angel . 2-Aug.
Mieherty in Belling . 1-May
The Trumpet Blows . 2-May
You Sure Are Me . 1-May
Double Door . 1-May
The Scarlet Empress . 1-May
The Witches Hour . 2-May
We're Not Dressing . 1-May
Little Miss Marker . 1-May
Many Happy Returns . 1-May
Murder at the Golf Club . 1-May
Private Scandal . 1-May
Thin Man . 2-May
Kiss and Make Up . 2-May
The Great Flirtation . 1-May
Here Comes the Groom . 1-May
Notorious Sophie Lang . 2-May
Old Fashioned Way . 1-May
She Loves Me Not . 1-June
Shoot the Works . 1-June
Elmer and Elsie . 1-July
Ladies Should Listen . 1-July
Crosstrap . 1-July
Crime without Passion . 1-July
Now and Forever . 2-July

Radio

Hips Hips Hooray . 1-Feb.
Keep 'Em Rolling . 2-Feb.
The Long Lost Father . 1-Feb.
The Wives . 2-Feb.
The Lost Patrol . 2-Feb.
Sing and be sung . 1-Mar.
Spartina . 1-Mar.
Spartina at Any Price . 2-Mar.
This Man Is Mine . 2-Mar.
The Woman You Love . 2-Mar.
Finishing School . 1-Apr.
Wild Legs . 2-Apr.
Where Sinners Meet . 1-May
Strictly Dynamite . 1-May
Sting Ray . 1-May
Cockeyed Cavaliers . 2-May
Murder on Blackboard . 2-May
Vergie Winters . 1-May
Bucks of the Century . 1-May
His Greatest Gamble . 1-May
Let's Try Again . 2-May

We're Rich Again . 1-Jul.
Band Box . 1-Jul.
Hat, Coat and Glove . 1-Aug.
Their Big Moment . 1-Aug.

United Artists

Gallant Lady . 2-Dec.
Moulin Rouge . 1-Jan.
Palooka . 1-Feb.
Sons and Lovers . 2-Feb.
Looking for Trouble . 1-Feb.
Catherine the Great . 1-Mar.
House of Rothschild . 2-Mar.
The Affairs of Cellini . 1-Apr.
Luminaud Drummond Strikes Back . 2-May.
The Last Gentleman . 2-May
The Devil to Pay . 2-May
Our Daily Bread . 1-Aug.
For Love or Money . 2-Aug.

Universal

Love Birds . 2-Feb.
Midnighting . 1-Mar.
Gun Justice . 1-Mar.
Cousins of Monte Carlo . 2-Mar.
Honour of the West . 2-Mar.
Let's Be Rich . 1-Apr.
Glamour . 2-Apr.
I'll Tell The World . 2-Apr.
Smoking Guns (doomed to Die, he) . 2-Apr.
Half a Sinner . 2-Apr.
The Uncertain Lady . 1-May
Affairs of Gentleman . 2-May
Dangerous Woman (the Love captive) . 2-May.
The Black Cat . 2-May
Embarrassing Moments . 2-May
I Give My Love . 1-Jun.
Let's Talk It Over . 1-Jun.
Million Dollar Ransom . 2-Aug.
Dance . 2-Aug.
Romance in the Rain . 2-Aug.

First Division

(CHESTERFIELD)

MURDER ON THE CAMPUS . 2-Feb.
Cross Streets . 1-Mar.
The Quitters . 2-Mar.
Stolen Sweats . 1-Apr.
In Love with Life . 1-May
Twin Husbands . 2-May
City Park . 1-July
Fifteen Wives . 2-July
The Road to Ruin . 1-Oct.
He . 2-Jan.
Secret Orders . 1-Jan.
Forgotten Men . 2-May
Texas Tornado . 1-Aug.
The Famous Pal . 2-Aug.
Young Eagles . 2-May

Gold Medal

The Big Bluff . 2-Oct.
Important Witness . 2-Oct.
Laughing at Life . 2-Oct.
Curtain at Eight . 1-Dec.
You Made Me Love You . 1-Dec.
The Charming Deceiver . 1-Dec.
Sin of Nora Moran . 1-Jan.
Big Time or Bust . 1-Jan.
Enlighten Thy Daughter . 2-Jan.
The Morning After . 2-Feb.
The Lost Jungle . 1-Jun.
Burn 'Em Up Barney . 2-Feb.

Masterpiece

Her Forgotten Past . 2-Nov.
Riot Squad . 1-Dec.
Secret Sinners . 1-Jan.
Wine, Women and Song . 1-Jan.
What's Your Racket? . 2-Feb.
Dancing Man . 1-Jan.
Back Page . 2-Feb.
The Fighting Rookie . 2-Feb.
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A WILLIAM T. LACKEY PRODUCTION
SCREEN PLAY BY ADELE COMANDINI

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PAUL LUKAS
JEAN HERSHOLT

DIRECTED BY JOHN CROMWELL
PANDRO S. BERMAN PRODUCTION

A GREAT PROPERTY THAT HAS BECOME A GREAT PICTURE.
WITH IT RKO-RADIO PROUDLY OPENS ITS NEW SEASON!
Lichtman’s Idea

JUST ABOUT two seasons back, Al Lichtman, high ranking United Artists sales manager, came forth with a defense of “exclusives.” Pictures, said Al, should be made for distinct audiences. Let there be two classes of theatres, with separate admission provisions for each.

The industry tested “exclusives,” found something wanting, shelved it after a season of experimentation.

Now Lichtman comes forth with two new suggestions.

1. Raise the level of admissions through exhibitor agreement so that the weekly grosses will show increase of millions.
2. Pay more rental to the distributor so that he can pour it back into bigger and better pictures.

Exhibitors, generally, will find no fault with the first, if it can be done by agreement, without inciting the ire of the populace, but referring to the second part of the argument, theatre men will object strenuously.

Exhibitors are quite content to let distributors get a fair share of the receipts if the picture does the business. Therefore, if admissions increase, the distributor, if his pictures stand up, will get a better return on a percentage engagement. But if they don’t, well—.

Al deserves a vote of thanks. At least he is sincere in his efforts to take the business out of the penny arcade classification. Lichtman wants to put it on a higher plane. Following his line of reasoning, exhibitors, distributors, producers and even the public would benefit.

On Morals and Censors

ARE THE MORALS of states whose movies are governed by censor boards any better than those of states which are free from such strict inspection?

The question can be answered in only one way—NO.

Looking at Pennsylvania, which has had 15 years of censorship, one cannot discern any 100% moral standing of its residents and citizens. For that matter, too, there is no perfection in any of the states which do not have a censor system.

Morals today, and the agitators for censorship overlook this point, are as good if not better than before the motion picture became popular. If these agitators wish to agitate, let them, for example, bar the automobile because so many people get killed and injured. And still referring to morals, has not the automobile contributed by every company. What happened? The wave subsided, a few good pictures came through, the public developed an appetite for the movies and business picked up everywhere.

Through it all, too, good pictures continued to show good grosses. True, the battle of the reformers is not over. No one can find fault with those who try to drive salaciousness from the screen, but, as always, the same thing is happening as has always happened in this business. People will choose their own entertainment. If they deem a picture worthy of patronage, they will support it. Otherwise, the picture will die.

The only safe and sane remedy.
Peace Merger Between IEPA and MPTO Fails; Two Organization Setup Stays

Monroe Corrects

John Monroe, Forepaugh's Theatre, has sent in a communication to this office, declaring that he is a member of the MPTO and that such could hardly be on the alternate board of the IEPA, as carried last issue. He requested such correction.

At the IEPA headquarters, it was said that it was believed that Morris Wax, chairman of the board, had spoken to Monroe and had found him friendly to the IEPA, but inasmuch as Wax was out of town, hayfevering, no one could definitely speak for him. It was also stated that Monroe had made a recent contribution to the IEPA. It was intimated that Wax might clear up the situation when he returned.

Stanley-Warner Promotes Men; New Drive Starts

Company Announces Beginning of New Big Push

Stanley-Warner has promoted many of its men preliminary to the beginning of the new Show Season and the new bonus drive.

Under the direction of zone chief Leonard Schlesinger, the following promotions and changes have taken place:

Harry Tarrante from assistant at the Boyd to manager Aldine; Jack O'Brien to the Allegheny; Elmer Pickard to the Ambler; Jay Minsky from the Auditorium to the Astor; Fred Saar from the Boyd to the Audiorium; Moe Goodman to the Bnn; Ray O'Connell, from Grand, Lancaster, to Capitol, Lancaster; Stanley Benford from the Karlton to the Colonial; Walter Goltz from assistant at the Plaza to manager at the Yorktown; Morris Levin from the Karlton to the Colonial; Walter Goldsmith, Jay Emanuel and others.

With Manager Harry Weiner acting as host, the exchange force handled all details smoothly. Lucost Theatre was the scene of the showing of “One Night of Love,” with Grace Moore, with all exhibits enthusiastic over the possibilities of the picture.

Following this, a luncheon was held at the Bellevue-Stratford for 300. Sales Manager Abe Montague was unable to attend, as scheduled, but sent his regrets.

It was the decided consensus of opinion that with “One Night of Love” as a leader, Columbia could look forward to a good season.

The second Stanley-Warner bonus drive is now on, with promotions and prizes for the winners. Shifting the men around gives them more experience and makes them better managers.

A big campaign is now on for the New Show Season. The bonus drive takes up three months, beginning September 1. If over his quota, the man receives a bonus if in the first group, 33 in the second and 34 in the third. Started by Joseph Bernhard, managing director, the local drive has Schlesinger all set to make everyone earn a bonus.

Film buyer Lou Davidoff and assistant to the management.

Laedlein has just completed a tour through the York, Red Lion, Hanover, Lewistown and adjacent districts. Her travels also will take her through the management.

Luncheon a Big Success

Columbia’s annual “March On” luncheon, held in conjunction with the showing of “One Night of Love,” with Grace Moore, was a big success.

With Manager Harry Weiner acting as host, the exchange force handled all details smoothly. Locust Theatre was the scene of the showing of “One Night of Love,” with Grace Moore, with all exhibits enthusiastic over the possibilities of the picture.

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A big campaign is now on for the New Show Season. The bonus drive takes up three months, beginning September 1. If over his quota, the manager gets an increase in the next 13 weeks. 25 men receive a bonus if in the first group, 33 in the second and 34 in the third. Started by Joseph Bernhard, managing director, the local drive has Schlesinger all set to make everyone earn a bonus.

Film buyer Lou Davidoff and assistant to the management.

Vaude in Wilmington

Warner theatres of Wilmington under the district management of Jack Mulhall seem on the threshold of one of the biggest changes that has been contemplated in some time with the opening, August 31, of the Arcadia, which has been closed several months, and the proposed return of vaudeville to the Aldine.

The plans for the Aldine are not definite but every usher in the group knows about them in some time to come.
New Season Begins with Industry Bearing Optimistic View of Future

Sentiment In Trade Indicates Business Faces Upturn—Theatres Changing Hands Everywhere—Few Dark As Summer Passes

The new season, following the Labor Day holiday, begins with the trade, exhibition and distribution, bearing a most optimistic view of what the future holds in store.

With only one tough hot spell recorded up to this writing, the past summer was not looked upon as one of the most disastrous. Institution of the Catholic ban occurred at the same time as the torrid wave, with business hit bad. During the last month, however, people have been movie conscious with some real good days.

Lifting of the ban is not expected until October, but already there are signs that the effect of the ban is not what it first may have been. Cardinal Dougherty landed this week with some action expected. Insiders say that no change may come until October.

Upstate there have been many theatre changes with independent circuits in the making. Few houses of any value are closed and even those most of the theatres will be open for business with independent circuits in the making. Few may come until October.

Action expected. Insiders say that no change been movie conscious with some real good days.

Eddie Sherman Starts Season with Six Weeks

Live Wire Booker Had Headliners at Steel Pier

After a summer in which he booked leading stage, radio and screen names into the Steel Pier, Eddie Sherman, leading vaudeville booker, begins his fall season with 6 weeks.

Eddie’s list includes many leading independent houses of the territory and East, with I. Rappaport’s Hip, Baltimore, one of the big ones.

Sherman plans to handle some of the biggest names in the field during the fall and winter season.

DeMille Visit Here Recorded As Big Success

Producer Honored at Two Special Functions

Cecil B. DeMille, Paramount producer, whose latest picture is “Cleopatra,” came to Philadelphia August 21, and was honored at two functions.

In the early afternoon, he was guest at a luncheon attended by the press and trade leaders.

In attendance at the luncheon were Al Boyd, Paramount local manager Earle Sweigert, Ted Aber, Hcrman Rubin, Henry Murdoch, Elbie Finn, Dorothy Love, Ulrich Smith, Eddie Corcoran, Jerry Crowley, Harry Goldberg, Abe Einstein, Mort Blumenstock, Jules Seltzer, Corcoran handled the local details on DeMille’s visit, with Jay Emanuel chairman of the welcoming committee.

DeMille described some of his production experiences and pointed out that while some critics thought him lavish, it would be impossible to reproduce the actual extravagance of the Cleopatra period. He described his research and astonished his listeners. He made a swell impression on his listeners.

In the evening he was heard by more than 1000 listeners at the Penn A. C.

The debasement of any art by vulgarity and ffill was declared unpardonable by him.

“I am definitely against vulgarity whether in the motion pictures, painting, literature or wherever we may see it,” DeMille declared. “It is an unpardonable thing, I think.

“‘All the social forces and institutions can be of great benefit in showing the youth of the country what vulgarity is and what bad taste is.”

DeMille made no reference in his address to the League of Decency, organized under Catholic auspices to rid motion pictures of objectionable elements, and turned aside questions addressed to him later by declaring it a matter of censorship with which he is not concerned.

Paul Klinger, Rialto, Lewistown, drove 165 miles to hear DeMille. Earle Sweigert, Paramount manager, introduced him to DeMille as an enterprising young man, with DeMille praising him for his interest.

A representative group of exhibitors was present at the evening event.

DeMille also visited the Boyd, where “Cleopatra” was playing. He complimented Leonard Schlesinger, local Warner zone manager, on the excellence of the theatre as well as its sound. DeMille attended at 10:45, with the house nearly full at that time.

Show has been doing a whale of a business. Earle Sweigert was busy all day, acting as host to DeMille as well as seeing that everything worked smoothly.

IEPA Group Attends Jersey Allied Meeting

Barrist, Golder Deliver Speeches at Session

A group of members of the Independent Exhibitors’ Protective Association attended the convention of Jersey Allied and other Allied units at Atlantic City last week.

David Barrist, member of the body, was quoted as saying that the IEPA was not joining Allied, but was working with it. Barrist was appointed to the committee on resolutions for the convention and addressed the group as well.

President Ben Golder also spoke before the body and urged that all exhibitors drop the code. He urged the value of legislative moves. Jersey exhibitors retain two memberships, some belonging to the MPTO or IEPA and also to Jersey Allied. As a result, one finds Jersey exhibitors active in both bodies.

Approximately 28 members of the IEPA and the local exhibition fraternity attended the Allied sessions, with 85 Philadelphians and members of the local territory at the banquet. Ben Golder’s address was a highlight at this meeting.

Boyd Adds Two

Al Boyd has added two houses to his string. Colonial, Bethlehem; Strand, Easton, are under lease.

He is also booking the York Theatre, York.
The Camera Looks at the Industry

HAPPY GRANDPA. Edgar Moss, Fox district manager, poses with his grandch'ld, Howard Smith, Jr., while resting at the shore. Grandpop is the one holding the child.

RESIGNS. Harry Dembow, well-known Warner salesman, has resigned to undertake operation of a circuit of six houses, including three in Columbia, two in Marcus Hook and one in Media. (Page 12)

FOR "NAVY." Camden's Stanley Theatre, Joe Murdock, manager, Everett Callow, district chief, got together this bally for Warners' "Here Comes the Navy." The marquee sitter attracted a lot of attention.

ALLIED OFFICIALS AT CONVENTION. Leaders in the Allied States Association of Motion Picture Exhibitors were present at the convention of the New Jersey Allied Group at the Ritz-Carlton, Atlantic City, August 22-24. Left to right, front row: Herman Blum, Baltimore, treasurer; Abram F. Myers, Washington, chairman of the board and general counsel; Sidney E. Samuelson, Newton, N. J., president, Allied States and Allied of New Jersey; Fred J. Herrington, Pittsburgh, director. Back row: Aaron Saperstein, Chicago, vice-president and president Allied of Illinois; Walter B. Littlefield, Boston, vice-president; Arthur B. Price, chairman of public relations, Eastern Region of Allied States Association. (Page 8)

WHAT A DIFFERENCE. Front of the Ritz, Muncy, before and after good front was erected. H. W. Lamed is booking the house which was formerly the Strand, and attributes a large part of his success to the fronts. Incidentally, this one on Warners' "The Circus Clown" is especially attractive. It shows what live wire showmen can do.

HANDLES FOUR. Bill Heenan, Vine Street veteran, is now general manager, booking and buying for Cities Theatre Corporation. (Page 10)
Myers Asks Exhibitors to Show Their Strength in Address at Allied Meet

Reviews Code, ASCAP Difficulty, Organization Progress—Eastern Units Attend Atlantic City Convention—Good Turnout Recorded

Abraham Myers, chairman of the board and general counsel, Allied States Association, called upon independent exhibitors everywhere to bet their own position through show of the strength they possess, at the 15th annual convention of Jersey Allied and other Allied eastern units at Atlantic City, August 23.

Seven Allied bodies attended from Maryland, Rhode Island, New England, New Hampshire, New York, Vermont and Jersey.

Sidney Samuelson, president, Jersey Allied and national Allied president.

In his address Myers urged exhibitors to attain a different mental attitude; to show their power through combined action; to throw aside their rivalry complex. He commented on political hookups of some producers with the parties in control, said that the newreed had become a source of political propaganda; rapped the MPPTA as a skeleton, kept alive by contributions from producer-owned chains through the Hays organization for political purposes, and also took a crack at the indifference of certain leaders of unaffiliated regions and exhibitors in unorganized territory. He reviewed the work of the body on the code, discussed the proposed ASCAP increase and asked for intelligent buying to break down unfair practices.

He stated that the answer to exhibitor's problems rested with the exhibitor and his leaders and wound up his address by stating that unless "they make their fight this year, they may never have another chance.

Sidney Samuelson was re-elected president and business manager of Jersey Allied at a reported salary of $5000 annually. Jerome Kridel, East Orange, was named a first vice-president; Louis Levin, Newark, assistant treasurer; W. C. Hunt, Wildwood; Ralph Wilkins, Pitman, were re-elected directors for three years. Other nominations are Frank P. Gravatt, Atlantic City, replacing Mort Lewis on the directors' board. Julius Charneck, Leonia, was re-elected a first vice-president.

Development included:

A resolution calling for a congressional investigation of the code; another for revision of the copyright laws; another for unified support of all independent units; another that further erection of dog-racing tracks be stopped, that no giveaways be allowed, that season be limited, that betting be restricted and racing confined to afternoons.

Another resolution hit at Philly exchanges for serving Jersey houses with censored prints; exhibitors were asked to limit their playing time and eliminate one change of program.

An analysis of product was given, protest was made against reported practice of exchanges seeking to sell on weekly payment plan; speeches were delivered by Walter Littlefield, Aaron Saperstein, Herman Blum P. J. Wood, Willis Vance, Tommy Goldberg, Abram Myers, Ben Golder, Dave Barrett. At the banquet, attended by Eddie Golden, sales manager, Monogram delivered a few words in support of independent production.

The body came out for clean pictures. Action on double features was not taken. Announcement was made that Allied would work with Allied units, although co-operation would be extended to sympathetic units.

New Lamp Makes Bow in the Local Territory

National Theatre Supply Handles Development

A new lamp has made its debut in the local territory.

National Theatre Supply Company is handling the new Peerless Magnar arc lamp, a new type, manufactured by the J. E. McCauley Manufacturing Company of Chicago. Lamp produces about twice as much light at low current, delivers high intensity light, making a big improvement at no additional cost. It also saves carbon consumption.

It was recently installed at the new Capitol Theatre, Milton. Other installations are the Capitol, Pottsville; Keystone, Williamsport; new Broadway, Camden. J. E. McCauley supervised the Milton installation. It took two years to perfect.

Harry Blumberg is very enthusiastic about the economy of the new lamp and predicts an immediate popularity among exhibitors.

High Percentage Rapped

MPTO, in an official pronunciamento, comes out against high percentage. It asks members not to sign 40-50% contracts.

Units Quiet

Both IEPA and MPTO are quiet, with only board of managers and board of governors meeting scheduled.

Neither organization expects to have a regular meeting until after the Labor Day holiday.

IEPA is working on a constructive idea and intends to announce it soon. President Ben Golder and chairman of the board Morris Wax are both wary of sufferers, and are away for a spell.
Glancing Everywhere in the Territory

AT COLUMBIA LUNCHEON. Approximately 300 exhibitors and friends attended the “March On with Columbia” luncheon at the Bellevue-Stratford, August 20, following showing of “One Night of Love” at the Locust Theatre. The picture and luncheon were voted overwhelming successes. (Page 5)

BOOKS HEADLINERS. Eddie Sherman, acknowledged to be one of the leading independent vaudeville bookers in the country, is just completing a successful season at the Steel Pier, booking in biggest names, and has lined up a strong list of vaudeville houses for the fall and winter. (Page 6)

MANAGING. William F. Gerst is manager of the Crescent Theatre, West Collingswood, N. J. (Page 26)

IN PERSON. George F. Weiland greets Harold Lloyd, while Mort Lewis looks on. The film star attended the opening and world premiere of “The Cat’s Paw” at Atlantic City Apollo Theatre and was the guest of Edgar Moss while at the shore.

BIG TIE-UP. Here is a window on Monogram’s Agfa-Hollywood contest. (Page 16)

FOR “THE CIRCUS CLOWN.” Here’s how the local State Theatre got behind “The Circus Clown,” from Warners, when the show played the house. The attractive lobby piece is also seen.
New Understanding Between Church and Industry Seen on Clean-Up Move

Will Hays-Archbishop McNicholas Correspondence Indicates Tolerance Will Regulate Situation—Adult, General Patronage Distinctions Loom

A new understanding between the industry and church leaders who are fighting for cleanliness in pictures is indicated in the release, to the trade, of correspondence between Will H. Hays, president, Motion Picture Producers and Distributors of America, and John T. McNicholas, Cincinnati, chairman of the Catholic Bishops' committee on motion pictures.

Hays said in his letter, dated August 10, that his organization "is happy to be able to inform Your Excellency that arrangements which are intended more effectively to influence the character of motion pictures produced by members of our association have been carried into effect." He stressed the fact that it will take a "reasonable length of time from this point on in order that the result of our efforts may become known and understood." Hays listed some of the incidents which "if eliminated would be a means toward a better understanding and more rapid progress toward our common objective." One of these was the fact that in some localities a particular picture is placed on a recommended list while in other places the same picture is placed on a condemned list. Declaring that the industry is glad to have pictures freely discussed, Hays said "We wish not to discourage but definitely to encourage all reasonable criticism and comment on our motion pictures."

In his reply, dated August 14, the Archbishop expressed satisfaction that the industry's revised plan of self-regulation, of which the Committee of Bishops was informed on June 21, "has now been carried into effect."

"From many sources," he continued, "the suggestion has been received by the Bishop's committee that in giving approval to moving pictures certain lines of distinction be drawn. One recognizes that there are legitimate dramatic values in life, affording themes of proper and profound interest to mature minds, which would be utterly unfit for the impressionable minds of youth. Those who have thought the problem through are convinced that many pictures should bear approval for adult patronage, while others could well be approved for general patronage," he said.

Aarons Schedules Talks

George P. Aarons, secretary and general counsel for the local MPTO, has a busy schedule these days.

Recently he addressed the Kiwanis Club, Elizabethtown, on the movies at the request of Harry Chertcoff, who has the Moose, there. In addition, he has scheduled talks in Lock Haven, where Oscar Steifel exhibits, and in Ashland, where J. V. Shreck is the exhibitor.

Aarons, who has spent many years addressing community bodies, offers his services to MPTO members and theatre men in a similar capacity. Whenever he has appeared he has cemented the good will between exhibitor and community.

Members of the MPTO are urged to take advantage of his forensic ability.

Denies Politics in Wildwood-Hunt Tiff

Drive Against Theatre Violation On Aplenty

Denial that politics has entered into a sudden enforcement of a state law in Wildwood, N. J., has been made by Mayor Doris W. Bradway.

Assemblyman William C. Hunt, operator of a shore chain as well as the local Rockland, is under $250 bail for the Cape May county Grand Jury on account of his arrest for permitting children under 14 to attend his theatres unaccompanied by adults. This is a misdemeanor under a State law.

Hunt asserted his arrest was a retaliation for his part in the calling of an investigation into Wildwood municipal affairs, which he followed up with a demand for Mayor Bradway's resignation.

"Juvenile delinquencies have increased greatly during the recent months," said Mayor Bradway, "and when a group of boys whose average age is ten years confessed to several robberies last week and said they got their inspiration from motion pictures, we sought methods to control them.

"We found it in a State law passed in 1929. At that time, the present Commissioner of Streets, Frederick McMurray, was in the Legislature and Hunt made no attempt to prevent the passage of the bill."

"Now, with the law enforced, Hunt apparently feels his position as an Assemblyman places him above other citizens. We cannot agree with him. The Assemblyman, like anyone else, must obey the law."

Heenan Operating Four

Bill Heenan, formerly associated with Peerless exchange, is now general manager for the Cities Theatres Corporation, operating the College, Bethlehem; Transit, Easton; Rox, Roxborough, and Lincoln, here. Hal Logenbach, Harlan Wocherle, Cy Cohen and Harry Slatko are respective managers.

Houses were formerly United Chain possessions. Harry Berman has gone back to Washington, Frank Hammerman has resigned and Lou Berman is in production. Guy was arrested for ballyhooing outside Hunt's dance hall in Wildwood.

Hunt's petition also charges that Mayor Bradway ordered lifeguards not to patronize his dance halls, that she staged free dancing nights in the city-owned Convention Hall to hurt his business, and that she declared in a public address at the Bradley Republican Club a month ago that "I am going to get Hunt and drive him out of Wildwood."

Warner Club Elects Officers for New Year

The local Warner Club has elected officers for the new season. Slate includes president, Larry Graver, Stanley; vice-president in charge of entertainment, Al Reh, State; vice-president in charge of membership, John Roach, former president; vice-president in charge of welfare, Abe Einstein; secretary, Helen Mahoney. Merrill Wolfe is chairman of contributions and loans; Morris Gable, Palace manager, is chairman athletic committee; Al Cohn, Wynne, is vice-chairman, athletic committee. Club has paid off all debts and is plenty in the clear. Member subscription is as follows: Dues, $3 annually, with the national body giving back $3 a head for entertainment; pass money goes to club for sick, marriage, birth benefits; contribution of $350 is given to family of deceased; $50 for marriage and birth and sick benefits after two weeks; board of governors includes two from each district, two from home office, two from exchange; body contacts members, visits sick, sends flowers, etc., arranges functions. Club looks forward to a busy season.

Warren Story Out

They are telling a good one about Al Boyd, local showman and veteran, during the market crash in 1929.

Boyd, who has always had a swell reputation, was carrying more than 20,000 shares of various stocks. A friend, a high executive, asked him if he needed cash to tide him over and insisted that he take some.

When Al dropped in there was a check for $100,000 waiting for him. And the same thing can be said for him today. All of which indicates that the reputation he made as a square shooter is still worth lots.
News Review Via the Picture Route

READY TO SERVE. Here is the renovated Apex Garage, Vine Street's leading automobile service establishment, following recent remodelling. J. Becker is the proprietor.

IN MILTON. W. C. Girton is manager of the Capitol, Milton, which has just installed new Peerless Magnar Lamps. Robert Webster is chief projectionist with Will Zachman as assistant. View of the booth is shown here. (Page 8)

BREAKS RULE. Mary Pickford broke a long standing rule by visiting the set of Anna Sten, UA star.

IN PERSON. Warner Studio Club Frolic held on one of huge sound stages by 4500 Warner Club members and their friends. Snapped at a table were, reading from left to right, William Koenig, general manager, Warner Bros., and president Warner Club, Burbank; Joe E. Brown, Mrs. Moe Silver, Jack L. Warner. Behind Jack Warner, Joseph Schnitzer and his wife; Daddy Benjamin Warner father, and beside Daddy Warner, his son Harry M. Seated directly behind Harry Warner is his sister, Mrs. Lou Halper and, at her right, is seated Mrs. Harry M. Warner. Standing in the background, reading left to right, are some of the Warner stars, Warren William, Jean Muir, Dick Powell and Leon Schlesinger.

"TREASURE ISLAND" BALLY. Here is a ballyho on "Treasure Island" that is available to all exhibitors playing the picture. The local Metro exchange is ready to make arrangements for the rental of the bally before or during the playing of the Metro show.
CA Checks Policy Change
The Code Authority, in New York, has sent out an announcement to the effect that if a theatre, accused of overbuying, changes policy to conform with surplus of pictures following the scheduling of a case, it shall be construed as an admission of guilt and shall so be considered by the local grievance board hearing it.

Zoning Reopening Up
If enough pressure is brought to bear by exhibitor groups, zoning boards may reconvene very soon to hear zoning cases or to line up zoning schedules. The MPTOA has sent out wires to all units to sense individual reaction to such procedure. Locally, the MPTOA is said to be in favor of such re-opening.

Harry Dembow Organizes Circuit of Six
Harry Dembow has resigned as Warner salesman to become director of a string of six independent houses. Group includes one in Media, three in Columbia and two in Marcus Hook. Dembow wants to take this method to thank all of his friends and Warner clients for their co-operation with him while with Warners. He intends to be active in exhibitor ranks and plans the utmost co-operation with the exhibition fraternity. He is a veteran in the field.

Corporate name of the Columbia possessions, the State, Alto and Opera House is the DeLob Theatre Enterprises, Harry L. Dembow, president, and Sam LaBron, treasurer. Marcus Hook operations are under name of Marcus Hook Amusement Company, Inc., while the Dembow Media house is operated by Dembow Amusement Company. Possession of the Columbia houses passes September 3.

Premium Situation Quiet
The premium situation, regarding appeals from the Jersey vote, is quiet. As yet, there has been no action on reopening of the Jersey vote, according to the local board secretary.

Authority Considering
Code Authority has advised the local MPTO that it has sent its protest on cancellation of the privilege of certain exchanges to the proper committee which is now considering it.

Board Holiday
Because of the Jewish holidays, the code board office will be closed September 10 and 11.

Ziegler's Plan
Basil Ziegler, local board secretary, formulated a plan for appeal boards a few months ago, which was seriously considered by the Code Authority. Ziegler wanted regional appeal boards organized who would serve as a buffer between the Code Authority and boards.

Wilmington Tiff Before Rosenblatt
Tilt between the New Rialto Theatre, Wilmington, Del., and the motion picture projectionists' union of that city in which a third impartial arbitrator recently ruled that the theatre should pay union wages to projectionists, has been appealed by William M. Fook, counsel for the theatre. Al Williams, secretary, local union, has received a letter from Sol Rosenblatt, divisional NRA administrator, asking him to submit a brief of the case for review before September 10. There seems to be some doubt as to whether there are any minutes of the hearing conducted by Charles C. Kurtz, Wilmington realtor, who was designated as the third impartial arbitrator. However, Williams has a letter or statement from Kurtz containing the latter's findings under Section 7, Article IV of the code by which he ruled that the New Rialto should pay wages and maintain hours in accordance with prevailing scale in force August 23, 1934, between the Federation of Labor and the particular class of theatres to which the New Rialto belongs. The point at issue is whether the New Rialto, a downtown theatre, showing first run pictures, should be classed with other theatres of this type or those of lesser seating capacity and outside of the downtown area.
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PUBLICITY STUNTS were discussed at the meeting of the Independent Theatre Managers held August 21. Free offers to showmen were also under discussion. Membership campaign now in full swing. Slogan is "Every Member Brings a Writer." Discussion ofovel heralds and programs also brought before group. Members learned Allan Lewis, Girard, would be led to altar by secretary, Walt Potamkin, Cedar; treasurer, John Ehrlich, Howard; publicity director, Perry Lessy, Diamond. Members include Morris and Irving Phillips, Upsal; Mike Felt, Bluebird; Sid Megan, Brunswick; Phil Hivsh, Grover; Mort Glaz, Lyric; So. Philly; Allan Lewis, Girard; Sol Lewis, Edgemont; Nate Milgram, Lorraine; Segall, Rivoli; Sam Resnick, Douglass; Joe Kane, York; Is Browksy, Rex; Sam Pellerstein, Forrest.

WILMINGTON

WILMINGTON THEATRE MANAGERS were busy as the traditional dog with two tails. Plans for opening the Arcadia required many of the numerous parleys Jack Mulhall, district manager was having. More money is being spent by the Warners than in years. Dick Hiltshire was working on plans for a new front display. Dick got some new ideas at the World's Fair. Ben Schindler had just returned from a week's vacation. He was busy counting the shekels when I dropped in. Joe DeFiore has been taking a lot of little trips lately. Al Williams, projectionist, Opera House, and secretary projectionists' union, has been made Wilmington representative of the executive board of the Warner Club. Edman Devenemy, assistant manager, Aldine, is back from a vacation in Atlantic City. Assistant managers are somewhat agog over the possibility of a new step-up as the Arcadia opens.

ASSISTANT MANAGER PRAGG, Opera House, had rigged up a clever lobby display for "Here Comes the Groom." Lew Black had a nice entrance display for "Whom the Gods Destroy." Ben Schindler swung a double feature occasion at the Avenue. "Handy Andy" went three weeks at the New Rialto. Warners are getting second run Fox pictures and all first runs turned down by the New Rialto now. Charley Kane who runs a radio ham column in the latter newspaper swears he called up Lew Black's "Jolly sailor" at five o'clock one morning and the operator at the Aldine told him the pole sitter was out. Estelle Taylor, film actress and erstwhile Miss Sally Roberson, manager, State, when it closed for the summer, has just returned from a week's vacation at Winchester, Va., with Mrs. Lambert and the baby. When Majestic re-opens virtually the same personnel will return with Manager O'Rear. One exception will be the former Miss Sally Robinson, usher, for whom the wedding bells rang three weeks ago. Charlie Bierbauer, manager, State, when it closed for the summer, has been in Harrisburg for several weeks giving the Wilmer and Vincent houses, particularly the State, the once-over.

MRS. ESTELLA HICKS, Victoria cashier, just returned from a week's vacation. For Miss Funk, Mrs. Pearl Hammaker, Colonial usher, substituted.

GANGSTERS DO THINGS. Liberty offers Jack La Rue, Thelma Todd, Gail Patrick, Vince Barnett, Russell Hopton and others in "Take the Stand."

WILMINGTON THEATRE MANAGERS

UP - STATE

MAJESTIC scheduled to re-open September 7, and State, ditto, Wilmer and Vincent theaters to re-open. Manager Jack D. O'Rear, Majestic, returned to Harrisburg to prepare for Majestic opening. Harry Lambert, manager, Colonial, Harrisburg, had many interesting stories to relate upon his return from his week's vacation at Winchester, Va., with Mrs. Lambert and the baby. When Majestic re-opens virtually the same personnel will return with Manager O'Rear. One exception will be the former Miss Sally Robinson, usher, for whom the wedding bells rang three weeks ago. Charlie Bierbauer, manager, State, when it closed for the summer, has been in Harrisburg for several weeks giving the Wilmer and Vincent houses, particularly the State, the once-over.

MRS. ESTELLA HICKS, Victoria cashier, just returned from a week's vacation. At the same time, Miss Jenny Funk, Colonial cashier, resumed. Miss Sally First, usher, Victoria, substituted for Mrs. Hicks. Miss Funk, Mrs. Pearl Hammaker, Colonial usher, substituted.

"Convention Girl" Premiere

World premiere of "Convention Girl," from First Division, takes place at Atlantic City Steel Pier, Labor Day weekend. The show, made in Atlantic City, is considered an ace musical and should be a cleanup. With a cast including star names, Isham Jones' band and plenty of local color, it will have a terrific campaign.

A complete line of accessories, etc., is available as well as a special campaign. The show should be worth a lot more because of its Atlantic City angle. Preview indicates it has the goods. Broadway stars, songs, etc., head the selling points, with FD very optimistic.

Price Premiums Opens Its Philadelphia Office

Price Premiums enters the territory for exhibitors to view. Announcement that this firm had elected its local distribution outlet was made this week. Distribution in this territory will be through the offices of Herb Given, Inc., with Given active in the sale of the merchandise.

With Jacob Price, head of the company, predicting a banner year for the premium business, it looks like a busy season. Those who have seen the Price line, now on display, acclaim it something well worth looking into.
Sane Middle Course

(Recent Editorial by Jay Emanuel)

ONE OF THE INDUSTRY’S leading orators, Louis Nizer, in an address, the other day, pleaded for a safe, middle course in production. He pointed out the dangers of swinging the pendulum away from sex and to too close to goodness, sticky sentiment and pollyanna productions. In its haste to satisfy those who are militantly against current styles in pictures, he cautioned the producers not to forget a satisfied group of patrons who are willing to see pictures that reflect the times.

Granted that some studios have a tendency to insert material that is entirely too smokeroomish in tone. These gentlemen should be checked.

But no exhibitor wants to exhibit pictures that are made for the child mind and which insult adult intelligence. It must be possible to find a sane, middle course, one which will satisfy the crusaders and yet protect the box office.

Let the producer refrain from haste. Let them consider well the type of product necessary. But avoid a headlong rush toward a product that is not desired.

Comments

The Clubwoman

AS FAR AS I can see, the great problem is to get the producers to realize the importance of this “Sane Middle Course” and also those in Hollywood who are passing on the pictures. It is true, we must keep modern and up to date in all things, but in so doing, we do not wish to lower the morale of our citizens.

Why produce pictures of crime and immorality? Of course, there are always people who will wish to see them but if such pictures are not produced they will go to the movies just the same to be entertained. I really feel, that if a census were taken, that the majority of people would prefer higher type pictures. So, why not cater to the masses?

I was horrified to see Dillinger glorified on the screen and from comments around me, the audience felt the same way. So you see the majority of people want to be entertained but they do not wish to see pictures in any way degrading. I am in sympathy with the motion picture industry and would not wish to see it discontinued because of the people who would be thrown out of employment and also because of the pleasure that would be deprived thousands. But can’t we do something to eliminate the crime and the immoral side of motion pictures?

The Industry Leader

YOUR EDITORIAL urging a “sane middle course” in the production of pictures is so obviously correct that it needs no comment. I do not agree that the studios are being stampeded into making milk and water pictures entirely. Furthermore, I think the machinery of the industry, as set up in Hollywood, will eliminate, or at least keep to a minimum, displays of bad taste and vulgarity in pictures. At the same time, I am confident the controls we have established will be exercised with common sense and sanity, which will allow the production of pictures reflecting the drama and comedy of real life.

The Movie Critic

JAY EMANUEL’S excellent editorial, “Sane Middle Course,” suggests the further thought that snap judgment has long been one of the industry’s evils. Adoption of a “stop, look, listen” policy in the long ago would have made not only the present decency drive unnecessary, but would have saved the industry untold thousands. Stories without screen possibilities would not have been purchased. Circuits would not have over-expanded.

And—but the list of possible additions is virtually endless.

The Layman

IT WOULD BE WELL for the industry to consider the matured advice in Jay Emanuel’s editorial, and to refrain from hasty action prompted by either panic or an “over-willingness to please.” While the present pressure upon the industry is unquestionably sincere and undoubtedly well-deserved and indeed even required under the circumstances, undue haste at this time by the producers will inevitably tend to excite and encourage similar pressure from different sources, which later pressure will be neither well-intentioned, nor desirable.

In a heterogeneous country, such as ours, with war-ring and diametrically opposed cultures and factions, the industry must be on guard against the pressure of militant groups because if it be not so vigilant, the public will suffer from pictures that not only do not “offend,” but that cannot “please.” Critics of the industry must realize that the themes that appeal to a sophisticated adult audience are not always the best consumption for immature and unsophisticated minds, nor should that fact alone condemn them. As we approach the border line between what should be produced for adult consumption and what should not be produced, we will of course naturally enter into a highly debatable ground that can only be solved by the good taste and tolerance of all concerned, and as the producers should heed well the advice of Cardinal Newman who defined a “gentleman” as one who never unnecessarily caused another pain, the critics should remember that the same priest also stated that there could not be a sinless literature about a sinful people.

The Churchman

THE ERRONEOUS VIEW seems to prevail that the churches want dull, insipid movies, or that they are against movies in general. Quite the contrary. We are strong believers in the right kind of motion pictures, and fully appreciate their value. But a picture does not need to be dirty to be interesting. Let’s have lively, snappy, interesting films with the dirt eliminated.

The Producer

THE CONTENTION that the film producer refrain from haste in following the dictates of reformers was one well-chosen. As a producer of serials, which are intended primarily to please the younger element, we find it advisable to inject a certain amount of adult appeal into this product. We find, also, in our production of features, that it is advisable to make feature films with the realization that they are intended to entertain all classes and all minds.

I’ll grant that there is such a thing as overdoing the Pollyanna sort of thing but if good taste is used in making motion pictures, you will find that average audiences will not object to a picturization of life as it is, if that picturization is honest, forthright and doesn’t descend to a low level. Honesty in film production should be the first essential.

Who They Are:

THE CLUBWOMAN is Mrs. Gustav Ket¬
ter, Philadelphia, long active in Pennsylvania women’s clubs.
THE INDUSTRY LEADER is Sidney R. Kent, president, Fox Film Corporation.
THE MOVIE CRITIC is Chester B. Bahn, Syracuse “Herald,” Syracuse, N. Y. With an understanding of trade problems, he ranks in the upper sphere when motion picture editors are considered.
THE LAYMAN is Munns McHugh, Phila
delphia, member of the Catholic Church, and an attorney associated with the firm of Saul, Ewing, Remick and Saul, one of the highest ranking legal groups in the east.
THE CHURCHMAN is Wilbur LaRoe, Jr., chairman, Committee on Civic Affairs, Washing
ton, D. C., Federation of Churches, and a leader in the drive for clean pictures in that district.
THE PRODUCER is Nat Levine, president, Mascot Pictures Corporation.
29-Point Campaign Sells Brown at Circle


Due credit should be given to Manager Lester Stallman and assistant William Yurasko, who organized the different divisions.

Here is their resume:

A special teaser trailer was used one month in advance of playdate. 20,000 grocer bags were promoted from the leading local merchants. These were then stamped as was necessary and given back to merchants for distribution with purchases. This stunt had been done before but the bags had been imprinted. However, upon discovering that line cuts could be duplicated in rubber stamps, we utilized that fact and as a result the stunt was repeated inexpensively and was more valuable since we could stamp as many bags as possible without spending more than the initial cost which was equal to the cost of imprinting only 3,000 bags.

Two twenty-four sheets were posted on the lobby floor three weeks in advance. It caused many patrons to query: "When do you play "The Circus Clown?"

Two weeks in advance an exceedingly desirable curiosity store window was utilized in this manner. A four-foot replica of a Waterman's Fountain Pen was placed so that it appeared as if it were writing the following copy: "It takes a pen this big to tell you the greatness of "The Circus Clown" featuring that big-mouthed comedian, Joe E. Brown at the Circle . . ."

Ten days in advance a novel contest was inaugurated in a leading local newspaper. It was announced that passes would be given to the fifty best transcriptions of the song "The Man on the Flying Trapeze" to "The Clown on the Flying Trapeze" with a story in the revised words about Joe E. Brown in "The Circus Clown." A four-foot replica of a Waterman's Fountain Pen was placed so that it appeared as if it were writing the following copy: "It takes a pen this big to tell you the greatness of "The Circus Clown" featuring that big-mouthed comedian, Joe E. Brown at the Circle . . ."

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AEs in advance a novel contest was began. A display was placed in store window adjoining the theatre. A large glass jar was filled with peanuts. The fifty guesses which were most accurate would entitle the guessers to passes.

In conjunction with the peanut guessing contest the other store window was utilized by a display consisting of a panel 4 ft. x 7 ft. and stuffed wild animals. A circus hurdy-gurdy was placed so that it appeared that as the rabbit moved his hands he pulled the donkey by his rein and teased him with a handful of hay.

A clown and jackass display: A clown (cut-out) appeared to juggle a jackass on his feet. The clown was dressed in real clown outfit. A mechanical rabbit was placed so that it appeared that as the rabbit moved his hands he pulled the donkey by his rein and teased him with a handful of hay.

A rotating circus tent was built. This consisted of a platform that stood two feet from the lobby floor with an 8 ft. turntable on it. A clown-juggling-on-stilts display: The clown, whose height was eight feet, moved in rotating fashion about the hips. A rubber ball was fastened on the end of his nose which made it appear that he was balancing the ball on his nose.

A large clown head eight feet tall was mechanically arranged so that his eyes rotated in cross-eyed fashion while both eyebrows moved up and down.

Six authentic side show banners were strung on walls of lobby one week in advance.

Four polyrotas were placed in desirable store window locations. Consisted of revolving wheels on which copy was painted, and at intervals the wheels stop momentarily and the copy becomes legible. Title and copy was painted in such a way that during the complete revolution of the small wheels a trapeze was seen with a man on it.

The painting of this was timed so that one would see a man on trapeze swinging gradually from left to right and back again. The trapeze was painted red while the copy was white on black and for that reason was easily distinguishable.

Monogram AGFA Tieup

Photographic dealers all over the country are arranging special window displays featur ing Monogram stars together with copy stating the opportunity being offered entrants in the Monogram AGFA snapshot contest for a chance to become stars in Hollywood.

An interesting stunt was put over at the Liberty Theatre.

Copy read: "Monogram needs further talent and stars for their coming production 'Women Must Dress.' For full particulars inquire inside." A line at the base of the display read: "See all these stars in Monogram Pictures at the Liberty Theatre."

Similar displays have been arranged in every city in the country. Contest runs until September 15.

Four sets of bumper strips were placed on cars of employees one week before play dates.

Special trailers were run in four other theatres of the same district two weeks in advance of play dates.

On opening day all children received lemonade, peanuts and hydrogen-inflated balloons. This was advertised one week in advance, including stage announcements Saturday matinees.

A Barker was used on front during play days. A large 10 ft. head of Joe E. Brown covered the front of the box-office.

On both sides of the box-office cutout head "Main Entrance" canvas sections were placed to make the theatre entrance appear like entrance to large sideshow.

Pennants were strung along the entire square including theatre and were attached to elevated pillars.

A jackass and clown ballyhoo was staged currently.

Extending down from each end of marquee was placed a trapeze. Boys in clown suits performed various tricks and funny motions on them during the showing of the picture.

One week in advance various mechanical displays were used in lobby. Consisted of a four-sided display erected on a turntable, large 8 ft. clown head in which eyes, brows, etc., moved life-like, clown juggling on stilts, and clown juggling a jackass on his feet.

Clown and jackass display: A clown (cut-out) appeared to juggle a jackass on his feet. The clown was dressed in real clown outfit. A mechanical rabbit was placed so that it appeared that as the rabbit moved his hands he pulled the donkey by his rein and teased him with a handful of hay.

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Atlantic City's Newest Boardwalk Hotel

The President

Five Hundred Rooms with Sea Water Baths —American and European Plans. Also Beautifully Furnished Housekeeping Apartments with Complete Hotel Service by the week, month or year.

Cocktail Lounge and Bar

Sea Water Swimming Pool

Marine Sun Deck

Turkish Baths
You can Shoo Box Office Blues

Increase your income during ANY WEATHER with a BERLO CANDY VENDOR

"Ask Your Fellow Exhibitor"

BERLO VENDING COMPANY
1518 N. Broad St., Phila.
POPLAR 6011

Specializing in Candy Vending Equipment for the Theatre Trade!

Sonotone Equipment Offers Opportunities

Sonotone Theatre Equipment, which enables the exhibitor to provide in conjunction with his sound, complete equipment so that all may hear. Sonotone is science’s newest hearing technique, introduced by the Sonotone laboratories. Sonotone theatre equipment has most unique exploitation possibilities among Leagues for the Hard of Hearing, Schools for the Deaf and “Stay-at-homes” in every community.

Sonotone theatre equipment is composed of both air and bone conduction receivers, which may be individually plugged into wired seats. Both types of receivers have individual volume controls attached to the cord which terminates in a standard radio plug. These receivers are held by listeners on a telescopic handle or attached by a headband. Jack boxes are connected in multiple in twenty-five unit branches, terminating on the output transformer of the amplifier. The amplifier itself consists of a push-pull power stage, usually 45’s connected across the output of its main amplifier in the booth through an attenuator. Approximately twenty-five milliwatts of power are required per outlet. The impedance of each receiver, together with the volume control is approximately 11 ohms at 60 cycles.

Advantages of the Sonotone are:
1. Addition of bone conduction receivers, which are effective with about 80% of the hard of hearing.
2. Individual volume control, which enables each listener to adjust the volume for his own comfort.
3. Light weight and small size of the receiver, making it inconspicuous in its use.

For "Terror"

For "Return of the Terror" Bob Miller, York, set up a novel display which attracted the attention of everybody passing the theatre. In a corner under the marquee he constructed a miniature laboratory and with the use of dry ice, in beacons filled with colored water created an air of activity, and with a sign over it labeled “Test Your Heart,” he called on passersby to see the picture.

Newsreel House Here

A Trans Lux newsreel theatre is being built at 1519-1521 Chestnut Street. House will seat 500 and will be open January 1. It will be the first venture of its kind in town. Thomas W. Lamb, Inc., is architect.

Serving theatre needs with knowledge of theatre business.

Assisting theatre owners with a staff of trained clerks and office files. No missouts.

Efiiciently operating the largest film delivery service in the world.

Eletype Service giving instant contact between all offices.

Yielding the epitome of safety, service and efficiency at a minimum cost.

HORLACHER DELIVERY SERVICE, Inc.
1228 Vine Street, Philadelphia

New York Scranton Baltimore Washington

Another Horlacher Service
LARRY DAILY, Notary Public
The only one on Vine Street. At your service any time during business hours.

Sentry Serviced Safety Control

Many theatre owners weigh the matter of Safety as it suits them. Plainly this is all wrong. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—that does not mean that they can be deceived.

Sentry Safety Control Corp. 10th St. and Allegheny Ave. Philadelphia, Penna.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
Houser Helps

William Houser, manager, Strand Theatre, Steelton, permitted free use of the theatre, films and operators for a benefit motion picture show sponsored on a recent afternoon and evening by the Kiwanis Club of Steelton of which Houser is a member.

Authentic Wollaston

Every time Jerry Wollaston goes exploiting it seems he gets into trouble. Jerry promised to admit free to see Tom Tyler in "Fighting Hero," and the third episode of "The Red Rider" showing at the Victoria, Harrisburg, every boy and girl appearing at the ticket office in a cowboy or cowgirl suit.

From time to time, police receive the reports of revolver shots. Rushing inside the excited manager found several men of the wide open spaces shooting up the house.

In a cowboy or cowgirl suit.

The Patriot, daily morning newspaper in Harrisburg, publishers took over the State Theatre, closed for the summer, and the Victoria, Wilmer and Vincent houses.

With any purchase made on the date of the shows at the State and Victoria in any stores participating in the celebration customers were presented with tickets admitting them to the two theatres.

Spiffy Arcadia Opening

Preparations for the opening of the Arcadia, Wilmington, called for official opening with a lot of fanfare at 8.30 P. M., August 31, with Mayor Speer, and other city officials to talk from the stage, WDEL was to broadcast the formalities. Picture was to be "Man With Two Faces." Lobby was being dressed up: the street in front was being decorated with lights and a powerful searchlight was to be put in play. A new battery sound system was being installed. The whole house inside and out was being aired, painted and new carpet laid.

Lucente's Cake

Alhambra display on "Hollywood Party" was built around a 4 foot square cake. Surrounding attractions consisted of a 40 by 60 inch covered with telegrams, supposedly sent to the Alhambra Theatre by the stars appearing in the feature, expressing opinion of the picture, also a 3-sheet cut-out display and a larger placard reading, "You are cordially invited to a Hollywood Party at the Alhambra Theatre, Saturday, August 25th. Display aroused a good deal of attention and comment and gave business a healthy boost.

Cake was "promoted" from a neighboring baker, who in turn received advertisement from a small card. D. Lucente is manager.

50 years' experience—behind every register

For 50 years General Register Corporation and associated companies have been designing and building cash control equipment for the theatre, carrying an unqualified two year guarantee on all registers.

Representation in all key cities.

GENERAL REGISTER CORPORATION

1540 Broadway, New York

THE FOLLOWING STAGE ATTRACTIONS WERE BOOKED INTO THE STEEL PIER

Atlantic City, N. J.

THE SUMMER SEASON OF 1934

Rise of the Goldbergs
Vincent Lopez and Orchestra
Ken Maynard and Tarzan
C. B. S. Show with George Jessel
Do Rei Me
Charles Carlisle
Gypsy Nina
Phil Harris and Orchestra
Spices of 1934
Ozzie Nelson and Orchestra

Guy Lombardo and Orchestra
Howard Thurston
Ted Lewis and Band
N. B. C. Show with James Wallington
Mary Small
Three X Sisters
Sisters of the Skillet
Benny Davis and Gang
Voice of Experience
Ted Fio-Rito and Orchestra

BY

EDWARD SHERMAN INC.
VAUDEVILLE AGENCY

PHILADELPHIA OFFICE
REAL ESTATE TRUST BLDG.
Pennypacker 7595-7596

NEW YORK OFFICE
MAYFAIR THEATRE BLDG.
Bryant 9-1904-1905
Rothstein Back

Nat Rothstein, the man who made exploitation history with “Tarzan in Guatemala,” has a new Tarzan presentation in which Edgar Rice Burroughs, the author, is interested. The picture is now in production stage and looms as another winner for the “Tarzan” line. With Rothstein handling the exploitation, exhibitors can look for big things.

“Dames” Campaign Big Atlantic City Bally

World premiere of “Dames” at the Warner, Atlantic City, was ushered in with one of the most elaborate ballyhoo's ever accorded.

Campaign was planned and executed by Sid Blumenstock, Warners' advertising and publicity chief for the Seashore Amusement Co. Theatres, under the personal supervision of Herbert Copelan, Warner zone manager.

Campaign started four days in advance with huge ads in the local dailies and weeklies. A fifty-two foot launch, carrying a bannner 25x5 feet and reading “Dames Warner Now,” piled up and down the beaches four hours daily. On the beach, itself, twenty boys were dressed in old-fashioned bathing suits with “Dames Warner Now” stenciled on their backs. Also, twenty rolling chairs were promoted, and girls from various local night clubs rode in them—the first five chairs carrying a large cutout spelling out the title and every other chair carried four foot shield reading “Dames, the National Sensation,” and the names of the stars in the picture. In the theatre lobby, a night club band was promoted to play for the first three nights. With them appeared a singer, an accompanist and an announcer from station WPG. Ten thousand heralds were distributed through hotel desks, guest letter boxes, beach chair stands, large public garages, restaurants, buses, etc. 1500 special heralds were made up to fit inside Liberty magazine covers. Forty Tidewater Service Stations in Atlantic City and its vicinity were posted with 28x28 signs. One of the city's largest department stores co-operated with a large front window given over to a display featuring stories of Ruby Keeler.

Wilkes Barre Mardi Gras

Wilkes-Barre is going to launch the fall and winter theatrical season with a Mardi Gras Week, scheduled September 10, as an annual event.

Co-operation of the newspapers and business houses has been enlisted.

Program called for the selection of a queen for the carnival.

Due to the restrictions that this involved since only store employes would be eligible, leaving all other girls out, however, it was decided to make the contest general, with other businesses, clubs and individual aspirants eligible. The stores will provide a court for the co-operate, will allow votes with admisions made up to fit inside Liberty magazine covers. Forty Tidewater Service Stations in Atlantic City and its vicinity were posted with 28x28 signs. One of the city's largest department stores co-operated with a large front window given over to a display featuring stories of Ruby Keeler.

Timely “Quiet”

When William Houser, manager, Strand Theatre, Steelton, presented “All Quiet on the Western Front,” he demonstrated he was taking advantage of a situation in a commendable manner. With his advertisement of the picture in Harrisburg newspapers, Manager Houser ran the following: “Today and tomorrow we present at a time when the whole of Europe is seething with unrest, when threats and counter threats of war are the order of the day, a re-issue of a great war picture, ever made, “All Quiet on the Western Front.”

For “Cellini”

Through co-operation with The Harrisburg Telegraph, daily evening newspaper in Harrisburg, Samuel Gilman, manager Loew's Regent Theatre, Harrisburg, has been able to get across a series of excellent advertising stunts.

Godfrey & Linder Here

Godfrey & Linder have just closed negotiations for a Philadelphia office. With Jan Rudow, they have opened offices at 1700 Walnut Street. Rudow will represent Godfrey & Linder here.

Rudow is a well-known Philadelphia theatrical man. Previous activities have included vaudeville bookings and also bookings for the National Opera Company. Godfrey & Linder have also arranged to resume the bookings of the Capitol Theatre, Shamokin. They also arranged to book the State Theatre, Nanticoke.

Latest of these was a classified ad contest on “The Affairs of Cellini.” Prize, awarded by Manager Gilman, was fifty pairs of guest tickets to Loew's for the writers of the fifty best letters telling “What a Telegraph Classified Ad Did For Me.”

The Largest Single Order in Local Printing History

Thanks to huge presses, modern equipment and good workmanship in all departments, National Penn Printing Company was able to turn out the order, with many changes for its many theatres, in record time, a job of which it is well proud and which it completed without sacrifice of any other work.

Thanks to Our Clients

Through co-operation of all the trade, such progress has been made possible. For the new season, we promise the best of everything at a fair price.

NATIONAL PENN PRINTING CO.
1233 Vine Street, Philadelphia
OSCAR LIBROS SIMON LIBROS AL BLOFSON
6-Point Reviews

**CHESTERFIELD**

**Green Eyes**  
Family  
Murder mystery  
—m.  
Shirley Grey, Charles Starrett, John Wray, David Manners, Claude Gillingwater, Dorothy Revier.

Mystery murder story about who killed the girl's grandfather. Fortunately, there is a young novelist on the scene who solves the crime. Picture contains some action, sets are better than usual and show has angles with which to sell. All in all, however, it is just another mystery murder melodrama.

Estimate: Usual mystery stuff.

**FIRST DIVISION**

**The Little Damozel**  
Family  
Comedy  
—m.  
James Reece, Anna Neagle, Rosita Hume, Al Dragoon, Clifford Heatherley, Peter Northcote.

Pleasant little comedy based on the romance between two couples. One couple wants to get married, but the woman is entangled with a young fellow. Latter is paid to fall in love with a cabaret entertainer, affections are exchanged, but the entertainer finds out her lover was paid to do it. Eventually, all the troubles are taken care of.

Estimate: Pretty.

**FOX**

**Pursued**  
Adult  
Melodrama  
72m.


This is the one about the cafe dancer who needs the plantation boss back to health after he had been struck down by the mean, half-caste heavy. Despite her past, love conquers all and the bad fellow is shot in the last reel. Everything else is just about what anyone might think it to be.

Estimate: Missout.

**LIBERTY**

**School for Girls**  
Family  
Melodrama  
73m.


Independent production of the evils of reform school that will have to rely on strong feature names to sell the show. Story relates how a girl is sent up for a crime she didn't commit. A member of the school board falls in love with her. A murder is committed. She is accused falsely. Eventually she marries the hero. Piece has a load of names to sell and that should help its grosses.

Estimate: Sell feature names.

**METRO**

**Chained**  
Adult  
Drama  
78m.

Joan Crawford, CliftonCagle, Otto Kruger, Stuart Erwin, Marjorie Grahame, UnaO'Connor.

Made to order for the box office, “Chained” presents Crawford as the lass who loved a married man, goes away until he could get his divorce and finds she loves someone else when the divorce is granted. She goes through with the bargain but all comes out all right when the last reel unrolls. Combination of Crawford-Cagle, with Clarence Brown directing, overcomes a weak story. Picture should do a nice business.

Estimate: No trouble.

**PARAMOUNT**

**Belle of the Nineties**  
Adult  
Melodrama  
75m.


Here's the picture they were all waiting for, and as far as the box office is concerned, it looks like showmen's worries are over. The okay censor version is packed with the entertainment that made “She Done 'Em Wrong” and “I'm No Angel” doughy shows. Mae, as usual, is the centre of attention, with plenty of attention from plenty of men, good songs, excellent lines and melodramatic background to boot. Picture won't offend anywhere, and from the looks of things, should do a sweet business.

Estimate: Swell.

**FOX**

**Iris March**  
Adult  
Drama  
80m.

Coonsore Bennett, Herbert Marshall, HughWilliams, Mrs. Patrick Campbell, Elizabeth Allen, Georgs Stepinopoulos, Lusilene Hare, Alice B. Forsche, RalphForbes.

Here is “The Green Hat,” in modified version, and a show that will have to depend on the Bennett and Marshall draw to do a good business. Picture is definitely for the class trade, with the novel considerably altered as to characterization and theme so that present conditions could be satisfied. Story was a best seller and Metro has placed a good cast in it. Definitely, however, appeal is limited to certain types of houses whose patrons will compare the movie version with the book.

Estimate: Class.

**LIBERTY**

**You Belong to Me**  
Family  
Comedy Drama  
68m.

Lee Tracy, Helen Mack, David Jack Holt, Helen Morgan, Arthur Pierson, Lorna Overman, IreneWare, Eddie Barnacle, WallyAlbright, Rev. NealDobbs.

Backstage story of a vaudevillian who makes a pal out of a young boy, son of a widowed mother, and who can't go for the second husband, “You Belong to Me” is best deserving of attention because of the performance of David Jack Holt, the young son. He looks as a good bet, especially for the neighborhood houses and audiences. Lee Tracy, his usual self, turns in a good performance. Cast is adequate, story intriguing. Picture, generally, is suitable family material.

Estimate: Okay program.

**What Do You Think?**

It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.
**The Fountain**

Adult Drama 83m.

Ann Harding, Paul Lukas, Brian Aherne, Jean Harlow, Ralph Forbes, Frank Reicher, Violet Kemble Cooper, Sara Haden, J. M. Kerrigan.

Triangle drama, with the background of war days, but too heavy for the average audience and no great help to Ann Harding. Book may have made an impression but picture won't cause any hurrahs. While the story has been handled well, material is of such nature that pace seems too ponderous. Players do their best but are handicapped. Generally, picture may do its best in smart houses.

Estimate: Heavy.

**WARNERS**

**Big Hearted Herbert**

Family Comedy 60m.


Okay comedy about the father who boasted that he was a self-made man who loved simple ways and who finally was put in his place when the family goes him one better. Show is aimed for family audiences and Kibbee turns it in a delicious characterization. Picture is ideal for the smaller houses and can be sold heavily on the close-to-home angles.

Estimate: Good for family trade.

**Desirable**

Family Comedy Drama 65m.


Programmer of an actress-mother who keeps her daughter hidden away until the man who thinks he loves the mother finds out about the daughter and eventually captures her. Piece doesn't sound like much but carries a good brand of entertainment and is of better caliber than the usual run of such pictures. Plenty of romance also helps hold interest.

Estimate: Well played.

**UNIVERSAL**

**The Human Side**

Family Comedy Drama 60m.

Adolphe Menjou, Dave Kenyon, Charlotte Henry, Betty Lawford, Joe Cawthorne, Reginald Owen, Dick Whithall, George Brent, Debbie Moore.

Nice family entertainment about a producer with a wife and four kids whom he adores, but who is ever wandering and ne'er-do-well to boot. Interest centres around the efforts of the quartet of children to bring husband and wife together. Picture has been handled well for sentimental values as well as for laughs and should shape up as satisfactory program entertainment.

Estimate: Pleasant.

**STATE RIGHTS**

**A Demon for Trouble**

Family Western 60m.


Our hero is wrongfully accused of the murder of the heroine’s brother, but, fortunately, he is cleared of suspicion before he gets the gal. As a western, it shapes up okay and has enough action and plot twists to satisfy outdoor fans in any spot.

Estimate: Hard riding.

**Brides of Sulu**

Family Travel Drama 62m.

Adelina Moraes, Eduardo de Castro, Gregoria Plancan.

Travel yarn with authentic shots of Philippine Island, tie-up with a dramatic story that will be best suited to art type of houses. Story isn’t any too well told although photographic phases overshadow all the other angles. Picture is part silent, part sound. Native voicesiveras as well as running talk are included.

Estimate: Interesting in spots.

**Ra-Mu**

Family Travel 60m.

Adventure travel film showing trip through South Seas, East Indies, India, Africa.

Well made travel picture with running talk that should suffice when audiences like this type of entertainment. Locale shifts from South Seas to Singapore, Java, Sumatra, Ceylon, Bali, Arabia, Ethiopia and packs some interesting scenes and episodes. Well-edited, it ranks high up in its own sphere.

Estimate: Suitable travel.

**The Tell Tale Heart**

Adult Mystery 51m.

Norman Dryden, John Kellogg, James Fleck, Yulande Terrell, Colonel Cameron.

Foreign made production of Edgar Allen Poe short story that is suited for the art type of houses. Picture scores in direction, cutting and photography and can be made to stand up as a novelty. Show is of British origin, but enthusiasts of the art type of movies will get a kick out of it.

Estimate: Restricted.

**MASTERPIECE**

**The Oil Raider**

Family Action Drama 65m.


Action drama of the oil fields that should do okay in the action loving houses. Plot consists itself following attempts to get possession of an oil property from the hero and his ultimate success. Thanks to some fights and the usual last minute chase, action lovers won’t find complaints.

Estimate: ‘Twill do.

**QUALITY**

**Amazing! THINK OF IT! This 7-pc. Wine Set Given Away with ONE Admission as Part of Our Sensational 32-pc. Deal of Rose Garden Glassware With Big Flash Pieces and Proved Box Office Power**

**Serving Exhibitors from Coast to Coast**


GENTLEMEN: Please send me additional information regarding the above deal. Theatre: City and State.
CODE

Code Authority Will Hear All Complaints

Original idea whereby the Code Authority would have had field representatives go into the hinterlands and hear appeals on zoning and other grievances is apparently in the discard, with the CA hearing everything itself.

Code Bodies Heard

About 1000 Cases

It has been estimated that more than 1000 cases involving industry problems have been heard by the various boards since the code started. This is in the period beginning May 15.

Indes to Work

With Bearen on Seal

Trem Carr, president, Independent Motion Picture Producers' Association, announced after a two-hour session of the board of directors that the independent producers have agreed to accept the Hays Office purity seal, and have with the CA hearing everything itself.

Hear All Complaints

The K. of C. Catholic fraternal body, urged a continued fight on vicious films that are being advertised and presented for the entertainment of the public. Supreme Knight Martin H. Carmody urged this at the annual meeting in Detroit.

Metro Shows Big

Profit for 12 Weeks

Metro turned in one of the most optimistic reports seen in a long time, when the company reported profit, for 12 weeks, of $1,366,692, compared with $1,326,827 in the entire fiscal year before. Loew's owns all the common stock of the company.

Production

Knights of Columbus

Urge Clean Movie Fight

The motion picture industry, acting in association with the Knights of Columbus, is taking steps to inaugurate a policy of bringing the public to understand the need for clean representation of the public.

DISTRIBUTION

SMPE Electing

Tasker as Head

The Society of Motion Picture Engineers will elect Homer G. Tasker as its president. A mail ballot was sent out, with only one nominee for the position.

Lichtman Plans

Get Lots of Reaction

Plan of Al Lichtman, whereby the UA sales chief asked for higher admissions through exhibitor agreement as well as higher rentals, received a lot of attention in the trade. The UA sales chief aims to keep the business from deteriorating and figures an admission check will help.

Protest Against Assessments

May Lead to Changes

Protests by four producers and many inde exhibitors against assessments in connection with code financing may influence a revision of such charges, with financing to be made on gross business, instead.

EXHIBITION

MPTOA Takes Two California Units

MPTOA has expanded, taking in the Independent Theatre Owners of Northern California, Morgan Walsh, president, and Associated Exhibitors, Inc., of Los Angeles. Meanwhile, indie groups are springing up in all parts of the country, according to report.

Business Pickup Seen

In All Parts of Country

That business has taken a decided upturn, especially in the first runs where the fall hits are beginning to appear, is evident from a survey of business conditions. With a fair weather period of more than usual summer duration, exhibitors experienced a better return than usual at the box offices.

MPTOA Getting Set

For Legislature Battles

With legislatures certain to try to penalize the theatres when tax matters come up, MPTOA is keeping its eye on all developments, in the hope of protecting its member units. A brisk legislative season is expected.

Exhibitors Ask End

of Premium Votes

Trade reports have exhibitors asking an end to the clause in the code which allows for a vote on premiums. Sentiment, in some sections, seems to be against this regulation.

No big cities, except Kansas City, have gone on record against premiums.

Exhib Groups Ask

Members to Contact Legislators

That exhibitors make a point of keeping in close contact with the state and national representatives from their district is requested by all exhibitor groups.

Inasmuch as the industry is certain to be the subject of plenty of attack in the new season, such contact is a necessity.

Race Between Allied

and MPTOA Apparent

With the MPTOA announcing new acquisitions and Allied asking co-operation from unaffiliated independent groups, it appears as if there will be plenty doing in the organization field.

Allied met at Atlantic City, with eastern affiliated independent groups, it appears as if there will be plenty doing in the organization field.
Dave Molliver claims he has a swell line of Streimer-Ad Service premiums for exhibs to look at. Fresh back from the Jersey Allied convention, where he conferred with his boss, Charlie, he has almost all different deals for exhibitors to gaze at. His offices with Metropolitan printing, are being fixed up for scrutiny of all exhibitors. Some of the sets look good.

Jim Clark, Horlacher executive, proudly displays an article about the Horlacher system in this month's "Commercial Car Journal." Titled "835,000 Miles—Three Road Failures," it tells the history of Horlacher's and the problems that arise in delivery of film. Bill, Jim and Tom all come in for a big hand.

Mascot's First Exploitation Special "Young and Beautiful" had its world premiere August 26 at the Steel Pier, Atlantic City. Picture was booked direct by A. Lucchesi, president, Gold Medal Film Company. An intensive publicity campaign was planned by Eli M. Orowitz, publicity director. Al Sherman, Mascot publicity director, aided in the publicity campaign.

Gold Medal is all set for the new season. Announcement comes soon. In addition, the six ComiColors are completed and are in the exchange. Mascot's "Young and Beautiful" had a terrific opening at the shore, with the Pier reporting most of the patrons' attention centred on the picture. Nat Levine, Mascot president, was present with A1 Sherman, ad and publicity director. Also Jerry Kessler. Mike Katz was down. They all visited Tony Lucchesi, who is causing a commotion there. New serial from Mascot starts September 8.

Masthead's "Mutt and Jeff" series is ready for dating. The color is said to be very good. "The Oil Raider" is also available for booking.

Miss Viola Porreca back from Woodstock. Other U news includes Miss Marion Mellon touring the Midwest. Miss Mary Farroni marrying September 22. Hilda Harris married 12 weeks September 2.

Ray Doupert, General Register representative here, hopped to New York to attend a dinner to John Drew, recently appointed vice-president and general manager, General Register Corporation. Many GR executives and friends were there. GR has big plans for the future.

John Goldner is enthusiastic over "Tomorrow's Children." State, Reading, did a whale of a business with it. Opening day was terrific.

Mike Landow can now be found in York. He moved up there last week. Joe Leon plenty busy these days making trade Universal conscious.

Zone Manager Schlesinger had a sore back. From too much work. RKO vice-president, Ned Depinet, sends out congratulations. Mrs. Ben Harris, wife of the tripiece booker, was seen sewing baby garments. Ask Ben.

Joe Feldman, Earle impresario, was ill for 11 days. Now feels better. He hadn't been right for about four months, but is actively on the job directing the big fall splurge. All S-W houses going in for new show season trailers.
EXHIBITORS TAKE "MISSOURI" ATTITUDE ON FOREIGN SHOWS

American exhibitors can prepare to receive during the coming season more English and foreign pictures than ever before in the business' history. What will be the calibre of the films? Will audiences who are fearful of a decided English accent and nature of story turn toward the new product with a friendly eye? Can the new brand of pictures succeed where others have failed?

Those are some of the questions that are being asked.

Plans, on paper, look auspicious. American stars are promised, international productions are assured. Some look favorable. The exhibitor can only wait to see what the returns will be at the box office. Already, there are some fears that the market will be flooded with inferior pictures. I. E. Chadwick, speaking recently, declared that no one could fear quality competition from abroad, but rather than let a flock of inferior pictures come in, Congress should put up tariff barriers similar to those erected in foreign lands. Chadwick asks exhibitor help to get Congressional action.

The exhibitor, unfortunately, looks upon such a request with that lethargy which usually dominates the business. He feels that more competition will help the business. If more pictures come in, he thinks, it will give him a greater selection. If they are good, they will spur on domestic producers. If they are bad they will automatically take care of themselves.

LAST YEAR'S PERCENTAGE LESSON REMEMBERED BY DISTRIBS

A lot of companies who sold on straight percentage last year have changed their minds. This season, more deals at flat prices are being secured by the outfits in question with the result that a more substantial gross is expected.

Exhibitors won't squawk at this, if they feel that a couple of hits may develop on the program. The trouble is, most contracts allow the distributors, when a hit arises, to pull it out and rewrite at their own terms.

HARRISON POINTS OUT CANCELLATION EVASIONS

Pete Harrison, who is ever a watchdog for the interests of the exhibitors, recently came out in an attempt to show that companies were evading the intent of the cancellation provision in the code. Harrison analyzed all major contracts and in most cases tried to prove that when an exhibitor cancels, in accordance with code provisions, the distributor retains the right to shift the contract so that he is protected on his higher-allocated pictures.

Harrison, incidentally, was one of the strongest boosters for the code. If he keeps on finding flaws in its make-up, however, he may withdraw his support, a move that might have serious consequences.

NEW SEASON HITS GIVE SOMETHING TO RAVE ABOUT


HOBART MANN.
National Penn Scores with Record Order; New Plant Nearly Finished

Stanley-Warner Chooses Organization to Complete Outstanding Job

What is regarded as the largest single order of printing placed by any printing company in many years has been received and delivered in record time by the National Penn Printing Company, Philadelphia and Washington.

Announcement of the completion of this record task came from Messrs. Simon and Oscar Libros and Al Blofson, National Penn executives, this week.

The order, which ran into several figures, involved around the New Show Season campaign of Stanley-Warner and marked a peak step in the exploitation and advertising plans of that organization.

When Stanley-Warner first evolved its plans for the huge bombardment of printing from theatre to customer, it looked around for a plant that could not only take care of the number of changes in the record run for each theatre, but also wanted to insure a quality of printing which would reflect well upon the reputation of each individual theatre. In other words S-W wanted a perfect job, speed and efficiency.

National Penn, in the midst of rebuilding and expansion, took the order in stride and is proud of the job it has done.

A veteran passed when J. D. Williams, organizer of First National Pictures, died. He was a leading figure in distribution and exhibition in this country. His activities were world wide, and recently he had organized J. D. Williams Associates in New York.

His funeral was attended by leaders in the film world.

His last release here was "The Viking," handled by Masterpiece.

were distributed to thousands of readers. . . . "Man With Two Faces" being sold in some localities as melodrama, capitalizing on past "tough" characterizations of Robinson. . . . In other spots the romantic angle is emphasized.

STANLEY-WARNER

By Harry Goldberg.

NEW BONUS QUARTER gets under way September 1 . . . Zone Manager Schlesinger’s fondest hope is to have the boys in the field participating 100 per cent. . . . P. J. Boyd got a corking plug for "Cleopatra" through an announcement tie-in with the recent Borden coast-to-coast program "45 Minutes from Hollywood." A local station, WCAL, announced the Boyd’s roaming poster. Personal appearance of Cecil B. DeMille, Penn A. C., during film’s engagement got additional publicity for "Cleo." Gimbel’s store contributed window display with four department tie-up, plugging "Cleo" through costume jewelry, cinema shop, sandals, and Max Factor beauty products . . . Close scrutiny is being given all advertising matter . . . New Show Season started last week in all Warner theatres . . . Heredals, trailers, lobbies, announcing it to the public . . . "Here Comes the Navy" breaks in the key run spots over Labor Day weekend . . . Addition of western features to Saturday kiddie programs is expected to boost juvenile attendance more . . . Fine executive had created for "Circus Clown" got a merry echo at the neighborhood box-offices . . . Jack Flynn, assistant zone manager, has worked out a comprehensive, practical guide to proper picture analysis and advertising for the Philadelphia zone . . . It covers all sales angles so the field men won’t overlook any bets . . . Manager Larry Graver (Stanley) got plenty of attention for "Treasure Island" with the float that traversed the center city sector and the key run vicinities . . . It was a large boat, rigged and mounted on a trailer . . . With large cut-out heads of Beery and Cooper and an antique treasure chest . . . Loud speakers were turned on in the outlying districts . . . "Treasure Island" offered natural tie-up with Free Library and branches . . . Bookmarks listing pirate and adventure stories . . .

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TOURING
WITH
LAURA LAEDLEIN

COCK-EYED EXPLOITATION for "Cock-Eyed Cavaliers" at Warners' Warner, Westchester, . . . "Nuttv treats in the shape of petticoats and coats" the charm of "Can you laugh your buttons off" for patrons. . . . Balloons and candy at children's Saturday matinees, with Fredo the Clown billed. . . . Wilmington's flag-teen sitter with "The Circus Clown" comes the Navy." . . . Manager Alfred C. Schwartz reports good business. . . . Y. M. C. A. Auditorium, Coatesville, has enlarged its organ into a three-manual instrument. . . . Still, all strikes have hit Columbia business. . . . No velvet for exhibitors. . . . Historical Fulton Opera House, Lancaster, with its new screen and lens and lots to its excellent equipment. . . . Union-bucking Manager Horace C. Finch has also installed cooling system and re-upholstered main lobby in the family, brother W. S. Finch and brother-in-law R. C. Watt will re-open the Rajah Theatre, Reading, September 1, flickers following complete renovation, decoration and canopy. . . . United States District Attorney, to act as counsel for them, it was announced by Walter Vincent, chairman of the committee. A war chest is being raised.

GUS HARTMAN, youthful manager, Warner's Clementon Theatre, Clementon, N. J., had a floating one-ring circus in the Boat Carnival of Clementon Lake. . . . Clever plug for Joe E. Brown's "The Circus Clown." . . . Clementon-Theatre's main Lobby entertainment territory is giving no odds to the short resorts on box-office. . . . Hunt's Crescent, West Collingswood, installed new RCA Victor High-Fidelity sound equipment, which has drawn very favorable comment. . . . William F. Gerst, Crescent manager, is one of the few theatre managers who doubles in brass. . . . Gerst has a top pension in the Crescent, and has done all its display signs, art posters and other art work for five years. . . . New Laurel Theatre, Laurel Springs, has made good its name with complete renovation, decoration and canopy. Harry A. Meyers, three-months' manager, William Rowner ownership, is featuring Saturday a monthly grand finale of prizes. . . . Sam Frank, owner-manager, Hammond's Rivoli, ran a Baby Contest in connection with "Baby Take a Bow." . . . Full-page merchants' news ad each week by the Warner manager of Toxic Kudies completed portrait by adding scene in either of the baby star films in crayon, and added a coloring system this fall. . . . Ellis Chalmers, Major of its fans with new silken belts. . . . Harry Brodsky, Philadelphia, is doing a complete waterproofing paint job on the front. . . . Friends of this manager east and west will be glad to learn that his mother is recuperating at Ventnor from a fractured shoulder sustained two weeks ago. . . . Standard, Camden, doing summer business again. . . . Dark for two summers.

WILMER AND VINCENT'S Majestic, Harrisburg, to re-open September 7, with John D. Oar back. . . . C. Floyd Hopkins, W and S. I., Chicago, has his Majestic last month. . . . Phone calls to theatre-goers. . . . "This is Gladys!" . . . "Gladys?" . . . "Gladys girl in town, because Leslie Howard is here in "The Spiral."" . . . Some mobs never did find out who Gladys was—a pretty usher in the centre-city house. . . . August 26 wound up one of the Colonial's best weeks in two years. . . . "Hoppy" Hopkins' "All the Best in the World"—which is how he estimates his picture. . . . "Will be on the spot. . . . Embassy, Reading, adding new equipment to its patrons. . . . Al Nickowitz's speakeasy is now on the State as effective as five years ago when he started a Western wave of popularity. . . . Vaudeville, which has enjoyed an upsurge, with hands ushered in Loew's September Parade of Hits at the Colonial. . . . Park re-opened after new Western Electric and Bel re-wound and cost a lot of money. . . . Non-contact premiere of Ann Harding's "The Fountain."

IRVING MIRSHC, formerly Warners' Gettysburg Majestic, returns to that theatre from the Model, Philadelphia, replacing Harry Travers. . . . Town burned under flags and Flks of State Convention during last week of Manager Travers' stay, andvest staff doing the hospital to the work. . . . Exploitation note: personal notes (from management offered by the patrons) on special attractions. . . . New screen, new gold syrks and borders at the Arcade, Waynesboro Warner house, with new sound equipment to J. W. Richley, Warner manager.

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**Three Exhibs Win**

As a fitting finale to its fall showing entire week of August 13, Quality Premium Distributors, Inc., awarded three sets to lucky exhibitors.

First prize, complete set of Gloria 22 Karat Gold Dinnerware was won by Joseph Kane, manager, York Theatre. Second prize, complete service of a dainty Holland Windmill Luncheon Set went to Lew Felt, Westmar Theatre, Norristown, and the lucky number for third prize, a complete Cutlery set was held by Columbus Stamper.

Committee in charge of the drawing consisted of Morris Wax, Leo Posel, Joe Price, Harry Perelman, Harry Freed, Harry Rush and Bill Spiegel, and the drawing made by Ann Donohue.

### Paramount Decorating Busy

A very satisfactory and busy summer season has just been experienced by Paramount Decorating Company, 311 N. 13th Street, according to Jack Seidman, one of its partners. Paramount completed the Hippodrome, Leader and Howard Theatres, Baltimore; Strand, Covington, Va.; Booker T. Washington, Va., and Spruce Theatre, Philadelphia, and is at present occupied with the Colonial, Philadelphia, Hippodrome and Republic, Washington.

Seidman states that conditions are much better and that they anticipate a good finish of their year because of several important contracts which they have signed but are not at liberty to divulge at present.

**Heard In Lancaster**

**Rumors of New Theatre Here**

RAY O'CONNELL has been shifted from the Grand to the Capitol, replacing Douglas George. Ivan Litter becomes assistant manager of the Capitol. Harry Travers, Gettysburg, will take over the Grand, assisted by Harold Miller. Herbert Thatcher remains as manager, Hamilton. Irving Mirsch, Philadelphia, shifted from Philadelphia to Gettysburg.

**FUTURE of the Colonial Theatre is yet to be determined.** Charles M. Howell, long manager of the house, now resides in the office of the postmaster. Rumors say that several chains are bidding for the house. Colonial did a nice piece of promotion work on "Treasure Island." Capitol reopens its doors September 1 after a summer shut down. House opened with a vaudeville show and pictures. Present plans call for vaudeville each Saturday. Scott Players at the Mount Gretna summer theatre have had the most successful season in recent years. Lyle Trenchard, former executive of the Warner chain, was a visitor to Lancaster. More rumors of a new theatre in Lancaster. Ray O'Connell, Grand, did a nice piece of hallyboo for "Forelives Comes the Navy." He dollyed up his attendants in naval uniforms.

WARNER HOUSES have reopened their art shop here. Jack Roberts has been added to the staff. Ray O'Connell put on a clever stunt in which he displayed finger prints to demonstrate modern crime detection methods. Police asked Ray to soft pedal the display and go easy.
DISPLAY. Here is how the Warner circuit of houses in the company's eastern sector is displaying the Price premiums. The McKee Kitchenware on display has been one of the big numbers.

Heard In
CROSSTOWN
Theatres Re-opening Aplenty

LOCUST reopening with "Caravan" billed. . . . Europa re-opening soon as well. . . . Elite open. . . . Fay's re-opening September 15 with Sid Stanley at film. House, thanks to good direction and excellent stage shows, scored heavily last year. . . . Theatre is putting in new seats for the coming season. . . . Local S-W and Fox houses going heavily on daily space. . . . Earle going in for stage names in September, with Steel Pier attractions of summer especially prominent. . . . Dick Powell also due in person. . . . Artie Cohn on publicity job as usual.

LOCAL REPORTS have the Arcadia, new night spot, booking Guy Lombardo at $15,000 for 9 days. . . . Minimum cover will be $250, it is reported. . . . Place will have a big night out. When "Cleopatra" played at the Boyd, audience stood up and cheered. . . . It took a year to get the right people for the show.

FROLIC re-opens during holiday period. . . . Report around that the old Sunset, 52nd Street, may again take its place as a theatre. . . . Venice Theatre re-opened after being enlarged again. . . . Thanks to Charlie Steidel's energetic direction.

OPENING of the Broadway Theatre, Camden, which was practically destroyed by fire several months ago, was a big event. . . . The trade turned out to wish best of luck to Martin B. Ellis. . . . House was a success and looks like it will top its former record. . . . When two thugs waylaid her, Mrs. Mary A. Jeffries, wife of the owner of the Jeffries' Roxborough Theatre, Manayunk, was robbed of $150, the day's receipts.

NEW COLONIAL THEATRE, So. Philly, opened August 29 after complete remodelling. . . . Incidentally, the name is Ben Fertel, which sees it spelled correctly, for once. . . . 51st Street Theatre was being operated as a colored house for a spell.

NO MIDNITES for Stanton until daylight goes out. . . . Abe Einstein the dashing impresario of S-W, looks forward to busy sea-

son as welfare chieftain of Stanley-Warner Club. Big as life at all dinners, too. . . . Local S-W boys active on "Circus Clown." Readfield gets S-W vaudeville in September.

PAUL O. KLINGER, manager, and Mary Check, owner, have installed new RCA sound into the Rialto, Lewistown.

SEASIDE, Somers Point, N. J., owned by Ed Skyrm, has installed Photophone sound. . . . W. W. Love is manager. . . . All S-W houses using special trailers plugging the new hits of the new season. . . . Incidentally, S-W men are now working for big dough in a new bonus drive which begins with the fall season. . . . John Latimer, secretary to Leonard Schlesinger, is now back at his post after having been ill for quite some time. . . . Henry Murdock, Ledger scribe, back from vacation. . . . Eric Knight, ditto.

CHARLES SEGALL hopped to New York, . . . Lehigh is new name for Joe Rosheim's State, Bethlehem. . . . Acquisition of Wilbor, Easton, by AI Boyd denied. . . . Stanley Poedl has taken the Palace, Wilkes-Barre. . . . Exhibitor of the Bulls Head, Scranton, has taken the Crystal, Miners Mills. . . . New interests have gone into Shillington, taking the Roxy. . . . Knaske and Loudenbach have taken the Park, Allentown. . . . They have theatres in Emmus and Kutztown. . . . O. J. Heckman has taken the Laurel, Lauderdale. . . . Benny Fred has the Keystone, Weatherly. . . . Neptune, Richland, has changed hands. . . . Wilmer and Vincent re-opening the Rialto, Allentown. . . . Larksville Stanley, Auditorium, Fleetwood, re-opening. . . . POSA, Berwick, re-opening soon, too. . . . Europa, re-opening soon, with Moe Verbin again at the helm. . . . Reports of Arcadia and San Toy, Reading, re-opening denied.

ELITE re-opens September 3. . . . Yorktown gets under way same day, with 40 cent top. . . . Orpheum, Germantown, bows in again September 14. . . . Lindley, Harrowgate, Northeastern, Avon, Imperial (2nd Street), open September 3. . . . Victoria opened this week-end. . . . Arcadia, Wilmington, re-opens September 1. . . . New Grange Theatre is scheduled to open November 2.

RKO-Photophone Deal

Final arrangements have been completed by RKO subsidiary corporation for the immediate replacement of the sound equipment in thirty-one RKO houses located in fifteen principal cities throughout the country with the latest type of Photophone High Fidelity sound apparatus, according to an announcement by E. O. Heyl, manager, Photophone Division.

Supowitz Scores Again

Reopening of the New Broadway Theatre and the New Colonial, South Philly, in two days is a tribute to David Supowitz, leading architect.

Supowitz supervised the remodeling of the Colonial and the rebuilding of the New Broadway following the disastrous fire, and those who attended both openings voted them new theatres in design as well as in facilities.

Supowitz has created a reputation for himself as an architect of new houses as well as converting old ones into attractive structures. The new Broadway, Camden, was rebuilt, while the Colonial house had some structural as well as internal improvements made.
SHIPS ARE IN. “Here Comes the Navy,” from Warners, gives James Cagney, Pat O’Brien, Frank McHugh, Gloria Stuart a chance to cavort.

TICKET REGISTRERS

IRVING DUNN interrupted his split week schedule to show “Of Human Bondage” for a full week. Tie-ups were arranged with bookers, has incurred fan clubs and other stores in the city with miniature window cards placed on the counters. Used the public address system to add to the regular trailer a personal endorsement for the picture and distributed 50 one-sheets in advance of the picture. He stenciled the sidewalks. For “The Old Fashioned Way” Dunn stopped traffic in fact and not in fiction when he sent out an ancient one-horse shay pulled by a decrepit old nag over the busiest streets in the city. Advert of “New Show Season” has caused unusual activity. Special lobby displays were being erected. At the Rialto, Sid Poppay erected one of the most attractive presented. He placed it just inside the entrance where it was impossible to pass without seeing. Cleon Miller, known for his attractive lobby displays has scored again with the one he put up for “Dames,” which opened one side of the huge lobby at the Strand was used and on the opposite side of the lobby living models were placed on a pedestal to distribute hand bills to the audiences a week in advance of the opening.

WORK of remodeling the municipal building, Red Lion, near York, to comply with the state requirements for movie houses is rapidly nearing completion. Plans call for the opening of the place as a motion picture theatre soon after September 1. Former Red Lion Opera House was sold to the borough several years ago by J. A. Miller, who died last week, once operated the place as a motion picture theatre soon after September 1. Former Red Lion Opera House was sold to the borough several years ago by J. A. Miller, owner and operator of a theatre at Stewartstown, will lease the theatre.

HARRY TRAVIS, former manager, Capitol, but lately managing the Majestic, Gettysburg, has been transferred to the managerial post at the Grand, Lancaster. Travis assumed his new duties August 27, relieving Irving Mirsch, who returned to the Majestic. Sid Poppay, Rialto, has uncorked several good gags lately among them being the placing of an amateur cartoonist on the streets with a big blackboard to sketch anything he saw. When he saw a crowd gathered he wrote on the slate, “MURDER ON THE BLACKBOARD.” For “MURDER IN THE PRIVATE CAR,” Poppay gave his audience a week in advance of the opening, an extra thrill, dropping the house lights and playing a green spot on the screen during the trailer. Matinee prices at the Rialto and Ritz Theatres have been dropped from 20 cents to 15 cents. Poppay has inaugurated a kiddie bargain show Saturdays. Show starts at 12 noon with special shorts and a western feature and swings right into the regular show giving the kids in the neighborhood for four hours of entertainment. Special trailer on “Dames,” was shown in the Strand by Cleon Miller, as a part of the program two weeks prior to the opening of the picture.

M. B. COMERFORD was in New York during the week. Was accompanied by John Roberts, film booker, and John Galvin, manager, Penn. As a starter, Mills Brothers will be the stage attraction at the Penn. Ad dispute between the theatres and the newspapers has been adjusted. For two years past the theatres have had an arrangement that permitted them to buy display space at fifty cents an inch as long as they did not cut down on their regular contracts which called for $1.50 on the announcement page. When the dailies were asked to transmit the use of more of the cheaper space and less of the regular, they eliminated the fifty cent rate entirely. A conference was arranged whereby they restored the privilege with the understanding that the regular ads would not be cut in size. Al Cox, incidentally, worked up considerable enthusiasm for the “Human Bondage.” J. E. Elliger, who has been subbing for John Galvin at the Penn during the summer, went in for ballyhoo in a big way.

JOHN COMERFORD, Orpheum, is pressing down to put his kids shows on Saturday mornings over. Kingston is offering a special radio minstrel attraction. George Bittinger, manager, took his family to New York for a vacation last week. George Horlacher, his assistant, carried on. B. F. O’Rourke, city building inspector, has ruled that card and muslin signs are out at the theatres. William Kierle, Edwardsville, who died last week, once operated the Sterling.
### The Checkup

For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. For example, 1-Jun means the second issue of this publication in that month.

#### Columbia
- The Fighting Ranger: 1-May
- The Man Trailer: 1-May
- Sisters Under the Skin: 1-May
- The Party's Over: 20th Century
- The Crime of the Century: 2-May
- Hell Bent for Love: 1-June
- One Night of Love: 2-May
- The Heli Cat: 2-May
- The Most Precious Thing in Life: 2-May
- Black Moon: 1-July
- Whom the Bells Adore: 2-Aug.
- Beyond the Law: 2-Aug.
- Blind Date: 2-Aug.
- Name the Woman: 2-Aug.

#### United Artists
- Gallant Lady: 2-Dec.
- Moulin Rouge: 2-Jan.
- Nana: 2-Jan.
- Peterborough: 2-Feb.
- Serrell and Son: 2-Feb.
- Looking for Trouble: 2-Feb.
- Catherine the Great: 1-Mar.
- The Affairs of Cellin: 2-May
- Bulldog Drummond Strikes Back: 2-May
- The Last Gentleman: 2-May
- Born to Be Bad: 2-May
- Our Gang, No. 100: 2-May
- For Love or Money (Cash) (Mundus): 2-Aug.

#### Monogram

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<th>Title</th>
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<tbody>
<tr>
<td>Monte Carlo Nights</td>
<td>1-May</td>
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<tr>
<td>House of Mystery</td>
<td>2-May</td>
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<tr>
<td>Blue Steel</td>
<td>2-May</td>
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<td>Louisiana</td>
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<td>Money Makes Nothing</td>
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<tr>
<td>The Man from Utah</td>
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<tr>
<td>Wharf Angel</td>
<td>1-June</td>
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<tr>
<td>Happy Landings</td>
<td>1-Aug</td>
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<tr>
<td>The Moonstone</td>
<td>2-Aug</td>
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#### Paramount

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<tbody>
<tr>
<td>Six of a Kind</td>
<td>1-Feb</td>
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<tr>
<td>No More Women</td>
<td>2-Feb</td>
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<tr>
<td>She Made Her Bed</td>
<td>2-Mar</td>
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<tr>
<td>Wharf Angel</td>
<td>2-Mar</td>
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<tr>
<td>The Trumpet Blows</td>
<td>2-Apr</td>
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<td>Double Door</td>
<td>2-Apr</td>
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<td>The Scoundrel</td>
<td>2-Apr</td>
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<td>The Witching Hour</td>
<td>1-May</td>
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<tr>
<td>We're Not Dressing</td>
<td>1-May</td>
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<tr>
<td>Little Miss Marker</td>
<td>2-May</td>
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<tr>
<td>Many Happy Returns</td>
<td>2-May</td>
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<tr>
<td>Murder at Vanities</td>
<td>2-May</td>
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<tr>
<td>Private Scandal</td>
<td>2-May</td>
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<tr>
<td>The Great Blueprint</td>
<td>2-May</td>
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<tr>
<td>Kiss and Make Up</td>
<td>2-June</td>
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<tr>
<td>The Girl in the Street</td>
<td>1-July</td>
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<tr>
<td>Here Comes the Groom</td>
<td>2-July</td>
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<tr>
<td>No More Shippie Lang</td>
<td>2-July</td>
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<tr>
<td>Old Fashioned Way</td>
<td>2-July</td>
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<tr>
<td>She Loves Me Not</td>
<td>2-July</td>
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<tr>
<td>Shoot the Works</td>
<td>2-July</td>
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<tr>
<td>Elmer and Elsie</td>
<td>1-Aug</td>
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<tr>
<td>Ladies Should Listen</td>
<td>2-Aug</td>
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<td>Cleopatra</td>
<td>2-Aug</td>
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<td>Crime Without Passion</td>
<td>2-Aug</td>
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<tr>
<td>Now and Forever</td>
<td>2-Aug</td>
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<tr>
<td>Beloved the Nineties</td>
<td>1-Sep</td>
</tr>
<tr>
<td>Mrs. Wigs, Cabbage Patch</td>
<td>1-Sep</td>
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<tr>
<td>You Belong to Me</td>
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#### Radio

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<tbody>
<tr>
<td>Keep 'Em Rolling</td>
<td>2-Feb</td>
</tr>
<tr>
<td>Long Lost Father</td>
<td>2-Feb</td>
</tr>
<tr>
<td>The Lost Patriot</td>
<td>2-Feb</td>
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<tr>
<td>Sing and Like It</td>
<td>1-Mar</td>
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<tr>
<td>Split the Prize</td>
<td>2-Mar</td>
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<tr>
<td>Success at Any Price</td>
<td>2-Mar</td>
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<tr>
<td>This Man Is Mine</td>
<td>2-Mar</td>
</tr>
<tr>
<td>The Little Bachelor</td>
<td>2-Mar</td>
</tr>
<tr>
<td>Finishing School</td>
<td>2-Apr</td>
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<tr>
<td>Where Sinners Meet</td>
<td>1-May</td>
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<tr>
<td>Strictly Amateur</td>
<td>1-May</td>
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<tr>
<td>Stingaree</td>
<td>2-May</td>
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<tr>
<td>Cocked Capvials</td>
<td>2-May</td>
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<tr>
<td>Murder on Blackboard</td>
<td>2-Jul</td>
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<tr>
<td>Tergie Winners</td>
<td>2-Jun</td>
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<tr>
<td>Bachelor's Ball</td>
<td>2-Jun</td>
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<tr>
<td>His Greatest Gamble</td>
<td>2-Jun</td>
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<tr>
<td>We're Rich Again</td>
<td>1-Jul</td>
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#### Liberty

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<th>Title</th>
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<tbody>
<tr>
<td>Cheaters</td>
<td>1-May</td>
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<tr>
<td>No Ransom</td>
<td>2-May</td>
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<tr>
<td>When Strangers Meet</td>
<td>2-May</td>
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<tr>
<td>Take the Stand</td>
<td>2-May</td>
</tr>
<tr>
<td>Once to Every Bachelor</td>
<td>1-Jun</td>
</tr>
<tr>
<td>Two Heads on a Pillow</td>
<td>2-Jul</td>
</tr>
<tr>
<td>School for Girls</td>
<td>1-Sep</td>
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#### First Division

(CHESTERFIELD)

<table>
<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>Cross Streets</td>
<td>1-Mar</td>
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<tr>
<td>The Million Dollar Ransom</td>
<td>2-Jun</td>
</tr>
<tr>
<td>Uttam Kumar</td>
<td>2-May</td>
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<tr>
<td>Million Dollar Ransom</td>
<td>2-Jun</td>
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<tr>
<td>City Park</td>
<td>2-May</td>
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<tr>
<td>Fifteen Wives</td>
<td>1-Aug</td>
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<tr>
<td>Green Eyes</td>
<td>2-Sep</td>
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<tr>
<td>Heaven's Prison</td>
<td>2-Sep</td>
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<tr>
<td>Throne of the Gods</td>
<td>2-Jan</td>
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<tr>
<td>Under Secret Orders</td>
<td>2-Jan</td>
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<tr>
<td>Texas Tornado</td>
<td>2-Mar</td>
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<td>The Porcupine</td>
<td>2-May</td>
</tr>
<tr>
<td>Young Eagles</td>
<td>2-May</td>
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<tr>
<td>Little Demelise</td>
<td>1-Sep</td>
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#### Gold Medal

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<tr>
<th>Title</th>
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<tbody>
<tr>
<td>The Big Bluff</td>
<td>2-Oct</td>
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<tr>
<td>Important Witness</td>
<td>2-Aug</td>
</tr>
<tr>
<td>Laughter at Life</td>
<td>2-June</td>
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<tr>
<td>Curtain at Eight</td>
<td>1-Dec</td>
</tr>
<tr>
<td>You Made Me Love You</td>
<td>2-Dec</td>
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<tr>
<td>The Charming Deceiver</td>
<td>1-Jan</td>
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<tr>
<td>Night of the Hunter</td>
<td>2-Jan</td>
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<tr>
<td>Big Time or Bust</td>
<td>2-Jan</td>
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<tr>
<td>Eros and Callista</td>
<td>2-Jan</td>
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<tr>
<td>Mornin After</td>
<td>2-Feb</td>
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<tr>
<td>Unknown Blonde</td>
<td>1-Apr</td>
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<tr>
<td>You're a Lady</td>
<td>2-Jun</td>
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<tr>
<td>Burn 'Em Up Barnes</td>
<td>2-Jul</td>
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#### Masterpiece

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<tr>
<th>Title</th>
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<tbody>
<tr>
<td>Riot Squad</td>
<td>2-Aug</td>
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<tr>
<td>Second String</td>
<td>2-Aug</td>
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<tr>
<td>Wine and Women Song</td>
<td>2-Aug</td>
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<tr>
<td>What's Your Hacket?</td>
<td>2-Feb</td>
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<tr>
<td>Dancing Man</td>
<td>2-Mar</td>
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<tr>
<td>Back Page</td>
<td>1-Apr</td>
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<tr>
<td>The Fighting Rogue</td>
<td>2-Mar</td>
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<tr>
<td>The Oil Raider</td>
<td>1-Sep</td>
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</table>
NAT LEVINE Presents
The
WAMPAS BABY STARS
in
"Young and Beautiful"

WITH
WILLIAM HAINES  JUDITH ALLEN
JOHN MILJAN  JOSEPH CAWTHORN
TED FIO-RITO AND HIS ORCHESTRA
SHAW AND LEE  WARREN HYMER
VINCE BARNETT  ANDRE BERANGER
FRANKLIN PANGBORN  RAY MAYER
ED LESTER'S HOLLYWOOD SINGERS
THE HUDSON-METZGER DANCING GIRLS

Directed by JOSEPH SANTLEY
Personally Supervised by
NAT LEVINE

A STAR-STUDDED
MUSICAL
SENSATION!

DISTRIBUTED BY
GOLD MEDAL FILM COMPANY
1236 Vine Street
PHILADELPHIA

A. LUCHESE, President
WELL, BOYS:

I HAVE JUST COME FROM THE PROJECTION ROOM WHERE I SAW A COUPLE OF PICTURES THAT SHOULD MAKE YOUR BOX OFFICE BULGE

THEY ARE:

"CHAINED"

with JOAN CRAWFORD
and CLARK GABLE
(BETTER than "DANCING LADY")

"THE BARRETTS of WIMPOLE STREET"

with

NORMA SHEARER
HERBERT MARSHALL
CHARLES LAUGHTON

BOTH OF THESE PICTURES WILL MAKE NEW RECORDS AND NEW FRIENDS FOR YOUR THEATRES.

AND ON THE WAY:

"THE MERRY WIDOW" with MAURICE CHEVALIER
"DAVID COPPERFIELD" with AN ALL STAR CAST
"DEATH on the DIAMOND" A Thriller for Any Theatre

JUST A FEW OF THE HITS FROM

METRO-GOLDWYN-MAYER
1233 SUMMER STREET
PHILADELPHIA

Bob Lynch, Mgr.
IT AIN'T NO SIN NOW TO SEE
MAE WEST
"Belle of the Nineties"

with ROGER FRYOR, John Mack Brown and Duke Ellington's Orchestra • A Paramount Picture • Directed by Leo McCarey.
THE NEW MAJOR
Presents
One of the Distinctive Attractions for 1934-35
ROSE HOBART IN
"CONVENTION GIRL"

Featuring
WELDON HEYBURN
SALLY O'NEILL
HERBERT RAWLINSON
NED WAYBURN DANCING GIRLS
ISHAM JONES and HIS ORCHESTRA

Directed by
LUTHER REED
Director of
"HELL'S ANGELS"
"RIORITA" and "DIXIANA"

A Falcon Picture
Produced and Supervised by
DAVID M. THOMAS

CASH IN ON THESE LOCAL ANGLES:
1. Produced in Atlantic City.
2. Cast selected by six weeks competitive try-outs. Lots of local faces.
3. Hundreds of newspaper headlines and pictures in all eastern papers.
4. 24 sheet boards on all main highways.

PLUS A NATIONAL SONG-HIT RADIO TIE-UP

Direct from its World Premiere at the Steel Pier!

THE WORLD'S LEADING INDEPENDENT
FIRST DIVISION EXCHANGES, Inc.

HARRY H. THOMAS, President
EXECUTIVE OFFICES: RADIO CITY, NEW YORK
New York, Philadelphia, Albany, Buffalo, New Haven, Louisville, Washington, Detroit, New Orleans, Atlanta, Pittsburgh, Cleveland, Cincinnati, Boston
A Box-Office Story Without Words!
Above them all!

20th

CENTURY

PICTURES

George Arliss

in "The

ST GENTLEMAN"

ATLANTIC CITY

Doubled "The House

of Rothschild" record!

DENVER

Opened bigger

than "Rothschild"

"Second week

going fine!" writes

Variety.

Imagine! Bigger

than "Rothschild"

in its first two pre-

release engagements! Hit No. 3!

"Socks

Baltimore

for powerful

$20,000!"

— Variety

"Galloping

along in

Chicago!

Three week

session!"

— Variety

"Cincinnati

critics raked through

the superlatives!

Sparkling! $12,500!"

— Variety

And that's the way

it's clicking every¬

where! Hit No. 2

in 20th Century's

parade of hits!

From coast to coast...

20th Century

flies high with its Hit

No. 1!

Released thru

UNITED ARTISTS
BOY, OH, BOY! IS UNIVERSAL STEPPING OUT!

Gift of Gab
A 30-Star musical screenshow, with EDMUND LOWE, RUTH ETTING, Gloria Stuart, Phil Baker, Chester Morris and dozens of other famous names of screen, stage and radio.

The Human Side

Romance in the Rain
There's Always Tomorrow
With FRANK MORGAN and the radiant new star, BINNIE BARNES; Lois Wilson, Elizabeth Young, Louise Latimer, Alan Hale. Story by URSULA PARROTT. Directed by Edward Sloman.

Imitation of Life
FANNIE HURST'S novel. Starring CLAUDETTE COLBERT, with WARREN WILLIAM, ROCHELLE HUDSON, Ned Sparks, Henry Armetta. A JOHN M. STAHL PRODUCTION.

One More River
JOHN GALSWORDHYS NOVEL. Starring DIANA WYNWARD, with Colin Clive, Frank Lawton, Jane Wyatt, Mrs. Patrick Campbell, Lionel Atwill, Reginald Denny, C. Aubrey Smith, Henry Stephenson, Alan Mowbray. A JAMES WHALE PRODUCTION.

Night Life of the Gods
THORNE SMITHE'S novel. A Great Novelty Comedy. A LOWELL SHERMAN PRODUCTION, with Alan Mowbray, Florine McKinney, Peggy Shannon, Henry Armetta and many others.

Million Dollar Ransom

Wake Up and Dream
Both Being Hurt

IT IS ONE THING to delay selling because of zoning controversies or code problems, but it is entirely apart from those questions when an exchange deliberately allows its product to remain gathering dust on the shelves because the distributor and exhibitor cannot get together.

The annual buying tussle is an age-old controversy between buyer and seller. One does not expect that there should be anything but plenty of haggling on both sides. But, after a certain point, an economic question arises. Granted that an exchange is entitled to what it thinks it can get. But on the other hand the exhibitor usually wants to pay only what he thinks he is able to pay. Somewhere between those two points there must be a spirit of compromise. The more accounts a distributor services, the better it is for the industry.

If a distributor fails to get together with an exhibitor and keeps his pictures idle rather than give them away at a figure he thinks too cheap, he is depriving himself of revenue, keeping the exhibitor from earning profits on the picture. After he does buy them at a reduction the value of the picture has been lessened and neither party gains yet the distributor would probably be in a better position the next time if the exhibitor were sold earlier and had a chance to “cash in.”

Common sense should govern this course.

Good Building Spurt

EVERYONE IS QUITE AWARE these days that there has been a decided increase in renovation, reconstruction and rebuilding fields. Not only has the government turned its attention toward more construction, but there has been a natural impetus in the theatre division as well. Theatremen who can scrape up the money are putting it into their theatres, modernizing and renovating them. They have learned their lesson from watching other houses turn the same trick and benefit their box offices. Somehow, patrons prefer comfortable theatres, even if the pictures on two competitive screens are the same. It is well that exhibitors are pouring money into renovation and reconstruction. It is indicative of the faith they have in the future of this business and their vision must be re-echoed by the Hollywood producers who are pouring more and more money into their productions.

There is reason for rejoicing, too, in the fact that fewer palatial, de luxe palaces are being built. After all, the essentials of a successful theatre are three. A house must be comfortable, must contain all modern devices and methods, seats. A house must have good projection and sound. A house must have good pictures. The first two can be bought, the last is always will be a problem. But comfort and good projection and sound will help overcome the handicap of weaker pictures.

The smart theatreman is the one who keeps his theatre up to the minute and ahead of it. Let the renovating and rebuilding boom continue.

In the final analysis, regardless of internal squabbles, this business is an entity, should remain that way, with a strength that comes from a complete understanding among all of its divisions. Let the distributor and exhibitor haggle, let various groups of exhibitors differ on policies, let some like double features, let others object, let some prefer premiums, let others protest, but, finally, there ought to be a common bond that brings them all together.

There should be nothing so serious in the differences that could not be laid aside in order that one enemy, attempting to hurt them all, could not be met and defeated.

It does not seem possible that men who have such huge amounts invested in theatre properties can not reach a unanimity of opinion instead of always wrangling among themselves. Some day a Messiah will step out of the ranks and gain the good will of all the exhibitors. But until that time, it won't be pleasant to watch the useless and continual squabbling.
Special Session Being Watched by Exhbits as State Seeks More Funds

West Phila. Will Be Rezoned

From a reliable source it is understood that the Code Authority will recommend that West Philadelphia be rezoned. Such a recommendation on the part of the National Board will act as a virtual command to the local Board to fulfill its plans of several months ago and actually go to work on the rezoning job.

Such a recommendation will obviate the necessity of a ruling on the petition now before the Board of Earl M. Forte’s Ambassador Theatre, Philadelphia, against Stanley-Warner’s Benn Theatre.

Film Men Invited to Gross Address at Forum

Fox Branch Manager Talks on Block Booking

Film men as well as interested clubwomen are invited to attend the September 17 meeting of the Forum of Women’s Clubs, at the Chamber of Commerce Building, 12th and Walnut, at 2 P.M.

Highlight of the day will be an address on “Pricking the Block Booking Bubble,” by Sam Gross, local Fox exchange manager.

Several hundred are expected, with Gross’s ability as a speech-maker very well known. The clubwomen invite all to come.

Plans are being made for an address on “Trade Gossip on the NRA” by Jay Emanuel at the October meeting.

Local MPTO Protests Courtesy Tickets

George P. Aarons, Secretary of the MPTO of Eastern Pennsylvania has filed a complaint with the Theatre Code against the Broad Street Theatre (legitimate) on the issuance of cut-rate tickets at reduced admission prices.

The protested tickets are good at any performances and are exchangeable at the box office for regular seats and are considered by local theatremen to be unfair competition.

“Wandering Jew” Held Up

It is popular belief that the English import “Wandering Jew” will never be generally released by MGM. A loud and sustained protest has been heard from Rabbis of the Jewish faith and heads of other religions that the picture will cause more harm than good because of the extremely controversial nature of the subject.

Relief Revenue Big Problem for Lawmakers—MPTO Keeping Ear to Ground—Financial Problem Faces Commonwealth

As the special session of the legislature convenes in Harrisburg for relief purposes, theatremen are keeping their ears close to the ground.

Whether or not taxation on admissions of theatres is being considered is unknown, but at any rate, the local MPTO is keeping in touch with the situation.

With business conditions in many theatres in pretty tough straits, further taxation would be a calamity. The exhibs’ policy is one of watchful waiting.

Banner Turnout Expected for Bob Mochrie Dinner

Warner Executive Honored at Testimonial

Robert Mochrie, recently appointed assistant to Andy Smith, Jr., Warner’s sales manager, will be guest of local film men at a dinner to be tendered him September 17.

The dinner, sponsored by his friends, is expected to be a highlight of the local season.

Mochrie used to be Warners’ manager here until succeeded by Bill Mansell. Warner home office executives will attend as will industry leaders here.

Dick Powell, picture star, will be a feature of the evening.

Leonard Schlesinger, S-W zone manager, will be toastmaster. At last reports, he weighed in at 198 and was ready to go.

State, Boyertown, Opens

George Klinc’s State Theatre, Boyertown, opened Labor Day. The house was redecorated, re-draped and had a new marquee, new heating and ventilating system, new carpets and electrical fixtures installed. National Theatre Supply Company was one of the principal contractors.

The State will be operated on a 2-2-1-1 change policy. George P. Aarons, secretary of the local MPTO, delivered the opening address in the absence of the mayor.

Delaware Charters


Lichtman Theatres, Inc. Manage and operate theatres and amusement enterprises.

Warners Welcome Boost

According to a statement recently made by Joe Bernhard, general manager, Warner Theatres stand ready to raise admission prices provided independent competitors will go along on the plan. Bernhard pointed to the increase in costs due to NRA and admission taxes as a substantial reason for such an increase.
Bernhard Promises Fair Play for All Exhibitors of the Territory

Perfectly Willing at Any Time to Meet and Discuss Grievances with Each Theatreman, He States in Interview

Joseph Bernhard, general manager, Warner Theatres, is willing and ready to meet and discuss any grievance which any exhibitor may have against the company, he states in an interview with a representative of The Exhibitor.

Bernhard was asked the company's attitude on problems affecting the circuit and the individual independent exhibitor and replied in part: "If any exhibitor feels that he has any complaint against our operation of theatres in the Philadelphia territory, he is perfectly free to come and discuss the matter with me. Should I think he is right, I will endeavor to remedy the situation; but if, in my opinion, I think he is wrong, I will not hesitate to tell him so. So there can be no misunderstanding, I will not agree to take any grievance before a committee, but will have a perfectly willing at any time to meet and discuss with any exhibitor his grievance."

JOE ENGEL is very enthusiastic about RUSS COLOMBO'S last picture, "Wake Up and Dream," which will be released by Universal on October 1.

RUBE BRENNER is now with UA in a sales capacity. Originally hired as special representative for Mudas, he has been transferred to the regular sales force, as the foreign product will be handled by all UA salesmen.

HARRY WIENER raves about "One Night of Love," the first Columbia picture of the new season and points to its hold-overs in New York, Los Angeles and San Francisco. LOU PIZOR, who hasn't been feeling so well, is looking for more product and expects to have success with the new Mutt and Jeff reels.

BEN HARRIS wants a retraction of the item that his wife is sewing baby garments. It seems that the garments are for Bonnie, an easy mistake to make.

JOHN GOLDER plans a big campaign on "Tomorrow's Children." HERR EFFINGER is going strong for it upstate in his entire circuit. Moe Verbin, at the Europa, here, is doing all right.

Against the IEPA's Three-Day Labor Day Doings

JOE ENGEL, local Universal branch manager, announces that his Warner deal is complete for the new season's product. Fewer than 15 features ready for release now.

JOE ENGEL is very enthusiastic about RUSS COLOMBO'S last picture, "Wake Up and Dream," which will be released by Universal on October 1.

DICK POWELL, Warner star, will be godfather for EARL BAILEY'S new baby.

JOE ENGEL, local Universal branch manager, announces that his Warner deal is complete for the new season's product.
Many exhibitors in the anthracite region anxiously waiting for the date set for the Golf Tournament. Pete Maronis of Wyoming is expected back from Sharon where he called on Matt, Jr., who underwent an operation. The two outstanding pitch players of Wyoming Valley, Eddie Connelly, State, Nanticoke, and the new postmaster, Stanley Janoski, selected Miss Anthracite. Elmer Dietrich, our old friend, of the Capitol, Old Forge, has just opened up one of the finest beer gardens in the state. The Bowling League will soon be under way here in Scranton. Jimmy Roberts was one of the judges in selecting Miss Anthracite. Cap Murray, for many years at the Rialto, Pennsylvania manager of the State, Jim Edwards is now at the Capitol. Leo Barrett of the Park, Ashley, recently had a bad case of the jitters waiting for his show to come in from Havley, which arrived about 6:15. Al Farrell of Carbondale, from present indications, will be the champion at the Golf Shooting Club here. Elmer Dietrich, our old friend, of the Savoy, Tunkhannock, will soon be going to the post against Louis McFadden for Congressman. So we, as film salesmen, feel Elmer cannot lose. Charlie Hooper at Shickshinny is installing new seats and draperies. Miss Anthracite appeared on the Ritz stage and was put over in great style by Fred Murdock. Miss Anthracite was a student of the Tracey Dancing School. Mr. Tracey was for many years manager of the Universal Rex. He is again in Wilkes-Barre. We would like to know the date of Jim Clark's Clam Bake. Louis Pilosi will soon get his theatre in Forty-Fort under way. The Lyric, Throop, is now running full time. The grand, Archbald, will re-open in the very near future. The dedication of the new Post Office in Wilkes-Barre, at which Jim Farley was the principal speaker, we heard Bill Quigley, Eddie Connelly and Elmer Dietrich.

Laedlein Tours

Laura Laedlein, the exhibitor representative, has been completing her tour through the upstate Pennsylvania district. She reports increased optimism on the part of exhibitors in all the towns and hamlets.

Her observations will be found on page 25.

Sam Friedman Celebrates

Samuel Friedman, manager, Pottsville Capitol and chairman, publicity, NRA permanent committee, celebrated his twenty-seventh year with the Comerford organization September 9. Dean of the Pottsville exhibitors, Manager Friedman was the recipient of statewide congratulations.

Starting as an usher in Scranton, Friedman has worked every branch of the Comerford chain, from stage-hand and operator to management, and has been an exhibitor fourteen years. He has held his present post seven years.

Heard In Reading

Business Better

Strike Worries

By T.R.

Theatre managers report a pickup in business with the close of the outdoor recreation and park season. The only park remaining open in the Reading district after Labor Day was Carsonia, which advertised half prices on all attractions to everybody, adults as well as children. Sunday night benefit shows are continuing at numerous houses here, with commitments of members of various military and veteran's societies in charge of "collections" at the doors. Manager Nowitsky, State Theatre, is a great believer in changing the entire front of his house for every picture. He redecorates the display fixtures, not only changing the pictures in the panels, for every new show. The Reading Fair's night show has hurt picture houses in the second week of the month. Regardless of protests by church organizations, the fair not only arranged for vaudeville and pictures in combination. Effective on Labor Day, the change is attracting capacity business. Manager Calvin Lieberman is putting on five acts, the result being a program of about two and one-half hours' length.

Three Wilmer & Vincent employees in Reading were on the sick list at one time this month. They were Electrician David Collenden, who went to Atlantic City to recuperate; Catharine Brightbill, relief cashier, who underwent a tonsil operation with complications, and Hiestert Roth, doorman, all at the embassy. Lowey's Colonial Theatre, Robert Suits manager, tied up with the Capital Bakers, Harrisburg and Reading, in a distribution of "Treasure Island" gold and silver cake at the theatre during the engagement of Jackie Cooper's "Treasure Island," MGM release.

A. E. Scott and his Gretta Players closed a successful season at the theatre at Mt. Gretna, on the Pennsylvania Railroad south of Lebanon. The Scott Company has been signed up again for next summer.

The Hippodrome, Pottstown, Pa., has been leased by William Goldmann. As the house has been closed for some time, it will probably be remodeled.

Francis Replaces Heyl at RCA

James E. Francis has been appointed manager of the Photophone Division of the RCA Victor Company, replacing E. O. Heyl, resigned, according to a recent announcement by the company.

Mr. Francis had wide experience in sound film recording and reproduction dating back to the silent days of the theatre. When RCA entered the sound motion picture equipment field he was placed in charge of installation and service.

Mr. Heyl's announcement of future connection will be awaited with interest by the many friends he has made in the industry.
Brilliantly to open the new picture season!

ANN HARDING

From the noted novel by Charles Morgan that has thrilled two million readers!

The Fountain

... A woman's heart torn between love of one man and devotion to another!

Once in years — a story too fine for superlatives ... Once in years — a love too great for words ... This is a picture from such a story ... Flooded with such a love ... A picture that shows how brave and beautiful human life can be!

BRIAN AHERNE  
PAUL LUKAS  
JEAN HERSHOLT

A Pandro S. Berman Production
Directed by JOHN CROMWELL

RKO RADIO PICTURE
The Little Feature That Is the Year's Big Sensation!

Proof that it doesn't take seven reels of film to make motion picture entertainment.

Regina Crewe, N. Y. American

"I think there has been nothing so lovely as La Cucaracha."
John Chapman, N. Y. Daily News

Just a few of the million words of praise for twenty minutes of entertainment!

A Little Feature hailed as a gem of music, drama and the dance!

Scenes created in color by

Robert Edmund Jones

World's Foremost Designer of Stage Settings

with Steffi Duna

Don Alvarado • Paul Porcasi

Eduardo Durand & His Orchestra

Produced by Kenneth Macgowan  Directed by Lloyd Corrigan

RKO Radio Picture
VETERAN PASSES. J. D. Williams, one of the pioneer figures in the motion picture industry, passed away recently. His death marked the removal from the trade picture of a man whose foresight and whose industrial ability caused changes in practice in the field. As an advocate of new trends in production and distribution he became one of the leaders in First National Pictures. He will be missed.

Judge Nields Credits Germans
Judge John P. Nields, United States District Court, Wilmington, has handed down an opinion after 15 years of litigation in which he agrees that the three German inventors, Josef Engel, Joseph Massolle and Hans Vogt, and not Dr. Lee DeForest, first invented the glow lamp, which helped revolutionize the motion picture industry with sound recording.

Judge Nields ruled that the Patent Office in Washington had erred in refusing the Germans a patent on their device which had been applied for prior to the application of Dr. DeForest, regarded as the “father of the talkies.” Judge Nields said in his opinion: “The testimony and evidence produced in the District Court carry through conviction that the patent office erred in granting the patent to Lee DeForest and in refusing to grant the patent to Joseph Engel et al.”

PRODUCTION HIGH LIGHTS


MOTHER AND DAUGHTER. Interesting conflict is shown in “Desirable,” from Warners, with Jean Muir, Veree Teasdale and George Brent.

UNITED ARTISTS SCORES. Company has “Our Daily Bread,” Elissa Landi in “Count of Monte Cristo” and Anna Sten in “We Live Again” ready.

ROMANCE AND SUCH. Shots from “Romance in the Rain,” “One More River” and “Imitation of Life” are shown, all from Universal.
CODE

Code Authority Works
On New Assessment Plan

The Code Authority is working on a new assessment plan, which will be announced to the trade shortly. Protests from producers as well as some distributors resulted in the appointment of a committee to modify the assessment system as far as distribution and production units were concerned.

Code Authority Checks
Change in Policies

If a house, called as a defendant in an over-buying case, changes its policy to conform with alleged overbuying, it should be recognized as a substantiation, according to a recent CA decision. CA acted when it appeared that such a course might be possible in a number of cases.

Bank Nights Come
Under Code Ban

The Code Authority has handed down a decision against bank nights or any form of bank nights. When an appeal was taken from a decision of a Chicago board involving "Screeno," the CA acted. Previously, the CA had allowed the issue to be a local matter.

Zoning Plans Now
Include Re-opening

According to latest reports, zoning boards will re-convene to hear zoning protests where local boards did not prepare schedules of clearance and zoning for the entire territory or parts thereof. Appeals from individual cases will be taken to the Code Authority. A special CA committee has been organized to analyze zoning plans and schedules which have already been formulated to determine whether they exceeded legal limitations.

Code Authority Rapidly
Clearing Up Appeals

The Code Authority isn't wasting any time in hearing appeals from local boards. The appeals calendar is rapidly being cleared up with the result that soon the docket will be empty. In most of the cases, the appeals resulted in the local boards being upheld.

Assents to Code
Reach 8525 Mark

About 8525 exhibitors have signed the code. Total received up to August 15 reached that figure; highest yet. 123 distributor assents and 72 from producers are included in the totals.

PRODUCTION

Production Continues at
Better than Average Pace

Production among the majors still continues at good pace. Some of the shows shooting and recently completed include:


PASSING OF J. D. WILLIAMS
Mourned by Trade

Death of J. D. Williams, one of the real leaders in the business, was mourned by his many friends and associates. Williams was a pioneer. Not only was he in the business early but he was responsible for some of its most revolutionary development. As a prophet as well as a keen student of the future of the business, his deals had far reaching effects.

OSTRER HERE ON
GAUMONT BRITISH DEAL

Mark Ostrer, head of Gaumont British, is in this country to make final arrangements for distribution of GB pictures throughout the United States. During his several weeks' stay he intends to decide on the company's own system or make a deal for physical handling with GB salesmen.

COMPANY PROFITS GO
UP, WALL STREET REPORTS

Reports from Wall Street indicate that Loew will show a profit of about $325 a share, compared with $215 a share the year before. Even Fox is going to show an increase in profits, the reports say.

RKO bank balance is also scheduled for a rise, 'tis said. Columbia profit passed a million.

13 INDE PRODUCERS,
UNDER BRENN COCENSOR PLAN

13 independent producers are now subject to the Joe Brenn coast censor system. Companies agreeing to this plan are Monogram, Mascot, Mayfair, Majestic, Liberty, Goldsmith, Invincible, Chesterfield, Darmour, Chadwick, Berkeley, Becco and Adventure.

The action was voluntary.

EXHIBITION

PUBLICIX CIRCUIT DOWN
TO 1230 TOTAL

Number of houses controlled by Paramount Publicix and affiliated is down to 1230 from a peak of about 1800, the trustee's report indicates.

The drop indicates those turned back and those sold.

DUAL ISSUE STILL
HOT POINT IN SOME SPOTS

Double features, which can't be checked under the code, are still disputed in some circles. MPTOA is still opposing its fight against the practice, while in some sectors, agreements between houses are being sought to check it.

Meanwhile, use of doubles increases in some territories, slackens in others.

INCREASE IN BUILDING
AND RENOVATION NOTED

An increase in building and remodelling of old theatres is noted in the business. Reports from all parts of the country indicate theatre-men have put plenty of money into modernization of houses.

Trend away from the big de luxe theaters toward smaller comfortable houses is noted.

ASCAP FIGHT CONTINUES
WITH LOCAL ASSESSMENTS

The fight against the American Society of Composers, Authors and Publishers on the part of exhibitors continues, with assessments on all theatres at the rate of one cent a seat. The Exhibitor Emergency Committee seeks such support in order to take all steps to check the proposed October increase. George Z. Micalle is counsel.

Meanwhile, the government had started trust action against the ASCAP and other bodies. This action is apart from the movie plan.

The music boost, 'tis said, is on new contracts only. As old ones expire, they will be renewed at higher prices, if the drive against ASCAP is unsuccessful.

PARAMOUNT REORGANIZATION
EXPECTED IN OCTOBER

Reorganizing Paramount Publicix by October appeared possible, with latest reports making it look as if the company would be in such position that satisfactory deals could be made with creditors.

RKO, in the same position, also is expecting that it will get out of its present financial category in the near future.

DISTRIBUTION

SELLING PICKS UP
BUT ISN'T AT PEAK YET

Selling on the part of distributors still hasn't reached the zenith of former years. Difficulties in setting major deals as well as zoning and clearance troubles have combined to check the usual speed of selling procedure.

Higher prices being asked by exchanges is another reason.

METRO TAKES FOREIGN
PICTURE FOR COUNTRY

Metro went out into the foreign market and acquired "The Wandering Jew" from England. Show is first since "The Outsider" that the company is handling here. It is being distributed immediately.
**IEPA Plans to Take Its Fight to Public**

Figures Patrons May Do Some-About It

The Independent Exhibitors Protective Association is planning to take its fight against high film rentals to the public.

Screens, newspapers, etc., will be used to present their case to their patrons in the hope that something may be done about it from that end.

IEPA also announces ten new members and cautions members to watch their contracts before they sign.

**Charlie Beilan New Salesman for Warners**

Popular Booker Moves Into Dembow's Shoes

Charlie Beilan, popular booker, is the new Warner salesman, replacing Harry Denilow.

Leo Hanan takes Beilan's place as booker. Beilan is well experienced in sales and booking matters, having had an extended experience in both divisions. He enters upon his new work with the good wishes of the entire exhibition and distribution fraternity.

Hanan was formerly in the Warners' booking department.

Beilan started in 1920 as booker for Pathé and was transferred to Charlotte, N. C., as head booker there for 3 years. He went to Cleveland for Pathé, and joined Warners there later. He came to Philly where he was booker for 3 years. Then he turned into a salesman in the Harrisburg, Shamokin, Tamagua territory and later became booker. He is married and has one child.

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**A. P. Waxman Busy**

Jeffrey Bernerd, managing director of G. B. Pictures, closed contracts yesterday with A. P. Waxman's Bureau to handle the openings of "Power" at the Radio City Music Hall, and "Chu Chin Chow" at the Roxy. "Power" opens at the Music Hall on Thursday, October 4th. "Chu Chin Chow" opens at the Roxy on Friday, October 5th.

Waxman, who was formerly advertising manager of Radio City and of the Roxy, is planning two openings comparable to those for which he carried celebrity when advertising manager for Warner Bros. Those premieres made under his direction, at the Warner, Winter Garden, Hollywood, Central and Strand, made motion picture history.

**Seven Suits on Wilmington Docket**

Seven suits involving motion pictures and radio are listed on the docket of the United States District Court for the September term in Wilmington. Besides these there are two cases listed for argument.

The following suits are listed for trial:

5. International Research Corporation, represented by E. E. Berl, Wilmington, against United States Radio and Television Corporation, represented by Hugh M. Morris.

The following were listed for argument:

1. News Projection Corporation, represented by Ward & Gray, Wilmington, against Trans Lux Daylight Picture Screen Corporation, represented by John Biggs, Jr., Wilmington.

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**Fair Play**

A good indication of how a circuit and an independent can get along may be seen in the fact that Luke Gring, Elen Theatre, and Jack Brown, Embassy, Kensington, released 12 Warner pictures to the Yorktown Theatre so that that house could have product. Indes had the pictures under contract but co-operated.

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**Strictly Personal**

LOOKS LIKE there is romance budding between a West Philadelphia exhibitor and one of the girls who works in a major exchange.

SAM GROSS has given up communting and is now residing in Philadelphia again.

ALBERT COHEN, ESQ., at last took a vacation.

JACK GREENBERG and HERMAN RUBIN are comparing notes about hay fever.

JOHNNY TURNER, Stanley Co., was recently a visitor to Vine Street and gave the latest thrill.

SEEN AT A New Jersey tap room, RAY O'ROURKE and his girl friend.

GEORGE FELT threw a big party the night the Frolic Theatre opened. Among the notables who attended were Harry Weiner and Iz Epstein.

A CERTAIN Vine Street bachelor certainly goes for the blondes.

HARRY TYSON, RKO, is refusing offers for lunch Wednesday, September 19th—it's Yom Kippur.

LOE LINKER, impresario from Bridgeton, is a keen fisherman. Get him to tell you the story about catching two fish on one line.

VIOLA PORRECA is to be MARY FEOR-ONIX's bridesmaid on September 22.

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**Delaware Charters**

Cambria Theatre Company, Inc., operates theatres and places of amusement of all kinds. $53,000. Emile Bonnot, E. M. T.ally, T. A. Laurent, New York City. (Propriete-Hall, Inc. of Delaware.)

Warner Bros., Productions Incorporated, a Delaware corporation and subsidiary of Warner Bros., Pictures, Inc., was asked to be dissolved by the Delaware Secretary of State, Charles E. Granfield, at Dover, Del.
A Tarzan Contest Idea?

Mr. Exhibitor—can you find a Tarzan?

According to an announcement made recently by the newly-organized Edgar Rice Burroughs enterprises of 8766 Sunset Boulevard, Hollywood, Calif., they are scouring the country for a young man who can most nearly fill the following description.

Five athletic build (at least 6 ft, 2 in.),
Good-looking,
Good Swimmer (need not be a champion),
Intelligent.

They promise a five-year contract at a big salary to the right one to play Tarzan, the celebrated screen and fiction character created by Edgar Rice Burroughs, in a series which they plan to produce shortly. They own the exclusive rights to all Burroughs' shorts and has a very ambitious program planned for the first picture, which is tentatively titled "Tarzan in Guatemala" and will be filmed in the actual jungles of Central America. It will be a twelve episode serial with a feature version.

The idea which will present itself to live-wire showmen is to tie up their search with a local contest. Most young men who can fill that description would have lots of friends and a silent test clip of local contestants should pack 'em in.

Any theatre owner or manager with an idea for which they would like to complete arrangements should communicate with Nat Rothstein at the Hollywood address. He's the Rothstein of the old Universal and F. B. O. circus-ad

attracted considerable attention to "Black Moon" with his unusual street ballyhoo in front of the theatre and on the streets of the city. He hired a coal black negro, attired him in the costume fitting of a jungle brute and put him in front of the theatre to beat a steady tattoo on the tom-toms.

When he played "Dames" Clean Miller, Strand, tied in his outside advertising with the Old Gold people to plaster the town with pictures of the stars smoking that brand of cigarettes and labelled the pictures with a now playing sign. A local hosiery store gave him an entire window to plug the picture and then inserted a special ad in the local newspapers plugging the picture for him. "Treasure Island" brought a big float, representing the treasure ship to the streets of York, and attracted considerable attention. A treasure chest, with a "pirate" on guard was placed in a prominently located window. The chest was filled with peanuts and passes were given the twenty persons guessing the closest the number of peanuts in it.

“La Cucaracha” Trailer

What is said to be the first time that a trailer has been put out on regular service on a two-reel short became a fact when RKO arranged with National Screen Service to get up a trailer on "La Cucaracha," their Technicolor short.

While this subject is said to be an unusual piece of entertainment it must do a lot of short subject folks good to hear of such recognition given to their little entertainment gems. How often it happens that the shorts are the outstanding attractions on a mediocre bill.

“Convention Girl” Has Big Steel Pier Premiere

“Convention Girl,” new contribution from First Division, had a real world's premiere at Steel Pier.

Al Thomas, son of Dave Thomas, producer, was active in the arrangements.

Some of the stars were also at the showing.

First Division went for 24-sheet boards in a big way on the show, which received a commendable hand.

Selling Shirley Short

Capitalizing on the intrinsic box-office value of Shirley Temple, a short "Pardon My Pups" in which she has a prominent part, was used to bolster a weak picture at the local Commodore. Backing this short it was given 40% of the program, a short trailer, and a life like cut-out, made from exchange paper on "Baby Take a Bow" all used in advance.

From the comment and interest shown on the part of the patrons and additional box-office returns during its play date was convincing proof that it is sure fire and a positive help as a support to an ordinary picture, says Dave Sca- man, manager.

York Full of Stunts

Bob Miller, at the Ritz, York, Pa., is putting on quite a campaign for the opening of his new serial, "Red Rider" in the next couple of weeks. He has special displays about the theatre, handed out peanuts to his kiddie attendance. The old Universal and F. B. O. circus-ad

attracted considerable attention to "Black Moon" with his unusual street ballyhoo in front of the theatre and on the streets of the city. He hired a coal black negro, attired him in the costume fitting of a jungle brute and put him in front of the theatre to beat a steady tattoo on the tom-toms.

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Bob Sisk to the Coast

Robert Sisk has resigned as advertising director of RKO to become assistant to J. R. McDonough, president of RKO Radio Pictures. His new headquarters will be at the RKO Studios in Hollywood.

S. Barrett McCormack, whose outstanding work has been noticeable in Radio Picture's press books, trade and fan paper ads and accessories for a number of years, succeeds him as advertising manager for the picture company.

Novel "Navy" Middletown Tieup

An interesting tie-up on "Here Comes the Navy," Warner Bros.' picture with James Cagney, is reported from the Elks Theatre, Middletown.

Doug Carpenter, manager of the theatre, dug up a certain Andrew N. Lang, a resident of the town, who happens to be one of the nine still living survivors of the Battleship Maine of "Remember the Maine" fame.

Carpenter had Mr. Lang broadcast some of his speeches and make several addresses. In addition to this he had him in full uniform, wearing his various decorations gesticulate in the lobby where he was the center of interest.

A large public address system, which is creditably used on their sound truck, was put in the marquee where it placed naval numbers and stirring martial airs between regular announcements about the greatness of the picture.

It sounds like a good job.

Morro Castle Tieup

Schelesinger used the news of the Morro Castle disaster as tie-up with the Columbia picture "Whom the Gods Destroy" which happened to be playing in their theatres, which resulted in unusually large receipts at these theatres.

Schelesinger also reports big business over their entire circuit during the Rosh Hashonna holidays.

Newspaper Tieups

Harrissburg newspaper editors have found that Samuel Gilman, new manager of Loew's Regent Theatre, Harrisburg, realizes fully the powerful influence of the press. Hardly a day passes on which Gilman does not have a tie-up of some kind with a newspaper.

For the picture "Chained," with Joan Crawford, Gilman broke into the fashion page of the Harrisburg Telegraph, evening daily. On the fashion page during showing of the picture there appeared a 6-inch, 2-column cut of Joan Crawford, beneath which was written the following: "A beautiful tall girl with soft, hat, bag and shoes in complete harmony, designed by Adrian, MGM stylist, for Joan Crawford, now at Loew's in "Chained."

Also for "Chained" Manager Gilman arranged a newspaper tie-up in which a scene from the picture ran daily for a week prior to opening at theatre and twenty guest tickets were offered daily to the ten "nearest correct" answers to a series of questions. Rules of the contest were stated as follows:

"In toto of this section are ten answers to the questions listed below. Locate the advertisements which solve the questions. Attach the list of advertisements to one side of a sheet of paper—paste the correct ads in proper order, on the reverse side. Ten pairs of guest tickets will be mailed to those who, in the opinion of the judges, submit the ten, nearest correct solutions. Answers to today's questions must be received not later than 5 P. M. tomorrow. Tickets will be mailed Saturday."

A sample of the questions, a different set of which appeared each day, follows:

1. Who is advertising South Dakota horses?
2. Who says "Exceptional Values at low prices?"
3. Which advertiser is located at 200-202 State Theatre Building?
4. Who has a house for rent on S. 24th Street at $28.
5. Which real estate dealer is located at 5 P. M. tomorrow. Tickets will be mailed Saturday."

A sample of the questions, a different set of which appeared each day, follows:

1. What is the address of he who offers for sale Chinese Choy pups?
2. Who says "Your satisfaction guaranteed?"
3. What auto dealer is at 311 S. Cameron Street?
4. Which taproom is for rent or sale?
5. Who is advertising South Dakota horses?
6. Who offers moving service anytime, anywhere?

For "Hide-Out," a week prior to opening at Loew's, there appeared daily a scene from the picture beneath which was written the following:

"Robert Montgomery invites 10 guests to see his funniest picture, 'Hide-Out,' coming to Loew's on Friday."

Scattered throughout the classified columns of today's Telegraph Newspapers are the names and addresses of five individuals, picked at random from the city and telephone directories. Each of them is entitled to see a guest ticket to see Robert Montgomery in "Hide-Out" on Friday. To secure tickets, clip your name and address and mail or bring it to the classified manager of the Telegraph Newspapers.

Loew's Cadet Band

A Loew's Lady Cadet Band is being formed in Harrisburg, under the auspices of Loew's Regent Theatre, Harrisburg.

At the first call for rehearsal last Saturday morning more than 100 girls were present, ranging in age from 5 to 17 years. A 5-year-old miss who answered the first call will play a baby saxophone.

The response to the first call was so pleasing to Samuel Gilman, manager of Loew's Regent, that he predicted a band of 250 girls will be organized.

It is the plan of Captain McKenzie, who travels by plane from city to city throughout the East, where he will attempt to organize similar bands in every Loew city, to admit without charge to membership in the bands girls between the ages of 6 and 24. They will receive free training under the competent direction of Captain McKenzie.

Manager Gilman said the interest shown in Harrisburg in the band idea has exceeded the fondest expectations of both himself and Captain McKenzie. The theatre telephones have been kept busy answering queries concerning eligibility for membership in the band.

It is planned to have the band rehearse once a week and to have the members make their own uniforms.

The band will be used for exploitation, parades and for participation in civic enterprises.

HARRY BIBEN, live wire vaude hooker, handling acts for S-W Aldine, Wilmington, as well as Astor, Reading, and other places.

HARRY also has 15 other houses under his wing. Screen, radio, stage stars are included and the dynamic Biben plans a terrific season.

MARCUS BENN, veteran theatre owner and operator of the Belmont, plans a busy season.

The grand old man, who looks real youthful, has been real busy preparing plans for an active winter season.
Everybody Has Good Pictures but —
"LET'S LOOK AT THE RECORD"
Says TONY LUCCHESE

Comedy, Romance and Music in Film
Having World Premiere on Steel Pier

"YOUNG AND BEAUTIFUL"
having world premiere on steel pier 

By Richard P. Dicken

A Half-Page Ad.
in Atlantic City Daily Newspapers

An Unusual Stunt

Tony Lucchese . . . the Independent Exchangeman
Deals in Facts Because He is Primarily Interested in the Independent Exhibitor's Welfare and Box Office!
you realize that it's the...

...then, HERE ARE THE 28 PICTURES

GOLD MEDAL FILM CO., Inc.

Presents:


**"HARMONY LANE"** The life story and music of Stephen Foster with his immortal compositions as a background of a romance that compares favorably with the major's big hits.

**"THE MARINES HAVE LANDED"** depicting the man's struggle for the woman he loves.

**"ALONG CAME A WOMAN"** Written by Adele Buffington. The proprietress of the lunch wagon and comedy runs riot intermingled with the forbidden romance between their respective children. You can advertise this one as a night of fun.

**"ANYTHING ONCE"** What makes News-Reel men so brave and daring? Is it merely the satisfaction of the job or is there a woman lurking in the background? This one is a great dare-devil story that has no limitations insofar as thrills are concerned.

**"CRIMSON ROMANCE"** Featuring Ben Lyon, Sari Maritza, Eric von Stroheim, James Bush, Hardie Albright, William Bakewell, James Barnett, Jason Robard, Herman Bing. For brevity, we refer to it as Flight's End.

**"CONFIDENTIAL"** Millions of people buy detective magazines; millions listen to mystery stories on the air. This expose of a gigantic, diabolic plot, culled from the archives of the American Secret Service coupled with the participation of lovely women will bring them in.

**"WATERFRONT LADY"** A young, beautiful girl takes it upon herself to correct the social errors of the toughest populace in the world—right on the waterfront—where even the brave policemen looked the other way when crimes were committed.

**"STREAMLINE EXPRESS"** The story of speed. As modern as the streamline from which it takes its name. The love saga of a sweet, simple girl and a man who battles the forces of Wall Street titans to win his goal and his gal.

**"ONE FRIGHTFUL NIGHT"** A hurricane of chills, thrills and howls. Made to order, with every piece of dirty work climaxed with a laugh-shriek. Shadowy figures slithering through secret panels and sinister shapes that pass in the night.

**"HEADLINES"** The newest angle of a newspaper story yet filmed. It's really the inside facts of and about hot news that rarely becomes public property. Melodrama with action and mystery; newshawks and sleuths baffled by crooks—and WOMEN.

**"MAN FROM HEADQUARTERS"** The true life story and experience of Captain Valentine Willemsie, former New York police force detective. His book "Behind the Green Lights" enjoyed a tremendous success because of its accuracy, authenticity and hair-raising thrills and is the basis of "Man From Headquarters."

**"IN OLD SANTA FE"** seeing the first reel. Maynard as a peddler of cowboy clothes to exhibitionist Easterners is fraught with the ingredients of a big picture.

**"THE LOST JUNGLE"** Starring Clyde Beatty, the world's greatest animal trainer with Cecilia Parker, Warner Richmond, Wheeler Oakman, Mickey Rooney and the Hagenback-Wallace Wild Animals.

*MASCOT SPECIALS*
Story that counts, plus Names

ES THE PAYING PUBLIC WANTS YOU TO PLAY

MAJESTIC PICTURES, Inc.

Present:

"I CAN'T ESCAPE" With Lila Lee, Onslow Stevens, Clara Kimball Young, etc. The appropriateness of the subject evidenced in pre-release showings in the territory.

"LAWBREAKERS" It is not necessary to build-up curiosity for this feature because newspapers headline it on page one, daily.

"MADONNA IN BLUE" A story of a young girl lured by modern rhythm, romance and ultra-modernisms which pushes her on the brink of oblivion until the real man happens along.

"THE OWL HOOTS" One of those mystery stories the public is eager to see. The title alone reveals the type of melodrama in the background.

"SUPPRESSED" People have a very good conception and understanding that the suppressed news is more thrilling, interesting and sensational than what is published.

"STOP, LOOK AND LISTEN" This one offers unlimited exploitation possibilities in tie-ups with Safety Councils, Accident-Prevention departments and safety campaigns.

"HOUSE OF DANGER" The thrilling story of the place where brave men and women fear to enter but one girl didn't know its dangers and sauntered inside.

"ON PROBATION" Violations of parole is perhaps the direct cause of criminals becoming arch-murderers because of the constant fear of being picked up and returned to jail.

"PORTIA'S DAUGHTER" The young female barrister who earns the sobriquet of the famous Shakespeare character because of her relentless prosecution of law-breakers.

"NIGHT CARGO" A gripping story of hi-jackers, on sea and on land and a revelation of the perfection of their organization in robbing the country-at-large.

"FLAMING TIMBERS" A forest story with young love about to perish in the ravishing flames of a great woodland and the courageous fighting of real he-men.

"GIRL WANTED" The nefarious tricks employed by unscrupulous men who used the medium of a newspaper to lure unsuspecting girl victims.

"ALIMONY LODGE" More like a honeymoon hotel, where wives must spend weeks awaiting the court's severance of their marital ties, but collecting all the time.

"SEA SERPENT" The revelations of the shipping industry racket and the monstrous tentacles of its power infesting the business world even at the expense of human lives.
The People Want Action Pictures . . . That's Why the Majors are Rushing to Make Them.
The Dependable Source of Supply—Tony Lucchese

SERIALS

"THE LOST JUNGLE" Starring CLYDE BEATTY and all of the HAGENBACK-WALLACE Wild Animals

"BURN 'EM UP BARNES" With FRANKIE DARRO, JACK MULHALL, LOLA LANE—Feature Picture Names in a Great Story

"THE LAW OF THE WILD" With REX (King of Wild Horses) RIN-TIN-TIN, Jr. - LUCILLE BROWN

KEN MAYNARD’S SURPRISE SERIAL

13 Famous Comi-Color Cartoons By U. B. IWERKS

WESTERN FEATURES

6 WESTERN WOWS Starring BIG BOY (Guinn) WILLIAMS

A MAJESTIC PRESENTATION

I wish every exhibitor a very prosperous 1934-35 Season. On the premise that if you give the public what it wants, they will come frequently to your theatre—I ask you to consider the attractions listed on these four pages. I am proud of their potential possibilities and you will be profitably pleased with them. I make no colossal claims, but I think, twenty years of association with you qualifies me to merit your confidence. Good luck.

TONY LUCCHESE
Gold Medal Majestic 1934-1935
Program Impressive Layout

Mascot Features and Serials Form Backbone of Money Makers — Comi-Color Cartoons Also Prominent in Announcement

According to an announcement made to a representative of The Exhibitor recently by Tony Lucchese, proprietor of both the Gold Medal Film Co., Inc., and Majestic Pictures, Inc., with offices in Philadelphia and Washington, he will release 34 features, 4 serials and 13 one-reel shorts during the current season. The detailed titles, some of the casts and summaries will be found in advertising form elsewhere in this issue.

NINETEEN YEARS AGO

THE FIRST Baird motor-driven projection machine installed in this territory was placed in the Liberty Theatre, managed by M. JOHN SMITH and furnished by the Swaab Film Service.

LEASES on the Amber Theatre, Amber and Kean Streets, and the West College Street Theatres, Twelfth and Allegheny, by KOR-SON and AMSTERDAM, of the Amsterdam Feature Company.

M. DOYLE, proprietor of the Comique Theatre, Philadelphia, Sixteenth and Spruce Streets, which was placed in hands of receivers.

ROSE KENNIX bought the film theatre at 456 60 North Sixth Street from ISRAEL G. WASMAN.

WORK ON the film theatre then being built by Gouker and Son at Fifty-sixth and Pine Streets.

M. MORGANSTEIN became manager of the Sprouce Theatre, Sixtieth and Spruce Streets. THE VICTOR THEATRE, Eleventh and Mckean Streets was leased to MRS. E. SMITH.

Levine on Survey

Recent survey held by Jay Emanuel Publications which indicates that more than 100 neighborhood theatres in the Philadelphia territory have suffered a loss of juvenile attendance of about 18,000 weekly could be minimized to a great extent with the proper use of short subjects of juvenile appeal, according to Nat Levine, president, Mascot.

"Despite the fact that so-called bans may have caused a loss in juvenile attendance, this loss could be minimized if theatre managers would make it a point to choose proper film attractions designed to appeal to the juvenile mind, stated Levine. "Amusing comedies, adventure stories and serials have their place on film theatre programs. It is this type of entertainment that not only engages the attention of youth but holds that attention and makes the average youngster come back for more."

"So-called sophisticated drama has little place in those neighborhood theatres where a large proportion of the audiences is juvenile. Therefore, the theatre manager will pick the proper feature product and surround that product with a strong short subject program."

Voigt Scores

One of the most striking features of the new Broadway Theatre, Camden, is the unique and novel design of the decorative lighting equipment. David Supowitz, architect, is the first to bring to this section of the country this newest development in lighting fixture design. In his search for new ideas, Supowitz, in conjunction with the lighting engineers, originated extraordinary designs and styles that are magnificent in their beauty.

Two fixtures on the main ceiling are 64 feet long and contain 240 lamp bulbs; the auditorium wall brackets, of which there are four, are each 10 feet long. The unusual size of these lighting fixtures made it essential to give consideration to safety and permanent installation. To insure this safety, aluminum metal was used; because it is light in weight, yet structurally strong enough to carry all stress and strain safely.

All of the decorative lighting fixtures for the Broadway were designed and made by Voigt Company, Philadelphia.

Marriage Epidemic at Paramount

Earle Sweigert, local Paramount manager, reports an epidemic of weddings has swept the branch and has left the mark of its ravages on a good percentage of the force.

Within the last few months Miss Savage has become Mrs. McBride; Miss Weiss, Mrs. Liebermann; and Tom Moore, the ad sales manager, has taken a Mrs. Moore. Catherine Campbell is due to be married in about a week and there are rumors about George Beattie of the sales department.
Letters to the Editor

The Exhibitor

SCHEDULE:

GRIEVANCE
September 13
Colonial, Palmetron, vs. Palm, Palmetton, on charge of overbuying.

HEARINGS
September 6
Garbo Theatre vs. Parker, Darby, and exchanges.

Case was withdrawn by the plaintiff and so noted in the records.

Ritz Theatre vs. Century and Pike Theatres, on charge of evasion of admission through cut rate tickets.

Ritz claimed that Century and Pike were cutting prices in violation of the code. Century and Pike admitted it and promised to cut out practice.

Decision:
Consent decree for Ritz.

LETTERS TO THE EDITOR

Dear Sir—

Phila., Penna.

A statement was issued by the Independent Exhibitors' Protective Association which appeared in the print of this organization to request that you publish the name of the IEPA for the Roxy Theatre, Northampton, that he has never paid any dues in that organization, and as a matter of fact, at this time, he is not a member of the IEPA.

In an interview with Jack Greenberg, he was very indignant that his name had been published without any authorization and was done without his knowledge, and such a statement that he is a member of the IEPA is a misstatement.

In a letter addressed to the writer as Secretary of the organization over the signature of Eddie Gabriel, it is therein stated that Eddie Gabriel has nothing whatsoever to do with the operations of the Casino Theatre, S. Langhorne, that he is not a member of the IEPA nor has he ever paid any dues to that organization, and that the publication of his name as a member was without any authorization and so done so.

In a personal interview with Jack Greenberg, he emphasized that he was a member of the IEPA for the Roxy Theatre, Northampton, that he has never paid any dues into that organization, and that no one had any authority from him whatsoever, to publish his name as a member of the IEPA.

In a personal interview with Jim Clark, he emphatically denied that he was a member of the IEPA for the Roxy Theatre, Northampton, that he has never paid any dues into that organization, and that no one had any authority from him whatsoever, to publish his name as a member of the IEPA.

In an interview with George T. Gravenstine, the restaurant will open with Guy Lombardo and his orchestra for two weeks, followed by other nationally known named bands, and the talent and floor show will be booked from the National Broadcasting Company.

For example, the restaurant is equipped with a number of stage-lighting appliances capable of producing effects that have never been seen outside the largest legitimate theatres. A number of side rooms are decorated and furnished in strict adherence to the art of various nations.

A Cocktail Lounge for the afternoon clientele will show the Arcadia's own newsreel of local events, such as horse races, football games, society weddings, etc. An up to the minute 16 MM. sound camera will consistently travel around Philadelphia and its suburbs, and these films will eventually be shown with sound interspersed with cartoons and musical subjects from standard libraries.

Most of the work has been done by men known in the local industry, Armand Carroll, associated with W. H. Lee, was the architect. Armando T. Ricci did the actual painting and worked in an advisory capacity on the furnishings. Bill McAvoy laid out and installed the Major Frank Adam stage lighting equipment. The local news cameraman and supervisor of booking and projection will be C. A. McCork, the Vine Street sound engineer who also sold and installed the necessary equipment.

Showmanship on such a large scale with the nut which must be carried amazes local theatremen. It will be interesting to watch developments.

NEW SALESMAN. Charlie Beilan, formerly a booker, is the new Warner salesman replacing Harry Dembow. Beilan is experienced, was managerly an exchange man in another sector, and bears the good wishes of the trade. Leo Hanan is the new booker, replacing him.

Philly Exhibs Attend Campi Hearing

Hearing on Fern Rock-Warner and Waxman-Warner Appeals

A delegation of Philadelphia theatre owners, including Lewen Pizor, George P. Aarons, David Barrist and Harry Waxman attended a hearing before the Code Authority in New York, on Wednesday, September 12, at which the Appeals Committee heard a complaint presented by the Fern Rock Theatre, operated by Herbert J. Elliott, against Warners Logan, Conley, Lindley and Felton Theatres.

The following resolution was unanimously adopted by the Code Authority at the meeting held on Thursday, August 23:

RESOLVED: That Clearance for any theatre established by a clearance and zoning board in any decision affecting a schedule of clearance and zoning for a territory or part thereof, shall supersede any clearance specified in any license agreement between distributors and exhibitors, irrespective of whether such license agreement was executed prior to the decision of the local clearance and zoning board.

Sue to Force Registration

Recounting that registration has been refused a petition has been filed in the office of the prothonotary, Harrisburg, requesting that Richard J. Beamish, Secretary of the Commonwealth, register the Keystone Moving Pictures Association under the Non-Profit Corporation Law or show reason why he will not do so.

Stressing that registration is “mandatory on the Secretary of the Commonwealth, not discretionary,” the petition was filed by Maurice R. Metzger, Harrisburg attorney, on behalf of Benjamin Horwitz, Philadelphia, treasurer of the Keystone Moving Pictures Association.

Harry Dembow Circuit Plans Set

The circuit of theatres built up by Harry Dembow, brother of Sam and George, and former salesman for Warners, as announced in last issue, is now running smoothly. The policy is as follows:

Media Theatre, Media 6 days a week as usual; in Columbia, the State Theatre, 6 days a week; Alton Theatre, Friday and Saturday only; Opera House, tab house and legitimate road shows whenever possible; in Marcus Hook, the Globe, six days a week, and the Spielman Friday and Saturday only.
Penn Theatre Busy

Penn Theatre Equipment Company has been exceptionally busy lately with sizeable installations at the Morris Theatre, Philadelphia, and Stonehurst Theatre, Stonehurst, in addition to the complete stage and booth installation at the Roxy Theatre, Weatherly, Pa. They point with pride to a recent situation where the Lincoln Theatre, Philadelphia, which had contemplated spending $1400 to improve projection, accomplished the same result for a little over one-tenth of that sum letting Penn Theatre Equipment Company modernize their old equipment by the use of practical experience.

The same occurred at the Avenue Theatre, Philadelphia, and this firm feels that through their service small houses can enjoy the benefits of high intensity light at low intensity cost.

First Division Plans

Novel Trade Showing

"Girl of the Limberlost" and Shorts Scheduled

First Division, under the direction of Sam Rosen, is planning a novel trade show September 16, at Fay's Theatre.

Main attraction is "A Girl of the Limberlost," from Monogram, with a cast including Louise Dresser, Marian Marsh and Ralph Morgan, which has been heralded by the trade.

Another special feature will be a showing of Technicolor and novelty shorts, considered the dream of the market, and being distributed by FD. The shorts are new departures and have scored mightily with the critics as well as with color and sound experts.

Other special features have been arranged for the showing.

Fay's Theatre, under management of Sid Stanley, will be the show-place for the event, with a big evening planned.

OSCARN W. ALTHOFF opens new season for Elks Theatre, Mahanoy City, with “Dames.”

J. L. THOMAS, Mt. Carmel’s State, chartered a trolley car full of singing girls to ballyhoo midnight show of “Dames” September 2.

DR. W. R. BUCKLEY, Mt. Carmel, has added Rialto to his chain and will operate four nights a week. His Shamokin Capitol now houses a Sunbury WKOK studio, used extensively by MANAGER THOMAS C. WALSH in exploitation.

WILLIAM DABB, Shenandoah Lyric, vacationing at World’s Fair. House was repainted and interior decorated. MISS MAE QUIRK, chief usher and right-hand man at the Pottsville house Karlton to Edwards with new marquee and other improvements.

MANAGER SHUGAR, Pottsville’s Hollywood, says walkathon operators there this summer came in expecting a coal mine but found a gold mine.

GEORGES SKUTCHES, Pottsville, now connected with Warner chain in Hagerstown, Md., through good offices of MANAGER HERBWOOD E. HOBBS, Pottsville Hippodrome, and an EXHIBITOR ad. Right up your “alley” Mr. Hobbs?

J. DONALD EDWARDS changing Minersville house Karlton to Edwards with new marquee and other improvements.

“DODY” BURCH, manager FRIEDMAN’S chief usher and right-hand man at the Potts ville Capitol, is winning incidental laurels as second baseman of the Mechanicsville team, which won first half of the Pottsville Suburban League pennant.

VICTORIA, Mt. Carmel, has installed wide interior decorations. MISS MAE QUIRK, manager is back from vacation.

WILLIAM HISSNER’S Academy, Lebanon, scheduled for this month.

ROOSEVELT, Downingtown, schedules new seat and interior decoration this month.

ASTOR, Amwile, now under management of C. E. PIERSOL.
VAUDEVILLE at the Aldine and opening of the Arcadia seems to add new life to Market Street, Wilmington's 'Broadway.' The day "vaud" started there were almost as many people on the street as the average Saturday, despite the sprinkling of rain. The other theatres caught the overflow of the Aldine including those who decided to wait when it was less crowded. The tap rooms were doing a lively business, too. JACK MULHALL, district manager, said he hadn't had a wink of sleep in two nights.

W. R. McCLINTOCK, new assistant manager at the Arcadia, and former doorman at the Aldine, was brought back to the Aldine for two days to handle the crowd. The way he handled the large crowd at the Arcadia its opening day impressed MULHALL and others higher up, I am told.

MARTIN PRAGG of the Opera House and EDMAN DEVANNY of the Aldine, both assistant managers, went fishing the other Sunday and caught an even half dozen.

A GROOVED marble column effect at the inside entrance of the Opera House blends well in the tempo of the ancient house. ARCADIA certainly looks snappy with new permanent cut-out shadow frames for stills near the front, and framed 24-sheets under lighting effect for view at exit.

JOHN BYRLE, new doorman at the Aldine, looks like he might be nearer seven than six feet.

ALDINE had a nice front built up for "vaud." MRS. C. DOUGLASS BUCK, wife of the Governor, MAYOR AND MRS. SPEER, all of the members of the city council and their wives as well as fire, police and civic dignitaries were on hand for the opening of the Arcadia.

HARRY JARRELL, an old favorite with regular theatre patrons is on the door of the Arcadia now after having been laid up with a bad leg for several months.

MORTY LEVINE, worked a number of window tie-ups for "Chopin" coming to the Arcadia.

GLAD TO SEE EARLE FINEY, old Playhouse manager of years back, in local harness again as manager of the Queen. He ought to make a good job of it with his experience.

JIMMY KEARNE, his assistant is trying to work up a good basketball team among the boys.

GEORGE JONES' cooling plant at Loew's Parkway is at last on the job, after several weeks delay. It serves to go both hot and cold weather. He had them standing every night for "Chained."

MISS HELEN TINDALL, box office cashier at Savoy, has been shifted to the Arcadia.

MISS PAULINE JOYCE is a new cashier at the Opera House.

MISS MARIE ELLIS, former part time cashier at the Opera House gets full time at the Savoy.

MISS MINerva RICHARDSON, relief cashier at Aldine goes to Arcadia.

SEJ RALPH BREGCITER on the job at the Queen door more now.

LEON TEBBINS shifts with him.

JOE DeFIORiE, Park, is finished with his vacation, taken in two-day trips and is soon going to call that Delmarva IMPTO of his for a meeting.

BERN SCHINDLER at the Avenue puts on kiddies' shows Saturdays now.

OPENING OF the Arcadia in Wilmington brought about several changes in shifts in that city among the Warner employees, the most important of which was the installation of EARLE G. FINNEY, veteran Wilmington theatre man, as manager of the Queen, the company's second-run house. FINNEY was the Playhouse, legitimate, Wilmington, nine years, most of the time as manager: the Eleventh Avenue Opera House in Altoona, which burned down, and the Mishler which was built in its place; the Mor-laud at Cleveland; the Fulton Opera House at Lancaster, and on the road two years. A little over a year ago he took over the Community Theatre at Ridgely, Md., which had had several profitless managements.

THE MANAGEMENT of the newly opened Arcadia is in the air, with MORTON LEVINE, manager of the Opera House acting manager.

W. R. McCLINTOCK, formerly doorman at the Aldine, was moved up as assistant manager of the Arcadia.

MARTIN PRAGG looks after the Opera House while LEVINE is at the Arcadia. MORTON LEVINE, manager of the Grand Opera House, Warner theatre, Wilmington, made a tie-up deal with Coca Cola Company, Fler and the Black Crow Company for giveaways for kiddies for three Saturday matinees.

JOE DeFIORiE, manager of the Park Theatre, Wilmington, is the first manager to go in for Neon lighting. He has had his front done over with flashy marquee lights and a large sun-burst top vertical neon sign showing the name of the theatre.
HIGHER PRICES BEING ASKED
NOT BEING PLEASANTLY RECEIVED

Reports from all parts of the country indicate that higher prices are being asked uniformly by practically all producers. Not only does this take the form of more percentage pictures and higher percentages, but even in the flat rental categories, the amounts being asked are higher. Of course, many of the companies are showing bigger profits in their statements, but until this is reflected in the exhibition end as well, one wonders what the end will be. Business conditions, generally, throughout the country, aren’t any too encouraging, which would lead trade observers to wonder whether or not the distributors have some private information that everything is going to be rosy.

BREEN AIR VISIT GOOD CONTACT
WITH THE GENERAL PUBLIC

Use of the air by Joseph Breen, industrial production censor, should have beneficial results everywhere. The drive against salacious pictures is apparently receding as the general public realizes that most pictures are wholesome or, at least, bear little that might be termed offensive. Institutional advertising and plugging of the broadcast type reaches a large group of listeners, with plenty of good will resulting.

EXHIBITORS INTERESTED IN
NATIONAL HOUSING ACT PROVISIONS

Exhibitors should investigate their ability to secure credit for improvements to their theatres under the National House Act, devised for that purpose. Theatres were not specifically mentioned but the question arises whether or not theatres would come under this heading. Of course, smart theatremen appreciate the benefits that come from modernization but in some of the smaller hamlets money has been so scarce as to preclude any possibility of renovation coming. Asking for the money or credit isn’t any guarantee of getting it but there is nothing like trying.

AMUSEMENT CODES IN
SERVICE INDUSTRIES

New set-up of the NRA will find the amusement codes in the classification of Service Industries Group, under plan announced. This does not affect the code in any way except as to co-ordinate the various code divisions now in operation.

INDES FINALLY COME IN
UNDER BREEN CENSOR SYSTEM

The inde companies finally agreed to have Joe Breen, industry censor, pass on their productions and issue seals, thus clearing up a matter that threatened to become a definite point of argument. Incidentally, throwing the seal on the screen means nothing in any theatre, although it might have an effect on those who persist in thinking salaciousness is ever rampant.

PRICE BOOST MUST WAIT
FOR BUSINESS BETTERMENT

All reports to the contrary, it is useless to predict that theatremen will go in for a price boost in a big way until business conditions get better. Most theatremen will be lucky if they can get by without more slashes. What with the strikes, wage cuts and the usual winter hardships, anyone who tries to get more money out of his patrons ought to think twice.

A boost would be nice, but only if it is received pleasantly.

HOBART MANN.
HARRY WAXMAN is one of the busiest men in AC trying to make the Hollywood Theatre a pretty one.

IZ HIRSCHBLOD one of the heroes in the Morro Castle disaster. He helped a great deal.

BILL ROYNER is taking up horse back riding as his car is eating up too much gas, and he can't afford it.

WHEN Stanley-Warner Company, in the Philadelphia zone, decided to use the printed word as a direct contact between patron and theatre, it looked about for a printing concern that could do the work quickly, efficiently, at fair price with no sacrifice of quality. That it chose National Penn Printing Company is a direct indication of the opinion it placed upon us.

The Largest Single Order in Local Printing History

Thanks to huge presses, modern equipment and good workmanship in all departments, National Penn Printing Company was able to turn out the order, with many changes for its many theatres, in record time, a job of which it is well proud and which it completed without sacrifice of any other work.

Thanks to Our Clients

Through co-operation of all the trade, such progress has been made possible. For the new season, we promise the best of everything at a fair price.
CLIFON MILLER, at the Strand, capitalized on fast service on the Morro Castle disaster pictures to break into the newspapers with free copy and special advertising when the story was still hot. A 40 by 60 bearing the newspaper headlines and pictures of the catastrophe was placed in front of the theatre.

CLIFON MILLER, manager, Strand, received the congratulations of all the boys on September 6, the occasion of his 12th anniversary, all the feeling was for his wife, BERTIE. DISTRICT MANAGER BILL ISRAEL has secured a rotating fund to supplement the regular advertising budget of the theatres in the district. The fund is used here and there as the picture or the occasion warrants after BILL has conferred with his managers. BILL also has been granted permission to snip 24 sheets on "Chained" put out by Paramount in this district with a line. Coming, Strand.

A CONTRACT has been closed with a Philadelphia concern to furnish valence for every picture playing the Strand Theatre. The valences, under the contract are received several weeks in advance so that it can be used in the lobby displays and during the week of the showing on the marquee. They are distributed throughout the district following the pictures into the smaller theatres.

THE FRONTS of all houses in the district with the exception of the Majestic in Gettysburg are being retouched.

WITH THE PASSING of Labor Day all hot weather copy on the fronts has been removed. THE NEW Community Theatre in Red Lion, opened on September 13, to give added opposition to JOE WHEELER'S Lion. The new house, conducted by MR. RAMSEY, who also operates independent houses in Stewartstown and Dallastown in the same section will be open Thursday, Friday and Saturday.

NEW JERSEY MESSENGER SERVICE
MYER ADLEMAN
250 N. Juniper Street
PHILADELPHIA

NEW YORK
Ad Valences at Strand
Red Lion Opens

HARRY CHERTCOFF, operator of the Strand Theatre, this city, and the Elizabethtown theatre, has purchased the Sturgis hotel property. Lately, for $7,150. CHERTCOFF is considering opening a new theatre in the old hotel property but has not made a definite decision. An attorney, said to have represented other theatres interested, entered into spirited bidding for the property.

HARRY TRAVERS made his bow as manager of the Grand Theatre by presenting "Dames." HARRY gave Lancaster an eyeful by having a squadron of beautiful dames astride bicycles tour the city. They wore shorts.

INTRODUCING a mind reader to hard-headed business men may be a good idea but don't try it. PRINCESS ZULIEKA, who appeared at the Capitol was presented to the Lancaster Kiwanis Club and got mixed up with a couple of college brain trusters. Kiwanians are still laughing.

RAY O'CONNELL is booming things at the Capitol. His once-a-week vaudeville is a winner. Lancaster can stand a stage show at least three times a week.

THE MILLER FAMILY of the Warner string are uncles. RALPH MILLER, not in the theatre business, is the father of a boy.
### 6-Point Reviews

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<thead>
<tr>
<th>Columbia</th>
<th>Fox</th>
<th>Metro</th>
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<tr>
<td><strong>Columbia</strong></td>
<td><strong>Fox</strong></td>
<td><strong>Metro</strong></td>
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<tr>
<td><strong>Among the Missing</strong> (4029)</td>
<td><strong>Charlie Chan in London</strong> (505)</td>
<td><strong>Death on the Diamond</strong> (539)</td>
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<td>Adult Action Drama 65m.</td>
<td>Family Mystery 75m.</td>
<td>Family Mystery Murder 72m.</td>
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<td>Programmer about a lad who keeps going astray and an aged woman who tries to return him. Eventually she does, but not before she almost gets in a jam herself. Show has little to recommend it above the usual mass of such productions and it is definitely relegated to the program division.</td>
<td>Another of the Charlie Chan series and probably up to average business wherever the idea has strength. Oland contributes his usual characterization and the Earl Duggers rating rates as much attention as the others. Where the Chan angle hasn’t clicked, show will be handicapped, because cast is not of attractive name material.</td>
<td>Mystery melodrama of one who killed the star ball players and an ace to sell. Men trade will be easy so the question will be one of bringing in the women. Picture has all the ingredients, moves along fast, is timed splendidly for the tail end of the baseball season. Cast is A-1. Show rates high as an action mystery melodrama.</td>
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<td><strong>Estimate:</strong> Not so much.</td>
<td><strong>Estimate:</strong> Typical Chan.</td>
<td><strong>Estimate:</strong> Fast.</td>
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| **Girl in Danger** (4037) | **Peck’s Bad Boy** | **The Merry Widow** |
| Family Action Drama 61m. | Family Comedy 70m. | Adult Musical Romance 110m. |
| Action picture with Bellamy again an inspector who saves the girl. This time the heroine is a bored society lass who gets mixed up with crooks and is kidnapped. Bellamy straightens out the mess, finally gets the girl to admit she has been doing the wrong thing and she promises to be good. Before this happens, however, there are the usual mystery-action developments. | Looks like Sol Leser has turned in another big exploitation opportunity. "Peck’s Bad Boy" has been modernized, directed with an eye to the box office where it certainly will make a neat impression. Picture was a picture destined to get 100% family co-operation, the show has been well cast, contains some names to sell as well as a nationally adopted story. In the hinterland, it should be a cleanup. | Well produced, admirably directed production with star names as well as a click story to sell that should more than account for itself at the box office. Lubitsch direction concentrates more on the comedy and smart notes than the heavy love division, with Chevalier contributing songs and his usual amusing mannerisms. Metro’s production is again an ace for the company. Show, with new music as well as the never-dying pieces from the original, should be a good business at anybody’s box office. Piece shapes up as a real clicker. |
| **Estimate:** Familiar. | **Estimate:** Money. | **Estimate:** Big. |

| **That’s Gratitude** | **A Lost Lady** (892) | **Young and Beautiful** |
| Family Comedy 69m. | Adult Drama 62m. | Adult Comedy 65m. |
| Fair programmer for the family that should get its share of attention in the popular houses. Picture lacks names with which to sell, although Craven here may be of advantage. Stage play has been well adapted with Craven still the centre of attention. As a programmer, it will do well enough. | Woman’s show of a girl who can’t find herself but eventually learns that the man she married for security is really best. Stanwyck turns in a good performance, is supported by some good male names. Plot gives her plenty of chance to emote, more to wear beautiful gowns. With the woman’s angle and the names, in addition to the Willa Cather story, this should take care of itself nicely. | The first independent picture from Nat Levine in the new Mascot series, “Young and Beautiful” is a worthy entrant and should do a good business. A swell production, a new William Haines and plenty of comedy should combine to provide a happy box office applicant. Show is made well, hasn’t too original a story, but is a great selling opportunity. With the names, the songs, the girls and movie background it should warrant plenty of attention. |
| **Estimate:** Fair. | **Estimate:** Okay. | **Estimate:** Okay. |

| **Monogram** | **Count of Monte Cristo** | **Mascot** |
| Family Comedy Drama 86m. | Family Melodrama 110m. | Family Comedy 65m. |
| Literal transition of the Gene Stratton Porter book and probably a good grosser in the smaller towns and cities. Story is clean throughout, a book and probably a good grosser in the smaller towns and cities. Picture would be of credit to any company. With the popularity of the novel and the production itself, the show is an ace for the company as well as for certain types of houses. | Faithfully adapted spectacle that should do a good business at most box offices because of appeal of the original. Show contains some good names, with as well as a new lead man who will need a personal campaign. Production is a high spot. Everyone knows the story of the count of Monte Cristo. Properly sold, picture should account for itself nicely. | The first independent picture from Nat Levine in the new Mascot series, “Young and Beautiful” is a worthy entrant and should do a good business. A swell production, a new William Haines and plenty of comedy should combine to provide a happy box office applicant. Show is made well, hasn’t too original a story, but is a great selling opportunity. With the names, the songs, the girls and movie background it should warrant plenty of attention. |
| **Estimate:** Well done. | **Estimate:** Should do. | **Estimate:** Okay. |

### What Do You Think?

It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.
The Philadelphia Exhibitor
2-Sept.-34

**PARAMOUNT**

Wagon Wheels (3408)

Randy Scott, Kay Hutton, Gail Patrick, Monte Blue, Jon Dugan, Luba Bovet, Olha Hawland, James Marcus.

Good western, with a good title and plenty of the usual western epic angles to sell, that should more than satisfy the thrill lovers. Tale revolves about the opening of the first trails across the country by wagon train. Indians, villains, etc., are all present, with the hero again the victor. Show has been given class of Paramount westerns.

Estimate: Good western.

**UNIVERSAL**

Rocky Rhodes (8081)

Buck Jones, Sheila Terry, Stanley Fields, Paul Fix, Walter Miller.

Looks like Buck Jones’ first western in his new Universal series is a click and certain to equal and pass his others. Show has all the angles, a little more to the plot than in the usual open air stories, but with plenty of concentration on the fight and heavy divisions. Comedy angle hasn’t been overlooked either.

Estimate: Okay.

There’s Always Tomorrow (8035)

Rinnie Burson, Frank Morgan, Lois Wilson, Louise Latimer, Elizabeth Young, Alan Hale, Robert Taylor, Richard Window, Maurice Murphy, Helen Parrish.

Well-played family yarn of the father who was neglected by his own family and whose relationship with a former sweet art is misunderstood. “There’s Always Tomorrow” is of credit to Universal. Picture tends a bit toward the class trade although it has angles that should appeal to all. Clean, with a story that will be understood anywhere, picture can be sold to the hilt. Show lacks star names, but should please otherwise.

Estimate: Pleasing.

Wake Up and Dream (8021)

Rudy Columbo, June Knight, Roger Pryor, Andy Devine, Russ Brown, Henry Armetta, Spencer Charters, Catherine Doucet, Gavin Gordon.

Tinselly yarn about a trio which comes to Hollywood to make good, but fortified with plenty of comedy, good songs, good singing and a rapid pace throughout. Result is an entertaining picture that should more than satisfy the patrons. Show doesn’t concentrate any too much on story, but lets the laughs fall where they may. Columbo’s singing is his best, and supporting cast contributes more than able support.

Estimate: Laugh satisfier.

The Case of the Howling Dog (822)

Warren William, Mary Astor, Allen Jenkins, Grant Mitchell, Helen Lowell, Dorothy Tree, Gordon Westcott, Harry Tyler, Frank Reicher, Helen Trehubine.

Murder mystery yarn that isn’t any great improvement on the usual run of such stories, but which will get by where they like their crime and clue tales. Cast is adequate, with a couple of comedy standouts and William doing the deducting as a criminal attorney of great reputation. Title is an especially good one to sell and lends itself to hallyhoo. Too many exploters, however, will be tempted to have a lot of howling dogs around the lobby.

Estimate: Saleable.

**RADIO**

Age of Innocence (503)

John Bolea, Irene Dunne, Lionel Atwill, Laura Hope Crews, Helen Westley, Julie Hayden, Theresa Merritt, Maxwell Conover.

Class production of a well known novel and a treat for smart audiences, if a little slow. Whether or not it will find the same satisfaction with mass audiences is questionable. Under direction of Philip Moeller. Theatre Guild, with a cast that performs creditably. Picture moves along with a certain charm that will help a lot. Story tells of an old family that has pride in its lineage and which seeks to suffer rather than let scandal touch its name.

Estimate: Creditable.

Down to Their Last Yacht (4138)

Mary Boland, Sydney Fox, Polly Moran, Sidney Blackmer, Marjorie Sheerman, Sterling Holloway, Tom Kennedy, Irene Franklin, Ned Sparks, Gigi Panush, Dot Farley, Warner Black, Charles Coleman.

Burlesque musical that might have gotten further than it did and will have to be sold on comedy angles and one big production number. Picture had big possibilities that were muffed somewhere. Cast is A-1 comedy, with, however, no standout names to draw. Players overcome some of the deficiencies. Showmen will get the most out of this by concentrating on the music and production rather than what it is all about.

Estimate: To be sold.

**WARNERS**

Richest Girl in the World (504)


Comedy with some smart moments that should satisfy. Cast is admirably suited to a story which finds an heiress allowing her secretary to masquerade as her in order to get away from fortune hunters. Eventually the right man comes along, but not before plenty of twists. Show moves along briskly, is well directed. Names help a lot.

Estimate: Smart comedy.
SECOND RUN news houses were scrambling around Vine Street on Monday following the Morro Castle disaster trying to pick up camera shots for immediate showing. Lots of trick deals cooked up.

JOE CONWAY, popular manager of the Egyptian, Bala-Cynwyd, who never wears a hat, was touring through the territory. Her pass came as a shock to everyone who have expected her to come back here. 30 attended, including film folk, when he left his Strand, Scranton, for Philadelphia.

CARL KANN, himself, was injured. She was well known among civic leaders. Sid opened Fay's here Sept 14, with a banner show. House has new seats, has been renovated and reconstructed under his direction. House will play Universal and pick up some Columbia, Fox, RKO, second run comedies, which have been considered as the best 12 out of an available 64 which were originally released in 1929-30. The comedies are being sold as a group and cover a variety of subjects including baseball, golf and football. Either ANDY CLYDE or HARRY GRIBBON appear in most of them.

MARIE KANN, wife of RED KANN, Motion Picture Daily editor, died in an automobile accident Labor Day. She was well known here and was the last of WILLIAM GOLDMAN with her husband while the two were touring through the territory. Her passing came as a shock to everyone who have expressed their condolences to her husband. Kain, himself, was injured.

SID STANLEY, who is back at the helm of Fay's, was tendered a dinner by Scranton newspapermen in honor of DICK POWELL, with Edgar Kennedy and others in support. A NEWCOMER ARRIVES. Guy Robertson makes his debut in "King Kelly of the USA," from Monogram, with Edgar Kennedy and others in support.

GEORGE SKOURAS has decided not to change the policy of the Tower Theatre in York, in advance of the opening of "Dames." Unusual touch was the revolving platform shown to the left on which were mounted four living models, who distributed heralds on the picture to outgoing patrons. When the picture opened the flesh and blood part of the exhibit was placed in the window of York's biggest night club and the models were on hand two hours in the afternoon and two hours in the evening on Friday and Saturday nights, the big nights at the club which is on the main thoroughfare.

LOBBY PLUG FOR "DAMES." Lobby display Cleon Miller constructed in the Strand, York, in advance of the opening of "Dames." Unusual touch was the revolving platform shown to the left on which were mounted four living models, who distributed heralds on the picture to outgoing patrons. When the picture opened the flesh and blood part of the exhibit was placed in the window of York's biggest night club and the models were on hand two hours in the afternoon and two hours in the evening on Friday and Saturday nights, the big nights at the club which is on the main thoroughfare.

JOE FELDMAN of the Earle reports the coming of BLANCHE CALLOWAY, BEN BERNIE and the GOLDBERGS among others. DICK POWELL caused a tremendous increase in the business on opening day. DIFFICULTY between the musicians and the Earle Theatre has been amicably adjusted. The neighborhood situation remains unsettled with the great possibility that Warners will not use vaudeville on Saturday in view of the union's demand for payment for two days instead of one.

EARLE THEATRE, Atlantic City, reported opening as subsequent run.
ASSISTANT ZONE MANAGER FLYNN
By Harry Goldberg

WITH THE passing of Labor Day into calendar history, theatre grosses show a marked upward trend. The wholesale exodus of Philadelphians to shops and mountain resorts over week-ends has stopped, and entertainment seekers are looking to the theatres once more. ONE OF THE BEST first-run campaigns ever cogged was put into execution for "Dames." New Warner musical, by LARRY GRAVER at the Stanley. GRAVER tied up 700 Yellow-Quaker cabs with cards, package inserts and synebulbs, speech from local stores. Claude's, Li'l's, and Strawbridge's to select 10 girls from each store to be guests of theatre at opening of "Dames." The stunt plugged in the films to more than 17,000 employees in the four stores. Crashed the newspapers with a number of good stunts including the Court of Beauty, composed of cuties from local swimming pools who welcomed the Dick Powell-Ruby Keeler opus to the city. Studio beauty from Warner lot made tour of eight clubs under supervision of JULES SELTZER and GRAVER. Was introduced and sang hit numbers from film. She later toured the key spots with EARL BAILEY, copping additional publicity. The "Dames" Boat, adorned with cuties, who distributed heralds, had the downtown shoppers goggle-eyed. One of the best N. C. stunts in the campaign was the tie-in with Borden Milk Company's coast-to-coast broadcast, "45 Minutes from Hollywood," whereby WCAU announced the opening of "Dames" at the end of the broadcast. Borden's also arranged for the distribution of 5,000 posters to their dealers. ASSISTANT ZONE MANAGER FLYNN complimented the men in the field on the splendid results achieved with "Circus Clown" and "Navy." One of the best of the "Navy" stunts was the flagpole sitter perched on top of theatre for the film's opening. THE CLOSE scrutiny of all advertising matter used in the Warner houses is paying dividends. THE CIRCUIT is becoming campaign conscious. Managers are selling films with complete campaigns, covering every angle of a picture. ASSISTANT HOUSE MANAGERS are being groomed for more responsibilities and encouraged to develop their picture-selling ability.

LIVE WIRE managers are bringing the youngsters back to the theatres with all sorts of favors—rulers, pencils, pens—that the kiddies can use in school.

WITH SCHOOL opening this month many neighborhood houses will inaugurate late matinee shows for after-school hours. RAY O'CONNELL, (Capitol, Lancaster) had the unusual experience of devising "Drummond" display that was so good that local police ordered it removed from lobby. Display consisted of blowups of finger print records with interesting facts. Police insisted that display was warning to criminals to be more cautious. O'CONNELL also made tie-up with local dailies for "capture" of "Drummond," offering reward to lucky individual. Paper splashed stunt on front page.

STATE (West Philly) used Claude the Mechanical Man to sell "The Man With Two Faces." Make-up represented Robinson, straight" and as character. COLONIAL (STAN BENFORD) got great reaction from beautician working in lobby, changing appearance of patient's face while speaking with patrons back to the theatres with all sorts of favors—rulers, pencils, pens—that the kiddies can use in school.

SENTRY SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them. PLAINLY THIS IS ALL WRONG. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP. 10th St. and ALLEGHENY AVE. PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
M. E. COMERFORD launched his new deal in entertainment for Wilkes-Barre and vicinity with typical success. With the able assistance of his general manager, M. B. COMERFORD, and the assistant general manager, W. E. SCHMIDT, the veteran exhibitor provided the most spectacular Fall opening in years. The gala show season opened with a bang and John galvin, his successor, now finds that theatre-conscious now has been dispelled effectively.

MOST IMPORTANT in the scheme of things, the managers themselves were sold and they went after business with a vigor that was not to be denied. M. E. believes firmly that the anachronistic field is due for a comeback and he is giving his support and encouragement as he did in the days of old.

JOHN GALVIN, back at the Penn after his Summer vacation, started off with a bang, thanks to the combination vaude and picture offering. The stage programs were headlined by the MILL BROTHERS and RAE SAMUELS. The Penn orchestra has been increased and presented some choice numbers. DONALD MACLUCKIE and the house has undergone extensive improvements. Approximately $16,000 was spent. The changes include new lighting, new stage scenery, carpeting of the entire lobby, new display frames and new furniture.

The attendance was back to the 1929 levels and upward. JOHN, by the way, returned from his vacation with plenty of excess weight, but the pace he has hit for the first two weeks indicates that he soon will lose a couple of pounds, also.

AL COX at the Irving ran a midnight show to usher in Labor Day. AL also plugged a special Saturday morning matinee at a dime for the kiddies last week, in connection with the showing of "You Belong to Me." AL wanted to do a news scoop for the local dailies were able to show them the changes included new lighting, new stage scenery, carpeting of the entire lobby, new display frames and new furniture.

THE POST OFFICE dedication in Wilkes-Barre was last week's postmark bill.

PICTURES of the beauty contest at Newtown Lake, at which MRS. MARY MAHON, a Wilkes-Barre girl, won a trip to Hollywood, were featured at the Irving.

JOE ELICKER who filled in for JOHN GALVIN at the Irving during the Summer, went to the Strand at Scranton September 10. JOE did a great job in Wilkes-Barre and the big Lackawanna house is his boss' way of expressing his gratitude. JOE remained here for an extra week to help out with the launching of show week. During his brief stay he became a popular figure. Good luck, JOE, and your forgiveness for misspelling your name.

VAUDEVILLE, scheduled for the Nanticoke State, was delayed a week because ALCOcks did a Friday and Saturday feature for the Fall.

BUCK JONES of Hollywood fame sent special greetings to the children at St. Stanislaus orphanage who see all his pictures at the State as guests of the management.

WHEN A transformer burned out at the Kingston Theatre last week, the second night show was halted. There was no confusion. GEORGE BITTINGER, manager, returning tickets to the 300 in the audience who filed out in orderly fashion after it was discovered that immediate repairs could not be made. The ANTHEM of Lackawanna has been reopened with JOE REED, formerly of Scranton, at the helm. REED is well known at Bangor and Allentown where he ran houses.

FOR "The Cat's Paw," MANAGER LAMBERT planned to introduce an innovation in exploitation to Harriscburgers. It was to consist of a special microphone in the theatre auditorium which would transmit the sounds of laughing from among the audience during the picture to the outside of the theatre where passersby would hear the sounds through an amplifier. A large sign, stating, "Hear them laugh," has been prepared for erection above the amplifier outside the theatre.

C. FLOYD HOPKINS, general manager of Wilmer and Vincent interests in Harrisburg, is planning a series of weekly entertainments for children that were expected to start Saturday morning, September 15, at the Majestic Theatre.

"SAM" GILMAN, manager Loew's Regent Theatre, Harriscburg didn't mind being called out of bed early Monday morning because, as he put it, "We scooped the city on the Morro Castle ship disaster." The picture had been rushed to the Harriscburg theatre from New York City. By the time the first show was ready to open, signs announcing the showing of the pictures were in front of the theatre and copies were ready for first editions of Harriscburg's newspapers.

THE STANLEY at Larksville has been remodelled, was host to 600 underprivileged children selected by Police Superintendent FRED TRAFFORD from the rolls of the Boy's Club, Family Welfare, Salvation Army and other similar agencies. Another free performance is tentatively planned.

TAKING of testimony before Judge R. W. Leob in Lehigh county courts in the injunction proceedings involving the Hamilton Street Theatre, Allentown, was completed at a continued hearing held Monday, September 10. Most of the witnesses called were for the defense, including HERBERT MECKER, manager of the theatre, his wife and son; GENERAL F. D. BEARY, commissioner of the department of public safety; several police officers and the REV. WAYNE T. HARNER, pastor of Christ Reformed Church, the substance of the testimony offered being that the sound effects of the theatre and other noises incident to its operation were not abnormally loud. A temporary court order cancelled MANAGER MECKER to close the rear doors of the theatre during the summer after complaint was made by a neighbor, DR. FRANK S. BOYER, who is alleged, formerly enjoyed free movies from the rear of his residence and started the injunction proceedings after the erection of a large curtain by MANAGER MECKER put an end to the free shows. An opinion by the court will be handed down later.
Too "Hardboiled" to be quoted!

...unbiased, honest, able.

...calling a spade a spade without fear or favor.

...reviewing pictures, not to praise the makers but to furnish our exhibitor readers with —

• a True Picture of All Pictures

"The PHILADELPHIA EXHIBITOR"

A Jay Emanuel Publication
LIBERTY'S 1934-35 FEATURES

Over its New York Circuit

"WHEN STRANGERS MEET"
Directed by W. Christy Cabanne
Richard Cromwell—Arlene Judge—Lucien Littlefield

"TAKE THE STAND"
Directed by Phil Rosen
Jack La Rue—Thelma Todd—Gail Patrick

"CHEATERS"
Directed by Phil Rosen
Bill Boyd—Dorothy Mackaill—June Collyer

"SCHOOL FOR GIRLS"
Directed by William Nigh
Sidney Fox—Paul Kelly—Lois Wilson

"ONCE TO EVERY BACHELOR"
Directed by William Nigh
Marion Nixon—Neil Hamilton—Aileen Pringle

"NO RANSOM"
Directed by Fred Newmeyer
Leila Hyams—Phillips Holmes
Jack La Rue—Robert McWade

"TWO HEADS ON A PILLOW"
Directed by William Nigh
Neil Hamilton—Miriam Jordan
Hardie Albright—Lona Andre

"WITHOUT CHILDREN"
Directed by William Nigh
Marguerite Churchill—Bruce Cabot—Evelyn Brent
SHORT ENOUGH FOR DOUBLE FEATURE
LONG ENOUGH FOR SINGLE FEATURE

FIRST DIVISION EXCHANGE, Inc.
HARRY H. THOMAS, President
Executive Offices: RKO Building, Radio City, N. Y.

Branches in:
Pittsburgh New Haven Atlanta Cleveland Boston Cincinnati Detroit
Louisville Buffalo Albany Washington Charlotte Philadelphia New Orleans

Produced by
Audio Productions, Inc.

PUT CLASS IN YOUR PROGRAM
"A GIRL OF THE LIMBERLOST"
WINS MEDAL FOR THE BEST PICTURE OF THE MONTH
based on GENE STRATTON-PORTER'S great novel

WITH
LOUISE DRESSER
MARIAN MARSH
RALPH MORGAN

W. RAY JOHNSTON President

DIRECTED BY CHRISTY CABANNE
A WM. T. LACKEY Production
SCREEN PLAY BY ADELE COMANDINI

TREM CARR vice-president in charge of production
MCPI
1510 VINE STREET, PHILADELPHIA
AND NOW—Two Outstanding Exploitation Pictures are Added to the Season's Announcement by TONY LUCCHESI

EXPLOITATION PICTURES
Backed by Road Show Accessories

"BROKEN LIVES"
A DARING, POWERFUL DRAMA OF DIVORCE

with
WALTER CATLETT
LEILA BENNETT
EDWARD ARNOLD
JOHN MILIAN
DOROTHY REVIER
HELEN JEROME EDDY
ESTHER MUIR
BARRY NORTON
and others

A brilliant expose of the racketeering lawyers and detectives of the Divorce business. Amazing and laughable happenings in the huge industry that has been allowed to flourish and grow fat on the miseries of their clients. Built for the Box Office.

"BLIND FOOLS"
A TRAGIC LESSON IN LOVE . . . AND NEGLECT

with
CLAIRE WHITNEY
RUSSELL HICKS
HERBERT RAWLINSON
WESLEY BARRY
MIRIAM BATTISTA
JACK ARNOLD
EUNICE REED
and others

A gripping human drama of everyday people in an everyday setting that is bound to exert a powerful moral influence. It builds a strong case against the parents who through prudery or indifference neglect to instruct their children in the facts of life.

2 Big Box Office Pictures . . . Watch Them Go!

Distributed by
MAJESTIC PICTURES, INC. (A. Lucchese)
1236 VINE STREET, PHILADELPHIA
FROM COAST TO COAST

IN SEATTLE
Mopping up at Music Hall, topping previous week of a big opposition special.

IN PORTLAND
"'British Agent' big... gaining b. o. altitude at the Broadway," chirps Variety.

IN OMAHA
"Wham biz! Looks like a cinch for another record week," raves trade press.

I'M CLEANING UP WITH WARNER BROS.' DRAMATIC SUCCESS STAFF
ACE SHOWMEN BOAST

IN BOSTON
"Aces at the Met!" first week-end beat first 3 days of 'Dames' by exactly $342.

IN NEW YORK
'British Agent' opening broke every week-day record in history of Strand Theatre!

IN CHICAGO
'British Agent' topped the town at the Chicago Theatre with $9,400 over par!

IN CINCINNATI
"Kay Francis and Leslie Howard the biz bringers for fast gross at Keith's"
—Variety.

IN WASHINGTON
'British Agent' out-grossed 'Here Comes The Navy' in season's worst weather.

WITH 'BRITISH AGENT'
ING KAY FRANCIS AND LESLIE HOWARD
The Producers of MASCOT PICTURES and the personnel of GOLD MEDAL FILM CO., Inc. and MAJESTIC PICTURES, Inc.: —

INVITE YOU and all other theatre managers, bookers and exhibitors to spend a most delightful hour to welcome back to health and to the "Street"—

TONY LUCCHESI

—who will be your host at a most unique Italian luncheon prepared for the most fastidious palate — complete with choice liquors at—

PALUMBO'S CAFE
8th and CATHERINE STS., PHILADELPHIA

This is the only invitation to be issued . . . R. S. V. P. therefore is not necessary.

The time—

MONDAY, OCTOBER 8th
at 12.30 Noon, Sharp

Your identification ticket is waiting for you at the exchange, 1236 Vine Street. The rest is enjoyment.

A FLEET OF TAXICABS
—will take you from the exchange and bring you back.

Be there to welcome Tony back!

Tear out this page and paste it on your wall.
DON'T MISS IT! P. S.—No Speeches, either!

"Shop" will positively not be discussed!
A Year of the Code

Just about this time last year the industry was agog at the prospect of a code. Reservations were being made in Washington, all eyes were turned there, this and that body were busy formulating a code or what was deemed a code. The usual one about a lot of water passing under the bridge can be used again this time. But it is still too early to pass on the value of the code as an instrument to bring to this business the reforms it has long sought.

True, the code is taking care of some urgent and immediate problems, but observers long have felt that a good code may become a permanent institution. They are of the opinion that if the body can get behind a good code, such a magna charta will be valuable in more than one way, especially if the Code Authority insists on immediate fair zoning and clearance schedules.

Some of the gentlemen who have been long boosting the code are wavering in their loyalty. Others say that everything will come out all right regardless of temporary difficulties. Years from now the value of the code will be easier to decide. At the present time, it is difficult to approximate what it really has done for the business.

Contact Your Legislators

Exhibitors are advised to keep in close touch with their local legislators as well as their state and national representatives. It should be the duty of every theatreman to know personally each one of the men who are responsible for the city, state and national laws which might affect them. Outside of the fact that it wouldn’t be a bad idea at any time, now, such a suggestion is especially timely.

Owing to general conditions and depleted treasuries, the movie business is certain to come a permanent institution. They are of urgent and immediate problems, but observ¬ers long have felt that a good code may be¬come a permanent institution. They are of the opinion that if the body can get behind a good code, such a magna charta will be valuable in more than one way, especially if the Code Authority insists on immediate fair zoning and clearance schedules.

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Thanks to the Air

Though a lot of exhibitors may call the radio unfair competition, the industry has made good use of it as a means of explaining what the Hollywood censor system is doing. Thanks to the co-operation of NBC, Joe Breen, industry censor, has explained to the public what the industry intends to do about clean pictures.

This, once more brings to mind that the radio and motion pictures have something in common. Each, as a division of entertainment, should have more than competitive re¬spect for each other.
WITH METRO. Sam Katz, formerly Paramount executive, is reported becoming a Metro producer soon. In addition, he is rumored marrying Sari Maritza, screen actress.

BACK IN HARNESS. Louis "Pop" Korson, president, Masterpiece Film Attractions, Inc., fully recovered in health, is entering actively into the new season, aided by Manager Ed Boreth. The new Masterpiece lineup is exciting interest among the exhibition fraternity.

JUST OPENED. Front of the new Capitol Theatre, Milton, Comerford theatre. House was opened this past summer with Warren Girton, formerly Williamsport, manager.

TO COAST. Eric Knight, "Evening Ledger" movie critic, is now a member of the Fox coast writing department.

SALES MANAGER. L. J. Schlaifer has been appointed sales manager for Gaumont British by George Weeks, general manager for that company in this country.

AT TRADE SHOW. Sid Stanley, manager, Fay’s, Sam Rosen, First Division chieftain here, and Lester Jeffries, assistant to Stanley, pose at the trade show held under First Division auspices at Fay’s, September 16. The lobby was decorated with plenty of flowers, thanks to Stanley.

SELLING "HERE COMES THE NAVY." Al Reh, manager, Stanley-Warner State Theatre, used the old bean when Warners’ "Here Comes the Navy" came to the house and the result is the above assembly of exploitation ideas and stunts. Naturally, the box office benefitted.
Penny-A-Seat Assessment Necessary To Insure Music Tax Fight Success

All Exhibitors Called Upon—Amount Small in View of Possible Savings — Issue Immediate Direct Government's Suit

Co-operation from all exhibitors is necessary if the fight against the proposed music tax increase is to be a success.

Applegate New Head of Local Film Board

Sam Gross Moves Into Vice President Post

S. E. Applegate, genial Metro sales manager, is the new president of the Philadelphia Film Board of Trade.

He fills a vacancy of several months' standing.

Sam Gross, Universal branch manager, is the new vice-president.

Edward Boreth, Masterpiece, working like a beaver. So is Ben Harris and the rest of the staff.

New product lineup is the reason.

J. Becker, Apex Garage, does a good simonizing job, so say those who have made use of this division.

Charles Goodwin, Quality Premium, looking at travel booklets. Plans to hop to the West Indies with the Mrs. in the winter.

Harry Goodman, Metropolitan Printing, says business is getting better. Points with pride to his new equipment.

Myer Adelman, New Jersey Messenger, says exhibs in Jersey need fear no storms or zero temperatures. NJMS is ready to battle all the elements this winter.

Dorothy Business, to Bob Lynch, Metro, is sorry to see the summer go, but awaits the football season.

Harry Levine, the UAer, advises this department never to read a paper when crossing the street.

Sam Diamond figures that his accessories department at Fox should win the company drive. Asks exhibs to buy more paper and accessories.

Basil Ziegler, the Code Authority secretary, had a visit from Don Mayfield, leading bandmaster. They went to school together.

Charles Anschap, assistant to Bill Clark, Horlick's, is plenty busy. So much that another typewriter desk is necessary.

Jim, Bill Clark and others going to National Film Carriers' convention at Detroit. Jim will probably be re-elected president and Bill make a speech.

Sam Gross, dapper Fox manager, proved a sensation at the recent meeting of the local Federation of Women's Clubs, Motion Picture Committee. When Sam was finished speaking, block booking was a simple problem to those in attendance. He will undoubtedly be asked to speak again at a later date.

Eddie Rossoff, formerly with Metro, is now with First Division in the shipping department. Eddie is very well known on the street.

Earle Sweigert, Paramount branch manager, and Eddie Corcoran, publicist, will hop to Pittsburgh, October 14, for the Variety Club dinner there. There are distinct possibilities of a Variety Club being formed here.

W. C. Hunt, Wildwood exhibitor, is running for assembly again on the Republican ticket. Observers call his chances good.

Harry LeVine, UA salesman, is an honorary member of the Kiwanis Club, one of the very, very few in this business.

Charlie Steifel, Venice operator, reports that his seating capacity has not been enlarged. He only has 500 seats, which came out as 900 last issue. However, he wishes he had 900 so that he could do more business.

Sam Rosen all enthused over the showing of "A Girl of the Limberlost" at Fay's. A record turnout of exhibitors attended, with everyone proclaiming the merits of the picture.

Bill Mansell, local Warner branch head, announces the popularity of the new style of 1-sheets for 15c each. The exchange gives the exhibitor buying the 1-sheet a free 8x10 still on every short played. This applied to single reels only. This is a new innovation, according to Bill, and the photographic reproduction is of an actual scene. The 1-sheets are attractive and are good selling pieces.

Warner Brothers thank, through these columns, all exhibitors who helped them win the short subject drive in the recent national contest, Co-operation of the trade made the winning possible.

Frank Loftus, Ray Smith and Chief Powell are selling for John Golder in the local territory, making exhibitors Hollywood conscious.

Sam Rosen is raving over the new John Wayne westerns. He held a special showing for about 30 local exhibitors last week in the Fox projection room and also unveiled "Old Faithful," one of the new First Division shorts.

Rich Jordan plenty on the job for National Kline.
Local Clearance Group to Consider West Philadelphia Zoning Complaints

Exhibitors Can File Now, Board Says—All Theatres Are Notified—November Sees Beginning of Hearings on Every District

West Philadelphia theatremen can file zoning complaints now. All protests will be heard immediately by the code group in order that all may be satisfied.

That was indicated last week-end following a meeting of the board. Its makeup includes Messrs. Schlesinger, Segall, Rogamer, Weiner, Bloch and Linker.

Exhibitors will be notified individually as to time of their hearing. Meeting rooms of the Code Authority, 12 South 12th, will be used, as usual.

The tentative schedule is now being discussed and plans made for a permanent clearances committee.

In November, all zoning will be considered, with hearings on individual cases and districts.

Delaware Clubwomen Plan a Busy Season

October 17 Conference Sees Films as Highlight

Delaware State Federation of Women's Clubs, Motion Picture Committee, plans a busy season.

Highlights will be a round table discussion at the state conference, October 17.

One woman from each county will be responsible for motion picture work in each county. A Better Films Council is functioning.

It is also urged to make friends with exhibitors wherever possible.

Mrs. Edmund M. Barsham is chairman.

Harry M. Warner, president, Warner Bros. Joseph Bernhard and Ted Schlanger were in town discussing booking and operation with Leonard Schlesinger. The flying trip included a visit to Wilmington.

Al Boyd got his Locust underway here with a premiere of "Caravan." House will be on 2-a-day with attractions holding up as long as possible. Theatre has been dark for several months.

ITM managers and wives attended a special Sunday night showing September 30 as part of a membership drive. Only independent managers are allowed to join the group, which has been strengthening its lines considerably. The membership is growing fast.

Stanton Theatre picked up its midnight show schedule, September 30. Reported that the Poplar Theatre is re-opening.

Sid Stanley, general manager of Fay's Theatre, was host to his staff, including assistant Lester Jeffries, on a sailboat ride, picnic, clambake and athletic afternoon at Asbury Park recently. Sid threw the party because the staff had worked so hard for the opening. He has promised the staff a banquet when the season closes.

Allen Benn, local exhibitor, went on a South America, West Indies cruise. He left September 15, returned September 29. Many ports were touched. S. S. Pennsylvania was the boat.

Early bird matinees still in vogue in 52nd Street, 69th Street sector, 15 cents to 1.30.

Sedgevolk held its gala 6th anniversary week with special features.

Lloyd Seiber, managing new Hip, Pottstown, William Goldman house, which opened September 27. New manager is veteran, having been with Stanley-Warner in ace theatres here.

CROSSTOWN

Sid Stanley

Is Host

Arcadia restaurant features local sound movies taken on 16 mm. and projected daily in the place. Idea has been making a hit. Club has Budde and Rogers booked.

Artie Cohn, dynamic Earle publiciteer, all hot up over coming of Guy Kibbee as well as other acts. Cohn has been selling names with a vengeance, with Joe Feldman as busy as ever.

Moe Verbin, after a big campaign on "Tomorrow's Children," shifted to English fare with "Friday the 13th" going in.

Charlie Perry, as usual, put on a big campaign for "The Count of Monte Cristo" and show stayed over at the Aldine. Perry is again big as life and promises plenty of exploitation.

Sunday night screenings at the Boyd for S-W folk have seen a new idea inaugurated. Trailer for each show is flashed on before feature, thus giving managers chance to get familiar with selling copy.

Return of college folk to town will help grosses a bit, especially on week-ends. Football atmosphere also of assistance.

J. R. Elicker, Wilkes-Barre Penn; Hadden Matthews, Upper Darby 69th Street Theatre; Abe Frank, Camden Lyric, all won prizes in Warners' "Circus Clown" contest. Honorable mention went to J. L. Stallman, local Circle; Marty Goldenberg, Germantown Colonial; Tommy Margin, Chester Stanley; Lyric, Camden; State, Hanover.

Jack Ungerfeld, Palm Theatre, Palmerton, has started the MPTO, "Contact," the group's bulletin announces.

Charlie Rappaport feeling a bit better after his operation.

Dog races cropped up again in Brookline where a local fire company ran them.

J. A. Kraker, local Ross Federal representa tive reports that any employee ever found guilty of trading information would be instantly dismissed. This is in answer to any current rumors.

Wilmington Cuts Space

Problem of free news space to advertisers seems to have bubbled up again in Wilmington. W. L. Mapel, new executive editor of the two publications of the News-Journal Publishing Company, Journal-Every Evening and the Morning News, has let it be known that he is strong for curbing free publicity in the news column.

At the time of this writing the matter had not been threshed out or fully settled. Mapel observed that readers of the theatrical page during off week days had been cut down to a paragraph each for each of the major theatres advertising, whereas in the past, the space given theatres often exceeded the space of the advertisement. Whether Mapel's views will prevail are uncertain, although he has been given unusual powers over both papers since his installation as executive editor.

LETTERS TO THE EDITOR

From IEPA

Aarons Speaks

To The Editor of The Exhibitor,

239 North Broad Street, Philadelphia, Pennsylvania.

Dear Sir:

In the September 13th issue of the Motion Picture Daily there appeared a story signed by Mr. George P. Aarons questioning the correctness of a list of new members recently included in one of our weekly bulletins.

When convinced that he was in error, Mr. Aarons agreed to correct his statement attacking the veracity of the list in question. Although he did so in a half-hearted way in the Motion Picture Daily of September 15th, there appeared in the issue of The Exhibitor of September 15th, a letter to the Editor again mystifying the facts.

We feel that the continuance of the use of such tactics to try to impress outside exhibitors with the fact that we are trying to claim a greater membership than we actually have would be of no avail since our membership files are open to the inspection of any independent exhibitor who desires to check himself or the membership of any other exhibitor in the organization.

Very truly yours,

JEANNETTE WILLENSKY,
Secretary.

Independent Exhibitors Protective Association, Inc.

Operator Available

An experienced projectionist is available. He can operate any type of machine.

Address Jack Bajaert, 1413 Adams Avenue, Philadelphia.
Code Authority Issues Principles to be Considered in Zoning Schedule Work

Knight to Coast

Eric Knight, "Evening Ledger" movie critic, went out to the coast for vacation purposes, will stay at least six months. His wife follows.

Fox took one look at him and grabbed him for his writing department.

Announcement of Knight's entry into Fox will be greeted by exhibitors who are hoping the best.

If Knight writes for the films like he did for the "Ledger," well—

Film Men Honor Bob Mochrie at Big Dinner

Warner Home Office Executive Feted Here

Robert Mochrie, recently Warner branch manager here and now assistant to Andy Smith, Jr., Warner sales executive, was feted at a testimonial given him by local managers, September 17, at the Bellevue-Stratford Hotel.

About 125 attended the affair, which ranked with the best of the season.

Leonard Schlesinger, Stanley-Warner zone chief, was toastmaster and acquitted himself creditably. Indications are that his service will be called upon many times in the future.

Bows and speeches came from Charles Segall, Lewen Pizor, Morris Wax, David Barrist, Patsy Flick, Bill Mansell, Andy Smith, Jr., S. Charles Enfield, Joseph Bernhard, Sam Schwartz, Roy Haines and others.

Mochrie was presented with a beautiful wrist watch.

CHARLIE SEGALL spoke of Mochrie's fairness. . . . Morris Wax felt local managers should have full power.

Jack Greenberg should be given a band for his handling of the affair. He had an even division between the men and IRPA men.

Patsy Flick ribbed a bit, spoke Or ek. . . . Bill Mansell came in for a big hand, paid tribute to Bob. . . . Telegrams handled a bit, spoke Or ek. . . . Bill Mansell came in for a big hand, paid tribute to Bob. . . . Telegrams handled. He had an even division of the affairs, told a couple of gags.


Mochrie, as much as he did for the "Ledger," well—

Goldman in Pottstown

Hippodrome, Pottstown, becomes the first in the chain being built up by William Goldman Theatres, Inc. House has been closed a long time, and remodeling is costing about $25,000, was made in remodelling and renovating the structure which re-opened last week.

House, on lease, will be opposition to the Stanley-Warner circuit.
A young and beautiful girl setting out to sea ... herself the captain of a 48 foot sailing schooner ... seeking adventure, looking for thrills ... eager to risk her life to prove that she's not the biggest liar in the world!

IMAGINE! That tiny schooner buffeted by a 90 mile gale, tossed like a chip on a mad sea in a Caribbean hurricane ... decks awash ... mast cracking like a match stick ... water tank empty ... the beginning of another wild adventure that is meat and drink to Joan Lowell, daughter of daring, who has sailed the seven seas since childhood and fascinated the world with her tales of adventure!

But she never turned back! Ahead lay a strange land and treasure! Savages to fight! Perils to face! Sharks to harpoon! Fierce animals to meet! A lost city to explore and reveal its wonders!

IMAGINE! ... a weird lost temple ... a priceless jewel in an idol's heart ... her capture by natives ... hand to hand battles ... condemned to be burned at the stake ... escape in a frail craft on a jungle river ... pursued by hundreds of savages in war canoes ... and the only escape to set the river on fire and swim under the flames!

Imagine these and you imagine but a few of the thrills that await your audiences with ...
AND A CRITICS SHOW TOO!

"Proves itself an exciting and colorful yarn... you can depend upon it, there are plenty of thrills in 'Adventure Girl'." —Boston Eve. American

"Unusual among thrill films is 'Adventure Girl'... a unique offering." —Boston Daily Record

"Unusual adventure film with good exploitation values." —Film Daily

"'Adventure Girl' brings thrills to the screen. Joan Lowell scores as star of jungle story." —New York American

"Filled with thrills. The photography is good and the scenery is pictorially effective." —New York Evening Journal

"The photography is excellent and the effect of a fire scene is heightened by the hand-coloring process used on the flames." —New York Daily News

"An interesting tale. Scenically and photographically Miss Lowell's first film is highly interesting." —New York Daily Mirror

"An amusing and exciting hour as you can imagine in the cinema. I think you will find it an amusing and diverting entertainment." —N. Y. World-Telegram

"An adventure thriller that should cash in heavily. Plenty of opportunity for drop-'em-in exploitation and can be sold in almost any house catering to family trade." —The Hollywood Reporter
Glancing Everywhere in the Territory

PROMOTED. S. Barret McMick is now in executive control of Radio advertising and publicity.

MOVES UP. Robert F. Sisk has been promoted to become assistant to J. R. McDonough, president, RKO Radio.

APPOINTED AD HEAD. G. K. Throckmorton, executive vice-president, RCA Victor Company, has announced the appointment of T. F. Joyce as manager of advertising and sales promotion, succeeding Pierre Boucheron, resigned.

AT PREMIERE. Breathtakingly beautiful Wampas Baby Stars accompany sisters and John Miljan to the RKO Hillstreet, Hollywood, premiere of Mascot's "Young and Beautiful."

BY BRAZILIAN ADMIRERS. Latest tribute to the creative genius of Walt Disney—a bronze statue of Mickey Mouse—comes from Brazil.

AWARDED MEDAL. W. Ray Johnston, president, Monogram, is shown receiving the Parents Magazine medal for the family audience movie of the month for "Girl of the Limberlost."

GENERAL MANAGER. George Weeks is general manager in charge of distribution of Gaumont British Pictures in this country.

BIG PLANS. Sam Dembow, Jr., general manager for National Screen Service, promises some big, new, startling developments in the trailer line soon. Since his joining the company, his entrance has been greeted by exhibitors everywhere and the trade in general.

HEADS FILM BOARD. S. E. Applegate, Metro sales manager, is the new head of the local Film Board.
Industry Awaits Introduction of New Hearst Metrotone News, Oct. 1

**Masterpiece Promises Surprise**

Masterpiece Film Attractions, Inc., promises another surprise for exhibitors.

The company, already with a strong lineup of new product, is angling for a series of pictures that will cause a lot of comment in the trade. More details will be available later.

**Lifting of Catholic Ban Not Yet in Sight**

*Chicago Cardinal Differs from Local Head*

Hopes of movie men that there would be a lifting of the complete boycott against pictures were smashed when it was indicated recently that the campaign would continue in the local territory.

This indication came on top of reports from Rome that Catholics were willing to hold up future action in the clean film campaign until they see how producers handle the issue in the future. Cardinal Mundelein, Chicago, in a statement to the Associated Press, said that they did not intend to put the movies out of business, but were taking no chances. It was indicated that the drive would remain organized.

Locally, Reverend John J. McKenna, diocesan director of the Society for the Propagation of the Faith, spoke on the air on the Legion of Decency. Most Reverend Philip R. McDevitt, D. D., Bishop of Harrisburg, also urged his followers to avoid salacious pictures.

At a rally in Scranton, Most Reverend Thomas C. O'Reilly, D. D., Bishop of Scranton, spoke.

When local priests contact their parishioners, it was indicated that pledges to the Legion of Decency would be collected at the same time. In all pulpits, it was asserted that the fight was just beginning.

As far as business is concerned, children's grosses are still off but adult grosses have picked up sharply.

"For the moment at least the crusade of decent movies seems to have produced results," according to an editorial which appeared in a Harrisburg newspaper, September 22. "Here in Harrisburg, as elsewhere, movie patrons are greeted by offerings much more in tune with the proprieties than once was the case. Whether the result or not of the protest against unsuitable films, the programs seem better."

Boycott of "motion pictures" which offend decency and Christian morals will be asked of churchgoers of Harrisburg and vicinity under action taken recently by the Ministerial Association of Greater Harrisburg and Dauphin County, at its first fall meeting in Pine Street Presbyterian Church, Harrisburg.


The motion picture industry as well as patrons throughout the country are anxiously awaiting the first Hearst Metrotone News, with Edwin C. Hill as the interpretive Voice of the Globe Trotter, to be released this week.

When first the announcement of the signing of Hill was made, it became apparent that Metro had made a ten strike in its efforts to assure exhibitors of a newsreel that would have feature value. Hill is a radio ace news commentator and writer and has made an excellent impression with his "Human Side of the News" radio time. Hill does more than read the news. He interprets it and with such a radio backing should deliver a peak newsreel to theatres.

He will deliver crisp dialogue for the Metrotone News, all issues.

An experienced newspaper man, he has spent much time in newsreel and scenario departments. He has been a syndicate feature writer and has had a varied experience.

In addition, Hearst Metrotone news has a complete and world-wide newsreel coverage to take care of all the events that happen everywhere. Forty are used in this country. In addition, International News Service headquarters and facilities are available to the news service.

The Hearst Metrotone News is also fully publicized in all Hearst papers as well as through other media.

With the addition of Edwin C. Hill, the news takes its place as one of the leaders in the field. Exhibitors everywhere have signed up for the news in great numbers, an indication of its worth. With five features, Hill, greater newsreel coverage, showmanship and exploitation, exclusive newsreel events and Hearst publicity and advertising, Metrotone news has advantages that are important.

**Gaumont British Launches**


Arriving September 21 were Robert J. Flaherty, director of "Man of Aran," with a group of natives from the primitive Isle of Aran off the west coast of Ireland. "Man of Aran" is the first photographic record ever made of this unique Celtic tribe. David Flaherty is in charge of the natives, who have never before come in contact with modern civilization.

**Stuart with Columbia**

Herschel Stuart, former general manager of RKO theatres, is the new director of public relations for Columbia. He will have charge of the advertising, exploitation, publicity, art and radio departments.
Charles Segall Not in Line for Re-election to Presidency of District Exhibitor Group

MPTO Head Feels He Was Drafted for Job and Can’t Give Enough Time—Announcement Made at September 28 Meeting

Charles Segall, president of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware, will not be a candidate for re-election to that post when the annual vote is taken in January.

He indicated as much at the September 28 meeting of the organization held at the Hotel Adelphi.

Segall feels that he has not enough time to devote to the job and that another should step in. He asserted that he was drafted for the job and that someone with more time should succeed him.

The meeting also discussed the current Catholic ban, the question of dual membership, the penny a seat tax in connection with the music tax and other matters.

The organization went on record as pledging unanimous support to the Emergency Committee in its fight against the ASCAP and the sentiment indicated that there would be a complete turnout, financially, for the committee.

Checks were urged to be sent to the MPTO secretary and later handed to the committee.

Other routine matters were also discussed.

A GOOD TURNOUT attended with about 50 present Charles Segall, Edwardsville, came all the way down from Philadelphia, John C. Pass, chairman of the board, and Arthur R. Smith, Salem, had an affected foot.

Marcus Henn, chatting with the boys, paid high tribute to A1 Lichtman and UA. It isn’t often that an exhibitor praises a distributor but in this case, coming from Marcus, it was worthy of notice.

During the meeting several of the points which were discussed brought forth a lot of argument among those attending.

It looks like the organization is going to be plenty busy.

CONTACT, the new bulletin, came in for a lot of praise.

Members were urged to take any dating problems to the secretary.

It looks like the organization is going to be plenty busy.

Other routine matters were also discussed.

First Division Expansion Set With Ludington, Fiske Buying Into Unit

Harry Thomas Closes Deal Which Gives “World’s Leading Independent” Dominating Position

Nicholas Ludington and William M. L. Fiske, III, have purchased all outstanding stock, with the exception of Harry H. Thomas, president, of First Division Exchanges, Inc., world’s largest distributors of independent productions.

First Division will immediately undertake an extensive expansion program, opening offices in all the key cities of southern and western territories where it is not now directly represented.

Plans for complete nationalization and internationalization will begin immediately.

Since Ludington is best known for his important pioneering operations in American aviation, his name is of particular interest because his association with First Division is his first important step in the motion picture industry.

Fiske is the son of the well-known international banker, and is not new to motion pictures, having been interested in production for the past year and a half. Although his home has been Paris, France, he has traveled throughout the producing centers of the world. It is believed that these connections which he has will lead towards an international organization of First Division Exchanges, Inc. For the past three years, Fiske has been studying production and distribution activities on an international scale.

First Division Exchanges, Inc., now covers 60 per cent of the territory of the United States. With this new plan and recapitalization, it is the plan of the new stockholders to open offices immediately in the entire south and west.

Harry H. Thomas increases his interests in First Division, and continues in the capacity of president and chief executive of the organization.

First Division, with its new alignment of associates, will have the most youthful set-up of any major organization of its kind in America. Immediate steps will be taken to foster a high type of class entertainment.

J. A. Curtis negotiated the deal on behalf of Messrs. Ludington and Fiske, and (See page 22)

New Quarters

The MPTO has leased quarters at 13th and Vine taking the entire second floor in which George P. Aarons, secretary, is located. Remodeling will follow and the opening set for a few weeks hence.

Tony Lucchese Host to Local Film World

Gold Medal-Majestic Proprietor Honored Luncheon

The local film world has been invited to a luncheon in honor of Tony Lucchese.

The affair, to be held at Palumbo’s Restaurant, 8th and Catherine, October 8, at 12:30 P. M., will mark the return of Tony Lucchese to active participation in the local industry after an illness of nearly a year.

The affair will be open to the entire business and all that is needed is a ticket of identification which can be secured at the gold medal majestie exchange, 1236 Vine Street.

Taxis will convey film folk to the restaurant.

There will be no sales talks, no speeches, just a good luncheon with liquid refreshment and a lot of good fellowship.

The affair is the first of its kind ever held and is quite in line with Tony Lucchese’s policy of being first in a lot of things.

Remember the day—October 8.

Remember the place—Palumbo’s.

Remember the time—12:30 P. M.

Go to the exchange, get a ticket and don’t forget to drop into a taxi at the exchange that day and ride to the restaurant.

There are no strings.

The local trade is fortunate in having in its midst a real host who is happy to be host, active in his field.

Copyright Charge Up

Frank Fogel, on behalf of Paramount, is instituting suit in the United States District Court of the Middle District of Pennsylvania against William H. Voight. Latter operates the Shohola Casino Theatre and Opera House, Narrowsburg, N. Y. Charge is made that he has been bicycling pictures from one town to the other.

He is specifically charged with having used “Come On Marines” and “Bolero” at the Shohola Casino, when he only had them under contract for the Shohola Casino.

First Chesterfield Shooting

George R. Batcheller has started production on his first release on the 1934-35 program, “The Curtain Falls,” starring Henrietta Crossman. Supporting Miss Crosman are Dorothy Lee John Darrow, Natalie Moorehead, William Bakewell, Dorothy Revier, Jameson Thomas and Holmes Herbert.
HELD OVER! Three weeks! Keith's Theatre, Boston!
HELD OVER! Three weeks! United Artists Theatre, Chicago!
HELD OVER! Three weeks! Aldine Theatre, Philadelphia!
HELD OVER! Three weeks! Keith's Theatre, Washington!

HELD OVER! Two weeks! Keith's Theatre, Baltimore!
HELD OVER! Two weeks! Fulton Theatre, Pittsburgh!
HELD OVER! Two weeks! Capitol & Grand, Cincinnati!

Alexandre Dumas' COUNT OF MONTE CRISTO

with ROBERT DONAT
ELISSA LANDI

A Reliance Picture
Produced by EDWARD SMALL
Directed by Rowland V. Lee

Released thru UNITED ARTIST
Trade In Review

CODE

Code Authority Changes
Its Zoning Reasoning

The Code Authority, after invoking the wrath of everyone in general, issued a new set of principles of zoning that should be able, if handled properly, to take care of a lot of objections of the present zoning systems.

In addition, the Code Authority issued a schedule of zoning appeals, hearings, individuals and districts.

The whole action seems to have restored faith in the code to a lot of sincere exhibitors who were beginning to doubt the whole setup.

Regional Labor
Boards Now Effective

Organization of 20 regional labor boards has been made effective. There will be a director and two men in each large city in redefined territories. The three, the other two be impartial, will sit as a board with authority to act.

Assents to Code
Again Reopened

A proposed amendment to the code would allow reopening of the code for assents without retraction as to time. This was generally predicted some time ago, but becomes official only after a 10-day period for objections.

The list of those signing the code grows longer daily and chances are that most of the exhibitors will be in line when the last pen dries.

Some Revisions in
Assessments Expected

That there will be some revisions in the second half payments under the code is thought likely. Revisions of schedules of expenses will result in a slight downward trend. These will be noted as the second half bills go out. The code boards, generally, have been working a bit under their budgets.

EXHIBITION

Ivan Abramson, Inde
Leader, Passes Away

Ivan Abramson, who was one of the most prominent of the independent leaders, passed away recently. William Randolph Hearst was a partner in one of his first companies.

Some Higher Admissions
Noted Through Country

There have been some higher admissions reported but the general trend is toward retention of the present scale. This much is indicated in a survey of the country.

Ed Kinkaid, MPPOA president, has taken up the speaking cudgel for the tariff increases, but general exhibitors are shying from such a procedure.

Francis Succeeds
Heyl at RCA Victor

J. E. Francis is the new general manager for Photophone Division of RCA. He succeeds E. O. Heyl. Photophone has combined recording and reproducing divisions.

Federal Housing Drive
A Boon to Exhibitors

Exhibitors who haven’t been able to arrange financing for theatre improvements may get desired relief through the Federal Housing Act. Equipment manufacturers also are prepared to do their part and, incidentally, benefit their business.

Each theatre may spend as much as $2000 for remodelling.

A huge publicity campaign, in which the theatres are being asked to play a big part, is also beginning.

The federal loans are applicable only to permanent improvements, a decision which will necessitate individual interpretation whenever the exhibitor desires his loan.

Theatres Urged to
Help Better Housing Campaign

Community campaigns, with theatres aiding, are being urged by the Federal Housing Administration. Goodwill for the campaign as well as increased attendance for theatres are expected to result. Lobby displays, use of slides, speakers are asked by the administration in order that the utmost publicity be given the campaign.

Frank Freeman Succeeds
Sam Dembow at Paramount

Frank Freeman is the new vice-president and general manager of Paramount Theatre Service Corporation. He succeeds Sam Dembow, Jr., who becomes general manager at National Screen Service, a new post created by Herman Robbins.

Reports Indicate
Business Increases

Early season surveys from all parts of the country indicate that business is decidedly on the upgrade. There would naturally be a spurt following the hotter season, but part of the improvements must be credited to a better grade of pictures.

PRODUCTION

A. J. Balaban Joins
RKO Production Force

A. J. Balaban, a familiar name in exhibition circles, is now associated with RKO. He will become an associate producer with RKO Radio Pictures. Balaban was formerly with Balaban and Katz, Chicago circuit.

Profits for Film
Companies Get Higher

Profits for the distributors and producers are apparently increasing. Paramount’s net for the second quarter of this year was about $1,280,000. Columbia showed over a million profit.

Moose Magazine
Credits Cleanup Drive

The Moose Magazine, official fraternal publication, has come out praising the Hollywood censor system for the cleanup in pictures. A recent issue gives credit to the industry for some area, agreements between the circuits have been ironed out and what threatened to be a bitter war has been averted by arrangements on pictures and handling of houses.
Because of the number of Exhibitors whom it affects, Majestic Producing Corporation believes this announcement to be of real importance.

This is official notice to all whom it may concern that Majestic Producing Corporation of New York has granted a Franchise for the booking and delivery of its pictures in the city and territory of Philadelphia to Masterpiece Film Attractions, Inc. We ask every exhibitor who sees this announcement to read the two following pages and to welcome the Masterpiece organization into the ranks of independent exchanges that deal with worthwhile product.

Guarantee
Know all Men by these presents:
1. That Majestic Producing Corporation, a Corporation organized and existing under the laws of the State of New York is firmly held and bound unto Mr. Exhibitor for the production and delivery of Twelve Feature Motion Pictures, during the season of 1934-35.
2. That Majestic Producing Corporation's Twelve Pictures will be of the highest quality, and that the subjects selected will provide a wide variety of entertainment.
3. That since the Corporation's success is based primarily upon the Exhibitor's successful showing of its pictures, we further guarantee the heartiest co-operation at all times in the matter of high-powered advertising and exploitation and all necessary helpful accessories.

Witness our hand and seal this first day of July,
A.D. 1934
Herman Gluckman, President

MAJESTIC PRODUCING CORP'N
RKO BUILDING, 1270 SIXTH AVE., NEW YORK
EXCHANGES EVERYWHERE
WE HAVE PRINTS ready for screening
COME IN and SEE THEM

9 MORE GUARANTEED

"THE PERFECT CLUE"
"SAY IT WITH FLOWERS"
"STRANDED YOUTH"
"SECRET AGENT 'X'"
"A BACHELOR'S ESTABLISHMENT"
"THUNDER IN THE STREETS"
"ENSLAVED"
"MOTHERS OF THE WORLD"
"THE MAN MARKET"

COLLEEN MOORE
in
"THE SCARLET LETTER"
with
HARDIE ALBRIGHT
Directed by ROBERT VINGOLA
A Majestic SPECIAL

BOX OFFICE—“Capable direction gives an...a credit to independent production.”

HOLLYWOOD FILMOGRAPH—
“A real bet for any exhibitor...definitely in the major class...”

MOTION PICTURE DAILY—
“All the earmarks of a major production...able to stand alone on any bill. All performances good.”

PHOTOPLAY—“Moves with dignified tempo...background authentic...spirit of times maintained to the letter.”

MOTION PICTURE HERALD—
“Atmosphere faithfully reflects Hawthorne’s story...picture has showmanship values.”

SHOWMEN’S ROUND TABLE—
“Fine entertainment...picture faithfully done...Moore-Albright excel...Welcome relief from modern sophisticated stories.”

VARIETY DAILY—“Competent cast...bid for box office attention...wisely larded with farcical humor.”

FIRST 3 OF MA
"NIGHT ALARM"
SPECTACULAR FIRE THRILLER

with
BRUCE CABOT • JUDITH ALLEN • H. B. WARNER

Directed by SPENCER BENNETT
A Majestic SPECIAL

SHOWMEN'S ROUND TABLE—
"Good acting, splendid direction, beautiful photography... big variety of sets... Music entrancing... film has all thrills."

BOX OFFICE—"Fast moving fire story... brim full of thrills and action. Exceptionally well produced... A credit to the independent field... Bruce Cabot does well... Judith Allen is easy on the optics. Fire Sequences the real stuff."

MOTION PICTURE HERALD—
"Plenty of potential showmanship... also entertainment with romance, drama, comedy, action and the thrill of spectacular fires... of unusual interest to both adults and children."

VARIETY DAILY—"Chock full of thrills... above the average independent... love interest offsets the thrill angles... Cabot and Allen turn in registering performances... Fuzzy Knight screamingly funny."

THE BILLBOARD—"Packed with thrills..."
Irving Dunn, Capitol, invaded the city’s department stores with his campaign on “Desirable.” A blow up of the opinions of Philadelphia critics of the picture was used in the lobby. Got himself some word of mouth advertising in beauty parlors, by inviting operators and their assistants, to a special preview.

Cleon Miller, Strand, attracted added business for “She Loves Me Not” by staging an early shoppers’ show at 9.30 a.m.

George Ziegler, Capitol staff, is proud father of a bouncy baby boy.

Bob Miller, Ritz, displayed a stretcher outside his box office when the Wheeler and Woolsey laugh hit played there.

Lighted Enlargements of the stars are becoming common as a part of the lobby displays.

At Bill Israel’s suggestion, managers of theatres in York district which have three changes a week or less, are building up a calling list of their patrons, whom they will call to inform of their current attraction and coming features. Patrons are being invited through a special trailer to leave their names and addresses and telephone number with the cashier if interested in the features.

Miss Kathryn DeHuff, Strand cashier, has been transferred to the Rialto.

Sid Poppy’s Saturday afternoon kiddie shows get bigger every week.

Helen Nace, former cashier, Strand and Capitol, and lately Rialto, has left Warner Brothers.

Bob Miller, Ritz, had 2,500 paper bags imprinted with an announcement of “Bull Dog Drummond Strikes Back,” and gave them to four grocery stores, in widely separated sections of the city. Passes were given the patrons who saved the lucky tags.

Cleon Miller, Strand, is plugging his news reels with a one-sheet on the outside, telling of the news scoops to be seen in pictures.

New Quality Deal

With Quality Premium Distributors, Inc., reporting an increase in business in all parts of the country it covers, announcement of the entrance of a new deal, “Rose Bud,” is especially timely. This new deal has a number of added features which makes it superior to any pink glass set offered, it is said.

With a $4 oz. pitcher and a 7-piece beverage set, the set is cut in dainty, appealing design.

This is an exclusive number with Quality.

FIRST DIVISION

(Continued from page 16)

under the plans of reorganization will be a stockholder of the company.

Only a short memory is required to go back to the comparatively humble beginning of Harry Thomas and his gang as a state right exchange in New York.

Their high-powered exploitation and advertising campaigns of “Road to Ruin,” “Goona-Goona,” etc., are history. The slow but steady expansion followed. Year by year they added more offices until they were in a dominating enough position to be noticed by big interests.

This publication, as one which has carried the backbone of its advertising since those early years, can fondly and proudly say, “Success to First Division.”

Plenty of Suspense. “British Agent,” from Warners, includes Leslie Howard and Kay Francis in the leads.

Masterpiece To Distribute 12 Pictures from Majestic Producing Corporation

New Affiliation Marks Distinct Triumph for Company—’34-’35 Plans Optimistic

Masterpiece Film Attractions, Inc., enters the 1934-1935 season with what it considers to be the most important line-up in its history. Heading the list is a group of 12 productions from Majestic Producing Corporation.

Masterpiece will distribute these pictures with a guarantee to exhibitors of delivery of the entire dozen.

Three are in the house at this writing. They include “The Scarlet Letter,” with Colleen Moore, Alexander Kirkland and an all-star cast; “She Had to Choose,” with Isobel Jewell, Buster Crabbe, Regis Toomey and others; and “Night Alarm,” with Bruce Cabot and Judith Allen.

Others on the list are “Stranded Youth,” “Secret Agent X,” “Say It With Flowers,” “Thunder in the Streets,” “A Bachelor’s Establishment,” “Mothers of the World,” “Enslaved,” “The Man Market,” “The Perfect Chec.”

Louis Pop Korson, president of Masterpiece, is particularly enthusiastic over the new distribution franchise as it places the company in a leading position in the independent market. Full regained in health, he will be aided in the direction of the exchange by Ed Boreth, who is acting manager and upon whom will be placed a large part of the responsibility for the progress of the exchange.

Believing that its Majestic distribution calls for an entire new deal, Masterpiece plans to renovate the exchange and also create an entire new front. Exhibitors are invited to attend the new exchange when it is completed.

The organization is full of pep and optimistic over new season plans and those who have seen the reviews of the new Majestic pictures believe there is good reason for this optimism.

Appeals Scheduled

Code Authority has set up a schedule for hearing individual appeals and other appeals from local grievance board decisions and local clearance and zoning groups.

Individual appeals—September 24, 25, October 2, 8, 16, 22, 30.

Appeals from districts and cities—October 3, 4, 9, 10, 17, 18, 23, 24.

Several cities were ordered to redraft schedules according to the new principles of clearance and zoning.

Code Authority has disposed of 140 individual appeals from local board decisions.

New Faces. Universal offers Cesar Romero in “Cheating Cheaters”; Warren William and Claudette Colbert in “Imitation of Life” and the late Russ Columbo in “Wake Up and Dream.”

York

Irving Dunn, Capitol, invaded the city’s department stores with his campaign on “Desirable.” A blow up of the opinions of Philadelphia critics of the picture was used in the lobby. Got himself some word of mouth advertising in beauty parlors, by inviting operators and their assistants, to a special preview.

Cleon Miller, Strand, attracted added business for “She Loves Me Not” by staging an early shoppers’ show at 9.30 a.m.

George Ziegler, Capitol staff, is proud father of a bouncy baby boy.

Bob Miller, Ritz, displayed a stretcher outside his box office when the Wheeler and Woolsey laugh hit played there.

Lighted Enlargements of the stars are becoming common as a part of the lobby displays.

At Bill Israel’s suggestion, managers of theatres in York district which have three changes a week or less, are building up a calling list of their patrons, whom they will call to inform of their current attraction and coming features. Patrons are being invited through a special trailer to leave their names and addresses and telephone number with the cashier if interested in the features.

Miss Kathryn DeHuff, Strand cashier, has been transferred to the Rialto.

Sid Poppy’s Saturday afternoon kiddie shows get bigger every week.

Helen Nace, former cashier, Strand and Capitol, and lately Rialto, has left Warner Brothers.

Bob Miller, Ritz, had 2,500 paper bags imprinted with an announcement of “Bull Dog Drummond Strikes Back,” and gave them to four grocery stores, in widely separated sections of the city. Passes were given the patrons who saved the lucky tags.

Cleon Miller, Strand, is plugging his news reels with a one-sheet on the outside, telling of the news scoops to be seen in pictures.

New Quality Deal

With Quality Premium Distributors, Inc., reporting an increase in business in all parts of the country it covers, announcement of the entrance of a new deal, “Rose Bud,” is especially timely. This new deal has a number of added features which makes it superior to any pink glass set offered, it is said.

With a $4 oz. pitcher and a 7-piece beverage set, the set is cut in dainty, appealing design.

This is an exclusive number with Quality.
In thousands of homes...all activity ceases...
...the magic voice of Edwin C. Hill electrifies the nation...bring that voice with its millions of followers...into your theatre!

Bring those EDWIN C. HILL FANS INTO YOUR THEATRE!
EDWIN C. HILL
Radio STAR, Newspaper STAR and now adding STAR value to the mighty Hearst Metrotone Newsreel. He interprets and dramatizes news events giving them an informative and thrilling background.

★ HEARST PUBLICITY AND ADVERTISING
Backed by the tremendous power of twenty-five Hearst newspapers located in principal cities of the United States with a total paid circulation of 8,450,000 and an approximate reader circulation of 40,000,000, Hearst Metrotone News is brought daily to the attention of this vast movie-going public. Here is priceless publicity which only the Hearst Metrotone News enjoys.

★ EXCLUSIVE NEWSREEL EVENTS
Hearst Metrotone News will operate independently of any previous association. This means that when you see an “exclusive” news event in the Hearst Metrotone News it will not be duplicated in any of the other newsreels. The extensively augmented news-gathering organization of Hearst Metrotone News is your positive guarantee of “exclusive” news scoops.

★ GREATER NEWSREEL COVERAGE
The most extensive and complete news-gathering network in the world has been organized for the new Hearst Metrotone News. Affiliations have been made with foreign newsreel organizations making it possible to reach hitherto inaccessible places. Accomplishing the greatest newsreel coverage of any newsreel on the market today, Hearst Metrotone News is ready at a moment’s notice to bring the world’s news to your screen.

★ EDWIN C. HILL AS THE GLOBE TROTTER
In thousands of homes all activity ceases when Edwin C. Hill interprets the human side of the news. The magic voice that electrifies the nation has now been captured by Hearst Metrotone News. Now you will bring that voice, with its millions of followers into your theatre. Mr. Hill continues his celebrated radio broadcasts as well as his newspaper syndication, thereby keeping his name before your public on the air, on the screen and in the press.

★ M-G-M SHOWMANSHIP and EXPLOITATION
The unparalleled showmanship and exploitation resources of the vast Metro-Goldwyn-Mayer organization is behind every issue of the Hearst Metrotone News. M-G-M believes that its new and greater newsreel merits the same type of high powered intelligent selling to the public as any other STAR property which it exploits. Hence, watch M-G-M’s newsreel showmanship.

FIRST ISSUE COMMENCING WEEK OF OCTOBER 1st
DON'T WAIT FOR YOUR PATRONS TO TELL YOU!

"Mr. Exhibitor, we like your theatre and come to see your programs regularly. We ask you to be sure and get the Hearst Metrotone Newsreel. We believe there is no individual in America who interprets the news so effectively as Edwin C. Hill. He gives us the background of the news. He is informative and most pleasing to listen to. We think the Hearst Metrotone News covers the world more thoroughly and much more interestingly than any other. We don't think you can afford to be without it."

FIRST ISSUE OF THE NEW HEARST METROTONE NEWS COMMENCING Week of OCT. 1st (Be there when it happens!)
10 DAY SPECIAL!

A Truly Sensational Offer!

Manager Al Nowitsky, State, started Murray Livingston on his third straight season by staging a flock of side attractions for Livingston's opener.

Paul M. Frailey, Philadelphia, has leased the Orpheum Theatre for five weeks, with the privilege of taking the whole year, for dramatic stock.

Christopher Eagan, resident manager, Orpheum Theatre, Reading, about 25 years ago, dropped into Wilmer & Vincent's Embassy to meet Paul E. Glase, resident manager of all W-V houses here.

Bob Suits, Loew's manager, is going after the highbrow movie shoppers twice in succession with "Barretts of Wimpole Street" and "The Last Gentleman."

Al Nowitsky, State, scored with the folks when he gave the use of his house for a Sunday afternoon musical benefit for the benefit of a blind aid society and an orphanage.

Cal Lieberman, Astor, is packing them in with double bills, five acts of vaudeville and a feature picture.

George D. Haage, starting his 26th Reading concert program, leased Rajah Theatre for five nights.

Rajah, rented by Spartanburg, S. C., theatre men for pictures, switched temporarily to musical comedy, 35 cents, then back to films, with "Ten Cents, One Dime, Any Seat, Any Time" as its ad slogan.

Michael Stolz, former Perth Amboy, N. J., man who was assistant manager at the Park Theatre for several years, has been made assistant manager of the Daniel Boone Hotel.

DINNERWARE

THIS BEAUTIFUL, COLORFUL SET includes Gorgeous Sugar and Creamer will show RESULTS at your Box Offices.

QUALITY

Premium Distributors, Inc. "Serving Exhibitors from Coast to Coast"

HOME OFFICE:

GENTLEMEN.—Please send me additional information regarding the above deal.

Theatre:

City and State:

ROADSHOW ACCESSORIES AND BIG BALLYHOO EXPLOITATION

Direct from Two Big Weeks
EUROPA THEATRE, Philadelphia

A VITAL Drama of Human Sterilization

with Diane Sinclair, Crane Wilbur, Sterling Halloway and other featured players.

Produced by FOY PRODUCTIONS, INC.
PRODUCERS ALSO OF "WHAT PRICE INNOCENCE"

Distributed by HOLLYWOOD FILM EX., INC. John Golder, Prop.
1220 Vine Street, Philadelphia

DATE IT NOW!
Annual Golf Tournament Likely to Break All Records as Interest in Event Grows

1934 Affair Again Sponsored by “The Exhibitor”—Committee Stresses Need for Early Entry—Lulu, Place—October 12, Day

The 1934 annual handicap golf tournament and dinner dance, to be held under the auspices of The Philadelphia Exhibitor, promises to be a record-breaking event.

Lulu Temple Country Club will again be the scene of the affair with the selected time Columbus Day, October 12.

Committee

The golf tourney committee includes Jack Bachman, Jim Clark, Jay Emanuel, Milt Rogasner, Leonard Schlesinger, Harry Weiner, Charlie Zagrars and Jack Greenberg, chairman. Those who have attended previous affairs held under the auspices of this publication will welcome the resumption of the tourney, which is admittedly the peak affair of its kind.

In addition to the tourney, as usual, there will be a dinner dance with a good orchestra, good food and all the attendant necessities. A morning practice round, the 18-hole hole and a driving contest are also scheduled. A good toastmaster will be secured for the affair.

$10 Fee

Entry fee is $10 with the fee hopping to $12 the day of the tournament. While the $12 has never been insisted upon in the past, this year, the committee says, it will be compulsory and the only way to avoid the increase will be to get the entry in before October 12.

Prizes are expected from leading companies and individuals as in the past.

Holiday

October 12 is a holiday. Daylight saving will not be in effect. The first foursome will begin at 11 A.M. with the last not later than 1:30 P.M. It is dark at 4.30 P.M., which necessitates an efficient and accurate schedule.

Visitors from nearby cities, Washington, New York, etc., are expected to help increase the roster of those attending.

At present writing, the affair looks like a huge success.

First Division Holds Its First Annual Meet

Local Staff Attends New York Session

First Division is holding its first annual convention in New York City, September 28, 29, 30, and October 1.

Primary purpose of this convention is to have the salesmen from the various exchanges meet the new men who have associated themselves with First Division, namely, Nicholas Ludington, William Fiske, III, and J. A. Curtis. First Division plans to have a better line-up and better product than ever before in its history, because it will be financially equipped to carry out its idea. New offices will be opened in territories where the organization is not now represented.

Those who will attend the convention are Manager J. L. Rose, Eddie Hochstilt, Peggy Hawkins from Albany; Manager Emler Lux, Brady, Schoenfeld, Minna Gold, Buffalo; Manager M. A. Lebensburger, Chapman, Mae Vincent, Cleveland; Manager Sam Rosen, Mike Levinson, John Schaffer, E. V. Segall, Moe Sherman, Philadelphia; Manager Morris Epstein, Dick Perry, Bill Benson, Al Blaubinger, Sydney Kublic, Mollie B. Shear, Pearl Goldenstein, Myron Starr, Joseph Joel, Elias Barkey, New York; Manager Joe Skirboll, David Selznick, E. Skirboll, Wheeler, Pittsburgh; Manager La Sance Burns, McCabe, Cincinnati; Manager Carl Crawford, Robert Wolf, Meyer Gruber, Mike Thomas, Miss McLaughlin, Boston; Manager Harry Brown, Pete Roslan, Miss Cunningham, Washington; in addition to most of the home office officials and representatives from the southern territories.

Early Bird Trouble

When zoning of West Philadelphia arises, one question to be settled will be the early bird matinees in some of the theatres, starting before 1.30. Exhibs will probably insist that the house using such a policy receive protection only in their immediate zone.

Action, Western Films Also from Masterpiece

Single Reel Color Series Already Working

Masterpiece Film Attractions, Inc., will have a strong group of action and western features in the new season.

8 action yarns from Richard Talmadge have been contracted for and there will be 14 westerns, some with Noah Beery, Jr.

In addition, there will be 10 other action films suited for the action-type and other kinds of houses.

In the single reel division, 12 Mutt and Jeff cartoons and 12 Musical Romances, all in color are available for booking.

Stars will be featured in all of the action and western attractions.

THE PHILADELPHIA EXHIBITOR
THE ORDER OF THE DAY!

1. Morning Practice Round (if desired) . . . but get out early.

2. The 1934 Handicap Golf Tournament at 11 A. M.—18 holes of medal play with handicaps. More cups, prizes and trophies than ever. Anyone who can swing a golf stick is eligible. Scores 70 to 270, and how!

3. Driving Contest—the best, second best and lousiest drives.

4. The Magic Carpet of Mugs—A hot shower outside, a cold drink inside and hot air on all sides. —The 19th Hole.


6. Presentation of the Prizes—Satirical humor. Wisecracking par excellence. Presentation of the prizes to the winners—and if they haven't been on the "up and up," they'll wish they had.

$10 COVERS EVERYTHING

PERFECTION EFFICIENCY FAIR PRICE

WHEN Stanley-Warner Company, in the Philadelphia zone, decided to use the printed word as a direct contact between patron and theatre, it looked about for a printing concern that could do the work quickly, efficiently, at fair price with no sacrifice of quality. That it chose National Penn Printing Company is a direct indication of the opinion it placed upon us.

The Largest Single Order in Local Printing History

Thanks to huge presses, modern equipment and good workmanship in all departments, National Penn Printing Company was able to turn out the order, with many changes for its many theatres, in record time, a job of which it is well proud and which it completed without sacrifice of any other work.

Thanks to Our Clients

Through co-operation of all the trade, such progress has been made possible. For the new season, we promise the best of everything at a fair price.

NATIONAL PENN PRINTING CO.
1233 Vine Street, Philadelphia

The FINEST SERVICE on FILM ROW!

SPECIAL RATES TO FILM PEOPLE:
Parking All Day . . . . . . . . . . . . . . . . . . . . . 25c
High Pressure Washing (any type car) . . . . . . . . . . . . . . . . . . . . 75c
TOW-CAR SERVICE — ANY PLACE — ANY TIME

APEX GARAGE
249-51-53 N. JUNIPER STREET  (Girard Service Garage)
5155 GIRARD AVENUE
Phone: LOCUST 8604 - - PHILADELPHIA
Becker Bros., Props.
Road Service to Patrons - Mechanic Always on Duty - Never Closed
### FIRST NATIONAL

**Happiness Ahead (867)**  
**Family Comedy**  
90m.

Dick Powell, Josephine Hutchinson, John Halliday, Frank McHugh, Edna May Oliver, Ruth Donnelly, Dorothy Dare, Marjorie Gateson, Garvo Gordon, Russell Hakes, Mary Forbes, J. M. Kerrigan.

Musical, with a romantic background and an excellent performance by Dick Powell, that should result in good attention at all box offices. Story allows Powell to plug a couple of good numbers, is the one about the rich girl, the poor boy and the misunderstanding. Powell, with some good aid, makes it sound a bit believable and the take should result the show. Exhibs will be satisfied.

**Estimate:** Okay.

### MAJESTIC

**Night Alarm**  
**Family Action**  
63m.

Bruce Cabot, Judith Allen, H. B. Warner, Sam Hardy, Harry Holcomb, Fuzzy Knight.

With the fire story that will satisfy all action lovers everywhere. The hero, a reporter, tracks down the firebugs, almost loses the girl, saves the day. Direction is speedy, keeps the story hopping all the way and there is a night club sequence as well. Majestic's action entrant will more than fill the bill. Names to sell also are of major calibre.

**Estimate:** High rating fire yarn.

### MASCOT

**Crimson Romance**  
**Family Drama**  
68m.


War story of two buddies who love the same girl with the allegiance between pals surmounting all obstacles. An American joins the Ger man side of the conflict because his buddy is a German. When we get into the war he resists to fight against his own people. His German buddy allows him to escape. Piece is packed with action, falls into the good melodrama department. Audiences who still tingle at the war background will be plenty satisfied.

**Estimate:** Fair.

### FOX

**The Dude Ranger (507)**  
**Family Western**  
65m.

George O'Brian, Irene Heren, Loring Mason, Sid Saphir, Henry Hall, Alva Chester, James Mason.

Zane Grey story and George O'Brien—between the two of them they should be responsible for the usual gross on such things. A young easterner comes to claim his mountain ranch, left him by a relative. When the job is done, he wins the girl, saves her father and gets his ranch okay. O'Brien turns in a good job and western devotees will be pleased.

**Estimate:** Suitable western.

### GAUMONT BRITISH

**Chu Chin Chow**  
**Family Spectacle**  
95m.

Anna Mae Wong, Fritz Kortner, George Robey, John Garrick, Dennis Hoey, Sidney Fuchsemer, Pearl Argyle.

Spectacle that is of amazing selling proportions. With all the scenes of the Arabian Nights to unfold, the picture, of English origin, is of international appeal. As a spectacle, it has had few of similar size in recent years. It has all the elements of popularity with some good performances. However, the spectacle angles are of most importance. There are a few names familiar to American audiences but the vastness of the picture and its scope are dominant.

**Estimate:** Impressive.

### WHAT DO YOU THINK?

It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise summarizing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.

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### PURSUIT OF HAPPINESS (3409)

**Joa'n Bennett, Francis Leade's, Charles Ruggles, Myrna Loy, Spencer Charters, Missie Pyle, Morgan Wallace, Minor Watson, Barbara Chenge, Adria'n McCardie, Mary LeBaron, Holmes Herbert.

High rating comedy based on a successful stage play, with rib tickling throughout. Centre of attention is the bundling process in Revolutionary War days and a spicy bit for showroom on which to centre their attention. Picture is lined with star names that should draw in the patrons. Also a strong cast. Picture is attractive in the picture and where they plug the angles, it will do a more than satisfactory business. Led er clicks in this and should be a factor from now on.

**Estimate:** Good comedy.
REVISION OF ZONING SCHEDULES
GREETED BY ALL EXHIBITORS

Called a Magna Charta by some friends of the code and admittedly a change for the better by most of the trade, the new schedule of zoning as outlined by the Code Authority is a direct about face from the last order which saw July 1 as the final day for zone changes. The overwhelming number of protests against the last order caused the new attitude on the part of the CA.

Whether or not the new principles will take care of the difficulties is to be seen. At any rate, it is a change for the better, for the present, at least.

MUSIC TAX MATTERS SEEM
A BIT CONFUSING TO TRADE

With the American Society of Composers, Authors and Publishers all ready to collect its new, higher rates for use of copyright music, October 1, in cases where the old agreements expire, the entire situation as far as the exhibitor is concerned, seems confusing. Allied has advised its members to pay the first installment only, hoping that by the time the second rolls around the government's case in connection with the radio broadcasters against the Society may have reached legal argument.

Meanwhile, it is to be wondered how many exhibitors turned in a penny a seat assessment to retain legal counsel to fight the increase. It would be interesting to see how many dug down and sent money in order that their interests might be protected. Unless the music tax increase had an effect most industry developments do not attain, chances are that few individuals paid. Some organizations may have contributed, but it would not be playing a long shot to assert that the individual exhibitor retained his usual apathy in this matter as well as in a lot of others.

The Department of Justice suit, which includes an action under the Sherman Act to declare illegal and void all contracts between the American Society of Composers, Authors and Publishers, Music Publishers' Protective Association and Music Dealers' Service, Inc., and respective members should come up soon and have a direct bearing on the moviemen's case. The supposition is that until the government's progress is noted, a new suit will achieve no particular purpose.

A BIT CONFUSING TO TRADE

With First Division becoming a national company and Gaumont British bringing in a comprehensive list of pictures, the buying market is increasing.

Introduction of new money and financing into First Division makes possible national coverage with the probability of some production by that company when it takes care of the present expansion problems. Gaumont British, with "Chu Chin Chow" as a leader and some other pictures that have international appeal, also has an impressive looking line-up of films.

Apparently, for the first time in several years, the buying market has enlarged, affording some relief for exhibitors who have to buy a lot of shows for their screens. The above progress, with the general increase of independent production, can be greeted only with acclaim by all exhibitors.

HOBART MANN.
"World Today" Scores in Harrisburg

Enthusiasm with which the move of Wilmer and Vincent to present at the Majestic Theatre, Harrisburg, the "World Today" programs has been received by both children and adults leaves little doubt that the programs will become a permanent attraction in Harrisburg.

According to C. Floyd Hopkins, innumerable expressions of approval from civic organizations and individual citizens have been received.

Experimental series of shows were scheduled to be held every Saturday morning at 10 o'clock at the Majestic for ten consecutive Saturdays. The length of each performance is one hour and thirty minutes. Selected short subjects will be shown.

Special invitations were issued for the first of the series of programs to members of civic groups such as parent-teacher associations, ministers, educators and press representatives. Prizes will be given at the final program of the series as follows:

For the best essay (not less than 200 words nor more than 500 words) on the subject, "The Film I Liked Best in the 'World Today' Series and Why," to the winning contestant over fifteen years of age, $5, second, $2. To the winning contestant under 15 years, $3, second, $1. Teachers of composition in the school system are invited to assist their pupils in writing these essays. It is suggested they may be made part of the school work. The judges who will pass on the essays will consist of two teachers from the school system, to be named by the superintendent of schools. The Civic Club, to be named by the president. Prizes will be awarded from the stage at the tenth showing, November 24.

Winners of the tickets which are transferable and good for the entire series were sold at $2 for adults and $1 for children. Holders of season tickets are eligible to join a harmonica band being organized. Suitable prizes will be awarded to the best work in the band which will be most entertaining for the younger people.

Pushing "Cellini"

Radio and newspaper publicity played outstanding roles in campaign arranged by Charlie Perry, chairman of the Committee for the opening of "The Affairs of Cellini" at the Alidine Theatre. Three weeks before the opening of the picture, special feature stories and photos broke in all local newspapers.

A tie-up with the Gimbel department store resulted in the distribution of 20,000 package inserts and a co-operative ad placed in all local paper on "Cellini" jewelry. Ten thousand stock heralds were circulated at the theatre and surrounding localities. Book displays were arranged. One hundred and seventy-five 24-sheets, 1,000 one-sheets and 500 three-sheets were posted. All local radio stations plugged the engagement. Front of the theatre contained a 50-foot transparent valance entirely surrounding the marquee. A ten-foot shadow box, containing two sets of 11 x 14's as well as one and three-sheet cut-outs were placed in the foyer a week in advance.

"Monte Cristo" Selling

Upon the strong shoulders of "Bob" Etchberger, assistant manager of the Regent Theatre, Harrisburg, fell the task of obtaining from a circulating library the names of 1,000 book readers.

Tearing all of Bob's work. To each of his chosen thousand, he addressed and mailed a card on which was printed, "The World Is Mine! I am richer than kings! More powerful than gods! I yearn to crush her in my arms and smother her with kisses. I shall crush those blackguards who damned me ... who sent me to a living hell! Come! Live the loves and the glory of Monte Cristo!" Loew's, week beginning September 14. Adv. sales of "The Count of Monte Cristo" were given by Manager Gilman to the children of Sylvan Heights Orphanage and the Children's Home of Harrisburg.

Klinger's Big Reopening

Re-opening of the Lewistown New Rialto, Paul O. Klinger, manager, with RKO Victor Photophone High Fidelity sound was a real civic event. Theatre was completely done over and the new Greater Movie Season launched as well.

Dailies went for the idea in a big way with Klinger selling all the angles. Earle Sweigert, local Paramount, Ted Aher, Paramount salesman, were among those sending flowers to the opening.

Helped business and meant a lot of community good will.

New Wilmington Art Setup

Two important changes have been made in the art work of the Warner Bros. theatres in Wilmington. Charles Albert has been shifted to Chester while the Wilmington work will be done by Eddie West and John Reeder. Other change is the abandonment of boiler plate art for newspaper advertising layouts.

West becomes head of the sign shop in Wilmington with Reeder, a former Wilmington sign shop man back to take care of the extra work caused by the opening of the Arcadia, and Alberts becomes head of the Chester sign shop.

Jack Mulhall, district manager, and Dwight Van Meter, who are undertaking the change from production company's mats to hand drawn art, have engaged Rube Saltzman, Philadelphia and Camden, to handle the work in Philadelphia.

Phones for "Moments"

"Jerry" Wollaston, manager, Victoria Theatre, Harrisburg, had a good stunt on "Emarrassing Moments." They wereembarrassing moments for "Jerry" as well as a number of ambitious swains when he engaged two of his sweetest-voiced ushers to assist him in his efforts to exploit the picture.

Said ushers, following instructions, went to work at telephones and called nice men at their homes and offices, merely warning them to "Watch out for embarrassing moments." To the startled questions of the swains, the ushers furnished them with a street address, making certain not to inform them that the address was that of the Victoria Theatre.

"Agent" Plug

For "British Agent," Colonial Theatre, Harrisburg, Manager Harry Lambert put across a stunt with a Harrisburg newspaper movie columnist. He was announced in the newspaper that a British agent would walk the streets, and attempt to overhear conversations. Bits of conversation he overheard was published in the newspaper column. Price of a one-dollar bill and guest tickets to see "British Agent" at the Colonial were offered to anyone who came to the theatre and named the time and place where the published conversation took place.
6 for Mickey

On October 1, Mickey Mouse celebrates his sixth birthday. On that day, in 1928, he looked past the impertinent nose that adorns his face and first saw whatever light there was to be seen. On that day each year, he looks back and sees a very strange and satisfying development. Infant chess masters and child prodigies who make the grade at Harvard have nothing on Mickey Mouse. For none of them, young as they are, can claim Mickey’s distinction. At the age of six, he rules the emotions of young and old, rich and poor, highbrow and lowbrow, American, English, French, Chinese, Siamese, Indian, African, Australian—people of all stations and of all countries.

For “Agent”

Cleon Miller, Strand, York, promoted a letter writing contest to plug “British Agent.” Contest was plugged in advance and required that contestants see the picture, in order to write 150 words on what they considered a greater love sacrifice than that depicted in the picture. Local newspapermen acted as judges with two cash prizes and a third prize of two theatre tickets. Miller used enlargements from stills on the front instead of the usual paper.

SOME BOOK. This is said by Samuel Gilman, manager, Loew’s Regent Theatre, Harrisburg, to have been the largest ever constructed in Harrisburg. Standing eight feet high and equipped with wheels for easy moving to business corners of the city and hinges to permit turning its pages, it was used to exploit “The Count of Monte Cristo” while showing at the Loew theatre.

SAFETY

Serving theatre needs with a knowledge of theatre business.

ASSISTING theatre owners with a staff of trained clerks and office files. No missouts.

FREEING theatre owners of the worry that they may have forgotten part of their show.

EFFICIENTLY operating the largest film delivery service in the world.

TAKING CARE of every possible need in the delivery of film.

YIELDING the epitome of safety, service and efficiency at a minimum cost.

HORLACHER DELIVERY SERVICE, Inc.
1228 Vine Street, Philadelphia
NEW YORK SCRANTON BALTIMORE WASHINGTON
MEMBER NATIONAL FILM CARRIERS, INC.

Another Horlacher Service
LARRY DAILY, Notary Public
The only one on Vine Street . . At your service any time during business hours.

SENTRY SERVICED SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them. PLAINLY THIS IS ALL WRONG. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

SENTRY SAFETY CONTROL CORP. 10th St. and ALLEGHENY AVE. PHILADELPHIA, PENNA.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
John Golder has Liberty prints of “No Ran¬
 som,” “Once to Every Bachelor,” “When
Strangers Meet,” “Take the Stand” as well
as “I Hate Women” in the house. He
reported plenty of business.

Tony Lucchese has a big surprise in store for
exhibitors. He is adding to his list of pic¬
tures with some unannounced specials.

Al Bloifton plenty busy at National Penn. He
is working on some new, original ideas
that will help exhibitors bring in the cus-
tomers.

Etta Segall all enthused over First Division
product. She has just added a new girl
to the office force and the office space
has to be moved around. They must be
busy.

Joe Hebrew kept pretty busy at his Boule¬
vard, Brookline, and things should be pick-
ing up soon, he thinks.

Miss Gallagher, secretary to Jack Greenberg,
Film Board, still talks about her vacation.

All exhibs still talking about the First Divi-
sion tradeshow at Fay’s. The shorts
scored heavily as did the feature. Visitors
were Al Friedlander, FD home office, and
Gar O’Neill, from Audio Productions, Inc.,
and an Ardmoreite.

Herb Given says that the Price premiums
are moving fast. A couple of the numbers
recently displayed have been grabbed by
exhibitors. “The Fighting Trooper,” a
Kermit Maynard, is the first Oliver Cur-
wood story in soon.

Miss Mary Ferroni was given a wedding
dinner by Universal employees. She was
presented with silverware and married
September 22. New York honeymoon.

Miss Marian Mellon back at the U switch-
board after an auto trip.

Globe Theatre, under management of M. Cun-
ningham, was re-opened.

Colored People in Philly became tired of
protesting about the portrayal of their
ancestors in D. W. Griffith’s “The Birth of
a Nation” and decided to make a picture
of their own in reply.

Mark L. Swaab, Swaab Film Service, planned
a trip through the Pennsylvania territory.

Must They Bring Cushions Along?

- Theatre goers are comfort lovers. If they drive
to your theatre in automobile comfort, will they
sit contentedly on hard, lumpy, worn-out chairs?

ASK US,
“How can I reseat my theatre economically?”

American Seating Company

Makers of Dependable Seating for Theatres and Auditoriums

General Offices: Grand Rapids, Michigan

BRANCHES IN ALL PRINCIPAL CITIES
Hollywood Begins
New Advertising Plan

Group Plugging of First Runs
Inaugurated

John Golder, Hollywood exchange, is experimenting with a new plan for advertising his pictures. He plans to have day and date first runs throughout the city with one ad of large size appearing in local dailies. Copy would be devoted to pictures with theatres playing it listed beneath.

In this way, the theatres would have the benefit of the first run and the copy would be of such size as to attract readers of the papers.

The idea is an experiment, with various houses contributing part of the cost, but if successful it will be tried out on all of the bigger pictures. “Take the Stand” is the first picture in question.

AROUND THE CIRCUIT
WITH
STANLEY-WARNER

By Harry Goldberg

Outstanding among recent good grossers is "Dames," now beginning to break the neighborhoods. Exceptional business was reported with this Warner musical in Lancaster, York, Reading and Pottstown. Local campaigns were set well in advance and the grosses on "Navy" are likely to topple.

Manager Murdock (Stanley, Camden) made the town "Dames" conscious with the bevy of cuties who appeared at the leading Camden department stores. He crashed the "Courier-Post" with his stunt of releasing 100 balloons tagged with passes from the Mayor's office.

Al Schwartz's, Warner (West Chester) has played "Dames" for 4 weeks and all the schools in that section. He had the college prexys announce the coming of "Dames" at chapel sessions.

Les Stahlmann (Circle) reached the cigarette smokers in his section by "sniping" packages of Old Gold smokes with stickers on "Dames."

Aldine (Wilmington) planted a serialization of "Dames" in the Wilmington "Morning News" ten days in advance of the Powell-Keeler tune romance. Another publicity stunt was the delivery of the "Dames" print to the Mayor of Wilmington by a pair of debutantes who brought it from N. Y. by plane.

Downtown Lancaster rubbed its eyes when 10 cute girls rode through the business section on bicycles. It must have been the "shorts" that did it. Banner read: "On our way to see "Dames.""

Few publicity stunts have been better than the Crosby crooner contest staged by Larry Graver in connection with WIP on "She Loves Me Not." Contest was open to crooners who sang in the popular Crosby style. Auditions were held daily at WIP. Finals had to be held in Gimbel auditorium to accommodate throng of spectators. Winner got week's engagement at one of the local Warner houses. Announcement of giveaway of 1000 photos of Crosby to first thousand to write in to WDAS deluged the town "Dames" conscious with the music of the movies.

Manager Baruto (Boyd) brought in many of the city's lawyers with his letter describing the powerful courtroom scene in "One More River." Copy was sent to every one of the baristas listed in City Hall. Author Galsworthy was plugged in the Free Library and all lending branches by means of book-barks.

Musician Union Pickets

A campaign to bring back "living music" to Philadelphia movie theatres has been launched by the Musicians' Union, local 77. Pickets have been stationed at the Stanley and Stanton Theatres, and officers of the union said they intend to picket all the city.

F. E. West now managing the Virginia, AC, with the Warner closed.

Dickmore Properties, Inc., re-opening the Earle, AC, same day as Hollywood.

STRICTLY PERSONAL

Mrs. Elsie Elliott is leaving Fox exchange soon. An arrival is expected via the stork route.

George Beattie, Paramount, announced his engagement and is wearing a broad grin.

Vine Street brunette was seen lunching with two attorneys the other day.

Dave Barrist is a student of futuristic art.

Jack Hexter thinks his stories are funny.

Rita Kandel's sore foot is getting better.

Ethel Freedman has gone Spanish.

Ben Fertl and George Lessy seen hitting the night life spots.

Edgar Moss had a bad cold.

MID-JERSEY

Jack Waxman is a fight fan. He is seen at the Arena every Friday night.

Milt Russell, formerly at the Aldine, AC, was on the street looking for a new connection.

Si Tannenbaum remodelled his theatre and put new seats in. Now he wears a tux every night.

Bill Ford was a recent visitor to Virginia.

Harvey Anderson is at the Apollo, AC, quite a bit. He must sleep there.

Mr. and Mrs. Orloff, Egg Harbor, were seen on the boardwalk looking for the Morro Castle.

Sam Franks is always in a hurry when he comes to Philadelphia. He is always late for his wife's appointment.

Bill Rovner is planning to give Berlin a big Halloween parade.

Charlie Dutkin is now booking the Liberty, Camden. In addition, he manages the Parkside, Camden.

Princess, Camden, had a fire, but New Jersey Messenger was right on the job and the performance went on uninterrupted, with a new print.

Manager Belcher, Walt Whitman, joined the Rocco and Keyes duet and they sing "The Man on the Flying Trapeze." Rocco Police, Victoria, is still the official collector for the Hyman B. Varibel B. & L. on Vine Street.

READY REFERENCE

EACH COMPANY LISTED IS AN AUTHORITY IN ITS FIELD AND IS RELIABLE AND TRUSTWORTHY

AIR CONDITIONING

TYPHOON AIR CONDITIONING CO.
BLOWERS - FANS
AIR WASHERS
252 West 26th St., New York

Architect

THEATRE DESIGN
Remodeling Building
NEW BROADWAY COLONIAL
Cudlow, So. Philly
New Jersey
Penna.

David Supowitz
REGISTERED ARCHITECT
246 S. 15th St., Phila., Pa.
Pennyacker 2293

BUSINESS BROKER

THEATRES WANTED
Philadelphia, Up-State, New Jersey and Delaware
Cash no object if priced right
Our Deals are Strictly Confidential

CHAIRS (used theatre)

LARGEST DEALERS IN USED CHAIRS
Re-Setting • Re-Upholstering
Re-Conditioning "Servastone" for cracked concrete floors
Parts for all chairs Slip Covers
ALLIED SEATING COMPANY
358 W. 44th St., New York, N. Y.

DECORATIVE GLASS

We specialize in GLASS for Theatres
Specify: VARICOLITE
See the new mirror booth at the IRIS THEATRE, Kennington and Alleghy
Write for particulars and samples
M. KRAKOVITZ AND SONS, CO.
47TH AND MORRIS STREETS, PHILADA
Dewey 8600
Main 2301

DRAPERIES

The Larger and Greater—
NOVELTY SCENIC STUDIOS
INC.
INTERIOR DECORATIONS • DRAPERIES SCENERY • ACCOUTREMENTS • RIGGING
611-625 W. 43rd St. New York, N.Y.
Co-operation of Industry Essential to Success in Better Housing Drive

All Theatres Being Enrolled as Aides—Federal Agency Calls Upon Exhibitors—Special Material Available—Government Optimistic

Motion picture exhibitors throughout the country are opening wide the doors of their theatres for Better Housing Programs, according to James A. Moffett, Federal Housing Administrator.

Such programs are essentially local in their nature. More than 1,300 of them now are underway.

Reports received to date at the offices of the Federal Housing Administration in Washington indicate that theatre owners everywhere are working with enthusiasm for Better Housing Programs.

As the result of arrangements made with various motion picture organizations, Federal Housing Administrator Moffett has sent to 15,000 motion picture theatre owners a letter suggesting a plan of co-operation, together with one-sheets and other material dealing with the National Housing Act. The letter is as follows:

"The organized motion picture industry is extending its help to the Federal Housing Administration to further the Better Housing Program. It is important that all home owners have their attention directed to the aid that is being offered by the banks in co-operation with the Government to enable them to remodel, repair and improve their homes. To aid in making readily available essential information concerning the housing plan the local motion picture theatre can render a valuable service to the community.

"The importance of this effort and its value to all home owners makes it news for the newsrooms. These news items will no doubt shortly appear on the screen of your theatre. We have prepared a one-sheet announcement for display in the lobby of your theatre;-tying in your theatre with the Better Housing Program, which is being forwarded to you, together with official literature describing the plan and its operation which you can display in your lobby and distribute to inquirers. Additional supplies of this material may be secured as needed through the local Better Housing Committee or from the Federal Housing Administration, Washington, D. C. From this the management can learn the elemental features and procedure and be in a position to answer initial inquiries and direct interested parties to the local banks from which these loans can be secured.

"You should immediately ascertain from the local Better Housing Committee chairman, newspaper office, or your own bank, the names and addresses of the financial institutions nearest your theatre, approved by the Federal Housing Administration to make these loans. This will enable you to supply specific, correct directions to the patrons of your theatre as they request such information. In addition you may want to list these local institutions underneath the one-sheet in your lobby.

"We trust that you will undertake to do this for your community and for the success of the housing program, which will be a big factor in increasing employment and payroll in your own community.

"Yours very truly,

"JAMES A. MOFFETT,
Federal Housing Administrator."

Enclosed with the one-sheets were a "Question and Answer Poster" (Form FHA 208); copies of a pamphlet "How Owners of Homes and Business Property Can Secure the Benefit of the National Housing Act" (Form FHA 101); another pamphlet, addressed to "Architects, Contractors, Building Supply and Other Merchants" and a leaflet entitled "A Financing Plan to Repair and Modernize Your Property" (FHA Form 8).

In a communication to the Better Housing Committee Chairmen, Ward M. Canaday, Director of Public Relations for the Federal Housing Administration says:

"We are advising the theatre owners in your town that they may secure additional supplies of literature to be distributed at the theatre through you and we believe that this co-operation will develop a very considerable amount of useful help in putting over your program. Will you kindly get in touch with the theatre owners immediately upon receipt of this letter and make sure that they have the answers to any questions that may be prompted by our communication to them.

"They will particularly want to know the names of financial institutions in your town who are co-operating and are making loans under the Housing Plan. You perhaps should also provide them with a card or some other notification which they can display in their lobbies indicating where Campaign Headquarters are or will be, so that those who are in need of more information than they will procure at the theatre will know where to go to get it.

"If the local financial institutions who are co-operating will approve, this card should perhaps include a list of those financial institutions so that interested parties can go directly to the source of a loan.

"We have no doubt but that you have invited one or more of the leading motion picture exhibitors in your town to participate in your Community Campaign as, of course, their co-operation in that direction is equally valuable."

Exhibs Pleased

Local exhibitors are pleased because some distributors will not sell houses using early bird matinees after 6 P. M. The distribs claim it to be a violation of the cut admission clause in the code.

Organization of Variety Club Looms as Certainty

Localites Travel to October 14 Pittsburgh Dinner

Organization of a Variety Club in this district looks probable in the near future.

Several Vine Streeters are traveling to Pittsburgh, October 14, to attend the annual banquet of the Variety Club of that territory and get a line on the Variety Club idea.

The Pittsburgh Club is the pioneer in the national string and members will play hosts to Philadelphians at that time.

Further developments are expected.

Liberty to 12

Liberty will increase its current season program by four features, bringing the total to twelve productions, definite arrangements to this end having been concluded by N. H. Hoff- man, president, during the series of conferences held in New York with Budd Rogers, general sales manager, and other associates.

One of the stipulations in the negotiations provides for a substantially increased negative cost on each production. Hoffman and his associated believing that independently-made product is destined to play a larger part than ever before in supplying the film requirements of the nation's theatres.

INTEREST ALL THE WAY. Liberty presents "No Ransom," with Jack LaRue, Vince Barnett, Leila Hyams and an ace cast.
Metropolitan Printing Company Prepares for Busiest Season in Unit's History

Harry Goodman Promises Excellent Service to All Exhibitors

Metropolitan Printing Company, with the largest printing establishment on Vine Street, plans a record year.

So says Harry Goodman, executive, who recently supervised the expansion of headquarters and plant into the Goodman building, Vine Street. Present offices will also be retained.

Gold Medal-Majestic
Set with Many New Films

Four from Mascot Expected in House

With four pictures from Mascot scheduled to be in the house very shortly, Gold Medal-Majestic is forging ahead rapidly.


In addition, the two hits, "Blind Fools" and "Broken Lives" are available for booking everywhere at this time.

"I Can't Escape" and "House of Danger" are also a couple of new ones.


Tony Lucchese is now in active charge of the exchange following his return after an 8 months' illness and things are humming.

Gold Medal distributes the Mascot features and serials while Majestic Pictures, Inc., distribute the other features and westerns.

No Hershey Cut

Dauphin County Commissioners on September 21 announced they had declined to cut the aggregate assessment of $250,000 on the new Hershey Community Building, which houses the Hershey Theatre, Hersh, and the new Hershey Hotel.

Elsie Finn Turns in Some Odd Reviewing

Elsie Finn, comely movie critic of THE RECORD, turned in one of the odd reviews for which she is rapidly becoming famous, recently, when she devoted her column to "Belle of the Nineties." Not that she slammed the show, but rather she claimed the piece was plenty cut. Actually, the picture had 25 feet deleted from it with the total length 6500. Footage was added following the Breen review, rather than cut. Elsie's review isn't bad but she persists in carrying out the impression that the Breen-censor-system changed the entire complexion of the picture. What Elsie fails to consider is that the audience is interested in what is being given them, not what might have been. Her reviews are generally so-so, but some times if the name of the picture weren't mentioned at the top of her column, one would never know what Elsie is talking about.
Position Wanted

Young man, with 7 years' chain experience, wants a position as manager or assistant. Phone Gladstone 1521. Box B, THE EXHIBITOR.

Warner, Bernhard Visit

Wilmington Warner theatre staffs were swept off their feet by surprise last week by an unexpected call of Harry Warner, president, Warner Bros., and Joseph Bernhard, general manager, with offices in New York.

So far as could be learned the two officials wanted to take a look over the property and in addition Warner had some business in the duPont Building.

Sincere Praise

FIRST DIVISION is going places. With the announcement that Nicholas S. Ludington and William M. Fiske, 3rd, have purchased a substantial block of stock in First Division Pictures, national expansion at last comes to an independent exchange system which has a high record of progress because it has had the good will and respect of exhibitors everywhere.

HARRY H. THOMAS is one of the main reasons why First Division has reached its present peak, and congratulations are due Messrs. Ludington and Fiske for having the foresight and good will of continuing First Division under Harry Thomas' direction. With a record that has always been high, with the good will and good wishes of theatre men in all parts of the country, Harry Thomas will make the national First Division a national leader.

TO THIS ORGANIZATION the growth of First Division is a reason for double happiness. Jay Emanuel Publications, Inc., has always counted First Division as its firm friend since First Division first entered the field. At that time, First Division was a one office exchange. Backed by consistent advertising, punch campaigns, exploitation special and salesmanship behind every picture, First Division, under Harry Thomas' direction, expanded until it covered practically the whole east.

During the entire time, it has been a consistent member of the advertising columns of this publication.

PRAISE is indeed due Harry Thomas for his significant direction, his faith in showmanship, in playing fair with exhibitors and giving them money making pictures. With his new associates, Ludington and Fiske, he will certainly deliver new hits to exhibitors, make all First Division conscious.

GOOD WORK rewarded is always a pleasant sight to see. First Division is high in the film world. It will continue to prosper. With its new setup and a continuation of its high principles of business, it will travel even higher.

JAY EMANUEL.

SELLING "NAVY." Ed Jeffries, at the Jeffries Roxborough Theatre, Philadelphia, used this band as an effective ballyhoo for "Here Comes the Navy," from Warners. The bally helped business quite a bit.

VanMeter Clicking

Dwight VanMeter has been made manager of the recently re-opened Arcadia Theatre, Wilmington, having been brought there from the Virginia, Atlantic City.

With the arrival of VanMeter, Morton Levine, who had been acting as manager and at the same time looking out for his own assignment, the Opera House, returned to the latter house. VanMeter comes to Wilmington unusually well qualified to make the Arcadia a success.

He broke the ice with "She Loves Me Not," tucking away some 5,000, many standing, during a Saturday.

VanMeter is a native of Toledo, Ohio.

Strayer Directs All

Maury M. Cohen, Invincible Pictures, has signed Frank Strayer to direct the Invincible pictures for the 1934-35 program.

The first of these pictures, "The Port of Lost Dreams," is now in work.

Manager Jack O'Rear, Majestic, receives many inquiries concerning excellent sound at his theatre.

Two monkeys in lobby of Victoria, Harrisburg, helped Manager Jerry Wollaston put across "The Lost Jungle."

Pete A. Magazu opened his remodeled Ritz, Coaldale, September 24 with a gala celebration. House was entirely made over and stands as one of the gems of the coal regions. Magazu is a veteran in the field having been in Hazleton for many, many years.

RKO ENTRANTS. Shots from "The Fountain," "Age of Innocence" and "The Gay Divorce" are shown here.
Dwight VanMeter and his assistant W. R. McClintock drove to Atlantic City Sunday a week ago to see if they could get some Steel Pier props and other material for ballyhooing "Scarlet Empress," "Cleopatra" and "Belle of the Nineties" which Van expects to put over in big style at the Arcadia.

Kenneth Shelin, Park usher, went to Atlantic City.

Jimmy Kearney has been made chairman of the Athletic Committee of the Warner Club, Wilmington.

Ben Seligman, whom I caught just closing up his Strand the other Saturday night, says business has been rotten.

Joe DeFiore, ticket seller, Apollo, and the Athletic Committee of the Warner Theatre in Hazleton are in a quandary with the new price of 25c for seats with horns, 35c after that until six and 50c in the evening.

Miss Minerva Richardson, ticket seller, Arcadia, is my nomination for the fairest of Warner ticket sellers.

Benny Ross, with his own company at the Aldine, had the pleasure of renewing acquaintances with Dwight VanMeter, Arcadia manager.

Nello V. Nai, chief of service, Park, went to Baltimore.

Jimmy Kearney has been made chairman of the Athletic Committee of the Warner Club, Hazleton.

Joe DeFiore, Park, feels about the same way.

Miss Minerva Richardson, ticket seller, Arcadia, is my nomination for the fairest of Warner ticket sellers.

Benny Ross, with his own company at the Aldine, had the pleasure of renewing acquaintances with Dwight VanMeter, Arcadia manager.

Nello V. Nai, chief of service, Park, went to Baltimore.

Ben Schindler, manager. Avenue, seldom overlooks a trick.

W. R. McClintock, new assistant manager, Arcadia, once a well-known landscape engineer, is going to turn his professional skill loose on the elevated balcony lobby over the entrance.

John McCraig has been made doorman at the Aldine, and a polite, well-bred, young man he seems to be.

Morty Levine seems glad to get back to the Opera House on full time.

Arthur Davies, publicity man, Playhouse and news editor for the "Journal-Every Evening" looks a bit worried these days as he hears a lot of talk about cutting down patronage enough to brand it a success so far as it has gone.

Earle Finney seems to be getting acclimated to Warner routine at the Queen.

Jimmy Kearney rates as his assistant now.

New Rialto quotes an early price now of 20 cents until one o'clock in the afternoon, 30c after that until six and 35c in the evening.

Arcadia box office boasts a phonograph, with horn on top for music hooking up with picture.

Dominick DeFrancis, doorman, Park, went to New York.

Mischievous boys are a nuisance in theatres, despite their dimes. Talking to Morton Pragg, assistant, Opera House, an usher came up and told him a boy on the back seat was lighting matches.

Henry Steibing is assistant to George Nevins, Capitol, Hazleton.

Louis Hartman is now at the Capitol, Hazleton.

Anniversary Week was a big hit at the Capitol, Hazleton. Special features were planned.

Chris Weber went to Atlantic City for a vacation. Eddie Krupf, assistant, was in charge. Bill Weber helped.

George Nevins making a good job at the Hazleton Capitol. Has been with Comerford 15 years.

Ann Goren broadcasts over WAZL. Birthday features at Capitol scored in Hazleton. September I the house became a one-price establishment.

Ritz, Coaldale, is being reseated and renovated.
The Code • Cases • Hearings • Rulings

Johnson Resignation Discussed

Resignation of Administrator Hugh Johnson led to discussion in the local film world of the chances of Deputy Administrator Sol A. Rosenblatt remaining as movie code administrator.

It was believed Rosenblatt would stay for a while, at least, until it was apparent what the successor plan might be. Donald Richberg heads new NRA.

Hearings

Grievance

September 20

Jack Ungerfeld, Palmerton, vs. Chester LéBarre, on reduced admission charge.

Decision:

Board finds that issuing of cards for reduced admissions to high school students constitutes a device for reducing admissions unfairly, and the board orders the respondent to cease and desist from the practice.

September 27

Grand Jackson Theatre Company vs. Standard Theatre, on charge of violation of premature advertising clause.

Decision:

Standard Theatre ordered to stop violating code clause regarding premature advertising.

Two Appeals Decisions Handed Down

Code Authority, in New York, September 13, handed down two decisions in local appeals. Determination of local clearance and zoning board in case of Astor Theatre, Atlantic City, N.J., vs. Colonial Theatre, Atlantic City, N.J., was upheld, with the Colonial retaining 7 days' protection instead of 14 on Astor.

Zoning of West Philadelphia loomed after the decision on the appeal of the Ambassador Theatre. CA held that local clearance and zoning board should convene for consideration of complaint. A schedule must now be set up to rezone entire district.

Fern Rock Hearing

Code Authority, in New York City, will soon hand down a decision in the Fern Rock appeal. Cacso was sent back to the local board for clarification and then returned to New York, which will make known the final decision from the appeal.

Serials Not Shorts

The following resolution was unanimously adopted by the Code Authority at the meeting held September 13:

"RESOLVED: That serial motion pictures shall not be classified as short subjects and be regarded as such within the provisions of Article V-D, Part 5, of the Code of Fair Competition for the Motion Picture Industry."

West Philly Complaints to Get Lot of Attention

Benn-Ambassador Completion Settles Issue

Basil Ziegler, local code board secretary, has the following announcement to make:

With the completion of the Benn-Ambassador case, it is agreeable to the clearance and zoning board that any West Philadelphia exhibitor having a complaint can file the complaint within 30 days and the board will hear the individual case.

In the Benn-Ambassador case:

The board finds that a competitive situation exists between the Benn and Ambassador Theatres, taking into consideration the fact that the Lenox is in the affected territory and in direct competition to both the Benn and Ambassador Theatres and its availability is the same as the Ambassador Theatre and the board further finds that the run of the Benn Theatre is 7-14 days after first-run West Philadelphia.

Betty McCaffrey sat on the board in place of Harry Weiner. It marked her first appearance.

Code Dissatisfaction Hinted by IEPA Group

Organ of Body Indicates Some Aren't Happy

Local bulletin of the IEPA, in a recent issue, hints at dissatisfaction among exhibitors when local code boards are discussed.

Statement in the bulletin came as a surprise to the general film fraternity, which has been more or less apathetic regarding code matters. Few ever discuss the code as a code, and rarely find fault with the local bodies.

Generally, it is believed the boards are doing a good job of it and any appeals from local decisions have been upheld in most cases.

C. J. Keeney was recently elected a director of the body. He operates the Park, Reading. 14 new members were recently added.

Body now claims 42 members, representing 75 theatres.

Announcement of the special campaign to educate the public in the fight against high film rentals is expected shortly, with details available at that time.
Mrs. Helen Hildinger, treasurer, Hildinger Corporation operating Victory and Princess Theatres, attended the hearing at Washington, D. C., by the National Labor Relations Board on complaint that the theatres had discharged three employees in violation of the Recovery Act. Newark regional board ruled in July that the three discharges were justified. Operators, members of Independent Projectionists and Stage Employees' Union were discharged with one week's pay in April after the theatre owners had signed a contract with the Local Union of International Alliance of Theatrical Stage Employees, affiliated with American Federation of Labor. Mrs. Hildinger testified that the signing of the contract necessitated the discharge of the employees who were members of the other Union. The three operators then appealed the case to the National Labor Relations Board which reserved decision.

Sidney Samuelson, president Allied, New Jersey, materially aided in defeat of state employees who were members of the other Union. The three operators then appealed the case to the National Labor Relations Board which reserved decision.

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The Checkup

For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular review department. Before dating in your show, consult this page, find out when the review appeared and then look it up. Key: For example, 2-Jan. means the second issue of this publication in that month.

1-Feb. would mean the first issue, and so on.

Columbia

The Party's Over 1-Mar.
20th Century 1-Mar.
The Crime of Helen Stanley 2-Mar.
Hell Bent for Love 1-Apr.
One Night of Love 1-Apr.
The Holler Cat 2-May.
The Dragon Must Die 2-May.
Black Moon 1-June.
A Man's Game 1-June.
Whom the Gods Destroy 2-June.
Beyond the Law 2-June.
The Defense Rests 2-June.

Monogram

DISTRIBUTED BY FIRST DIVISION

The Loudspeaker 2-May.
Monty Mousethief 2-May.
The Man from Utah 1-June.
Randy Ringle 2-July.
Jean Eye 2-July.
Star Prince 2-July.
Happy Landings 1-Aug.
Shock 1-Aug.
The Jockey 2-Aug.
Giant of Goliath 2-Aug.
King of the U.S.A. 1-Sept.
Redhead 1-Oct.

Universal

2-Apr.
Glamour
I'll Tell the World.
2-Mar.
Smoking Guns (Doomed to Die)
Half a Sinner
1-May.
The Uncertain Lady
Amerigo
2-Mar.
Affairs of Gentleman
Dancing Flames
The Black Cat
2-May.
Emperor of the South
Little Man, What Now?
G.I. Girl
Let's Talk It Over
Million Dollar Ramshorn
One More River
Romance in the Rain
The Human Side
2-Sept.
Rocky Rhodes
There's Always Tomorrow
2-Sept.
Wake Up and Dream
Gifts of the Girl
Secret of Chateau

First Division

(Chesiterfield)

Cross Streets 1-Mar.
The Quitter 1-Apr.
Shah of Sweating 1-May.
In Love with Life 2-Mar.
Two Days and Two Nights 2-May.
City Park 2-July.
Fifteen Wives 2-Sep.
Green Eyes 1-Sept.
He 2-Jan.
Romance 2-Jan.
Under Secret Orders 1-Jan.
Forgotten Men 2-Jan.
Torch Song 2-Jan.
The Finest Pal 2-Jan.
Young Eagles 2-Jan.
Little Damozel 2-Jan.

Gold Medal

Laughing at Life 2-June.
Curtain at Eight 2-June.
What's Your Racket? 2-June.
The Fighting Sailor 2-June.
The Fighting Kansas 2-June.

Masterpiece

Dancing Man 2-Feb.
Back to the Wall 2-Jan.
The Fighting Rookie 2-Jun.
The Finest Pal 2-Jun.
The Scarlet Letter 1-Aug.
She Had to Choose 1-Aug.
Night Alarm 1-Sept.
THE VARIETY CLUB

6th ANNUAL BANQUET

(Our First National Banquet)

WM. PENN HOTEL . . . PITTSBURGH

SUNDAY NIGHT, OCT. 14 1934

Indianapolis and Washington . . . and friends from Chicago . . . Philadelphia

PRESENTED IN HONOR OF RETIRING
CHIEF BARKERS . . . HARRY GOLDSTEIN
OF PARAMOUNT, AND HARRY KALMINE
OF WARNERS AND ASSOCIATE OFFICERS!

Note: A Paramount and Warner feature on a
DOUBLE BILL . . . either attraction worthy of a
single booking . . . BUT NO TWO-FOR-ONES!

World’s Greatest Show—40 Big Acts

VARIETY & VARIETY . . . COMBINED CIRCUS

WRITE FOR RESERVATIONS IMMEDIATELY
To Secretary Variety Club Banquet, Room 106 Wm. Penn
Hotel, Pittsburgh, Pa. We will also make your football
reservation for you . . . Banquet $10 per ticket; Football
$4.95 down.

Make it a real week-end
PITT vs. CALIFORNIA
Football game Sat., Oct. 13th . . . and banquet the
next night!
Mr. Exhibitor:

**EVERY TIME** your theatre shows a METRO PICTURE your patrons have been pre-sold on the show.

**METRO** has not only one of the most efficient Publicity Departments in the business, as far as

- Newspapers
- Weeklies
- Magazines
- Syndicates
- Dailies
- Other Periodicals

are concerned, but the company, during the present season, plans to spend more than $1,000,000 to reach the general public.

**THIS WILL TAKE** the form of

- Billboard Advertising
- General Magazine Advertising
- Newspaper Advertising
- Special Magazine Advertising
- . . . and other Printed Media

**ALL THIS** is just part of the reason why **METRO Pictures are doing the BIGGEST BUSINESS in history**!

**NO WONDER** that Exhibitors are flocking to be METRO Customers in the coming season.

**MOST COMPANIES** would be satisfied if they could deliver Hit Pictures, but METRO believes in doing the job right.

**YOUR CUSTOMERS ARE PRE-SOLD** and waiting for you to show the pictures **WHEN THEY COME FROM METRO-GOLDWYN-MAYER**.

Bob Lynch
MGM
Bundling

Our first great national pastime!

BUNDLING

will be introduced to a delighted public in Paramount's "THE PURSUIT OF HAPPINESS" starring FRANCIS LEDERER with Jean Bennett, Charlie Ruggles and Mary Boland Directed by Alexander Hall
Henrietta CROSMAN

Renowned actress of the American Stage . . . . last seen in the Fox Epic, "PILGRIMAGE," and star of 100 Broadway Successes

In "THE CURTAIN FALLS"

With DOROTHY LEE, WM. BAKEWELL, JOHN DARROW, NATALIE MOOREHEAD, DOROTHY REVIER, HOLMES HERBERT, BRYANT WASHBURN, ROBT. FRAZER

A CHESTERFIELD SPECIAL
The World's Dumb-bells

are writing the funniest film ever made...

A week or so ago something NEW busted loose right in the middle of this business and set the whole country howling with glee! Not a super-de-luxe-colossal feature, but a reel made up of the weirdest, wildest, screwiest, nut mail that ever made letter carriers round-shouldered... and every one a belly laugh marked "special delivery" to audiences hungry to bust a few buttons off.

These lallapaloozas from the morning mail are GENUINE BONAFIDE AUTHENTIC epistles received by business firms and gathered from all over the world by Juliet Lowell (who has hundreds of them).

On the screen they're so funny that audiences yell, scream, shout, go into hysterics and roll in the aisle. (We've a lot of wires and letters from exhibitors to prove it and we'll publish some of 'em in the next ad.)

This series is called "DUMB-BELL LETTERS," produced by Van Beuren Corporation, distributed by RKO-RADIO and if you're no dumb-bell you'll wire—not write—to your nearest RKO exchange about 'em!
Secret councils of great nations dispatched this grim command... and hidden "eyes" saw danger in every move of this lonely girl... too innocent to know her own allure.

Industry insiders privileged to witness the completely fascinating performance of this magnetic personality have tipped the word to fellow showmen. Soon the word will spread to all the world!

Marie Galante

Spencer Tracy
Ketti Gallian

Ned Sparks • Helen Morgan
Siegfried Rumann
Leslie Fenton • Arthur Byron
Jay C. Flippen & Stepin Fetchit

Produced by Wintfield Sheehan. Directed by Henry King. Screen play by Reginald Berkeley. Based on a novel by Jacques Devol
THE FACTS about Short Subject leadership are as simple as A.B.C.
| A | P Gypsies, Armida, Al Trahan, Arthur Boran, Allen Jenkins, Roscoe Ates, Roscoe Ails |
| B | en Blue, Borah Minnevitch, Baby Rose Marie, Bernice Claire, Billy Hill, Bob Hope, Babs Ryan |
| C | has. Davis & Band, Chaz Chase, Cross & Dunn, Chas. Ahearn, Carl Emmy & His Mad Wags |
| D | orothy Stone, Daphne Pollard, Dave Apollon, Dick Himber, Don Redmon, Dorothy Dare |
| F | rank Parker, Freddie Rich, Fifi D’Orsay, Frank Novak, Jr. Freddy Coots |
| G | eorge Price, Gus Edwards, Graumann’s Stepping Stars, Gene & Glenn |
| H | al LeRoy, Harriet Lee, Harry Von Tilzer, Herb Williams, Hartman Sisters, Honey Family |
| I | loy Bailey, Irene Taylor |
| J | ack Denny, Janet Reade, Jeanne Aubert, J. Harold Murray, John B. Kennedy, Johnny Green |
| K | al Errol, Lillian Roth, Little Jack Little, Lois Moran, Lee Sims, Landt Trio, Lillian Shade |

**THE LESSON EVERY SUCCESSFUL**

It’s not “Who made it?” but “Who’s in it?” that brings cash to the box-office!...That’s why the biggest film buyers select Vitaphone Shorts. They know Vitaphone leads in sales and audience satisfaction because Vitap-

"VITAPHONE’S 193 ARE THE BEST ON TH"
phone leads in Stars!...Look at this amazing list of favorites already delivered or signed for this season. Compare it calmly and coldly with the names others offer...

You’ll understand why scores of showman letters say—

UL SHOWMAN’S LEARNED

4 - ’35 SHORTS
E MARKET TODAY”
AND NOW WARNER BROS. PRESENT TO POSTERITY
THE MOST IMPORTANT NOVELTY SERIES IN A DECADE
EXPLOITED LIKE A SPECIAL! SELLING LIKE WILDFIRE!

See America First


Here's just one sample of the nation-wide promotion that will make audiences everywhere demand the “See America First” series. Official bulletins from the American Legion, Veterans of Foreign Wars, Boy Scouts, Girl Scouts, Department of Interior, National Educational Association, and other great organizations will urge every American to see them! Full-page publicity in leading newspapers will spread the word! A pre-sold attraction if there ever was one. But it's just one of the famous series you get from

VITAPHONE

"BROADWAY BREVITIES" "BIG V COMEDIES" "MELODY MASTERS" "LOONEY TUNES" "MERRIE MELODIES" "PEPPER POTS" "SEE AMERICA FIRST" WARNER BROS. TRAILERS
The Philadelphia Exhibitor

Worthy Praise
- Dr. Leon Levy, president, Columbia Broadcasting Company, ought to receive a vote of thanks from the entire industry for a service which he has rendered.

Those who are responsible for the material which goes over the air should be men of principle with foresight as well. Dr. Levy possesses both. Through his efforts, the motion picture industry was saved embarrassing consequences. Further attacks when it could little afford to stand them.

The service in question must remain a secret for a time, but when it is revealed the industry can well appreciate what a friend it has in Dr. Leon Levy.

Once before these columns had occasion to comment on the co-operative spirit that exists between radio and the screen. Truly, by such action, the radio has given every desire of its sincerity in helping its brother amusement.

Welcoming the British

THERE can be no question but that the entrance of British pictures into the American market is now being made on such scale that calls for the immediate attention of every domestic theatre-owner and operator.

Tired of unsatisfactory distribution, the British are determined to reach every theatre and to try to make every screen carry some type of British product.

With a couple of leaders that have impressed not only on the basis of quality but also as regards the box office returns, it must be admitted that every exhibitor ought to examine the wares being presented to determine whether the pictures are suitable for his house. The current pictures are not English, but international. No longer can it be said that the pictures are foreign in nature and too far removed for American audiences to enjoy. True, there are still some typically British pictures, both in make-up of names and atmosphere. But exhibitors should be able to pick out enough pictures to insure a regular program of such features for his screen.

As has been said before here, if the pictures are good, they merit support. If not, they should not be given any more consideration than that accorded other weak fare. But the fact of the matter is, also, that entrance of the new product makes for a larger market.

With American names, American directors, international appeal, the shows hit the same plane as much of the Hollywood productions. Probably the entrance of new faces on the screen will help.

Entrance of good pictures is always to be welcomed. More excellent films make for better pictures here, greater competition. In that light, then, the English invasion is to be greeted.
IEPA Completes Deal for New Short Service

Tieup Will Benefit Organization and Members

The Independent Exhibitors Protective Association has completed a new short deal which will benefit members.

The organization has granted an exclusive contract to the Alexander Film Company, a western unit, which results in company paying members to use a short film, in which are included five advertising clips, local and national. The film runs about 2½ minutes.

The tie-up sees the revenue going to the organization, with one-half being credited to each member's dues and the other half going back to the exhibitor.

Alexander Film had deposited $1000 bond to fulfill its part of the contract.

The film comes in cartoon form, with ad clips. It is estimated by IEPA leaders that the revenue will approximate about $600 a month.

IEPA recently received its charter and is in conformity with the requirements held a meeting at which regular officers were elected. Other corporate matters were taken up.

Body plans a mammoth trade show later, according to the body's bulletin. Members are being added at the rate of 5 a week, it is reported by IEPA leaders.

Clark Re-elected Head of National Film Carriers

Detroit Meeting Sees Endorsement by Body

A progressive program for the new season, with plans for a legislative contact at Washington and a plea for an amendment to the trucking code to allow special provisions for working hours and labor conditions for the film division has resulted from the annual convention of National Film Carriers, Inc., held at Detroit, recently.

James Clark, president, Horlacher Delivery Service, was re-elected president, the assembly unanimously endorsing his re-election.

The body, which met in constructive session, heard other addresses on various problems, one of which, on service, was delivered by William Clark, another Horlacher executive.

National Film Carriers, Inc., which includes the leading film delivery units of the country, is constantly working toward greater economies and efficiency in film transportation. Its members promise the utmost of service to exhibition and distribution divisions alike.

Clark plans further moves to strengthen the association and increase its worth to the transportation as well as the film world.

The organization has adopted an insignia, to be painted on each truck. All trucks will be uniform as to color, olive green and gold letters. National advertising space will also be provided.

Statement of Position

A few months ago, when first the vision of two organizations in the Philadelphia territory began to appear, THE EXHIBITOR set forth its views in the matter and took the position that differences should be settled and one organization, no matter the make-up, represent the independent exhibition faction.

Now, because of new angles which have arisen, it becomes necessary to restate the position of this publication.

The columns of THE EXHIBITOR are open to exhibitor reaction, news of the trade and any material which would prove of real service, value and interest to the exhibitor. The columns of THE EXHIBITOR are closed to mud-slinging, childish name calling and other infantile practices.

If THE EXHIBITOR offends, it is ready to correct its mistake. If it steps on toes, it is sorry, but only in the case of unintentional errors or similar circumstances does it stand ready to retrace its steps.

Currently, an article writing contest is on between the bulletins of the two organizations, individuals of both groups and others interested.

The contest began in the columns of the two organizations. THE EXHIBITOR is content to let it stay there.

At the present time, THE EXHIBITOR has received a letter from one of the organizations which it is asked to reprint. The letter touches upon the controversy in which, up to this time, THE EXHIBITOR has taken no part. If THE EXHIBITOR were linked with the issues directly from the beginning, it could do nothing but publish all and every letter pertaining to the subject. Fortunately, however, the affair has not been presented in this publication because at no time did THE EXHIBITOR feel that the incident would prove of service or of vital benefit to the trade.

The EXHIBITOR, therefore, takes the stand that the issue should remain where it began, in the ranks and bulletins of the two organizations.

16 years of publishing in this territory has made friends for this publication everywhere.

THE EXHIBITOR thanks its friends in both organizations who appreciate its position and defend its viewpoints. With these gentlemen as its counsellors, THE EXHIBITOR feels that the middle road is always the best in a case of this kind. THE EXHIBITOR never straddles an issue, but in this case, it is not an issue, but something which threatens to become an unpleasant mud-slinging contest.

Through the legislative contact at Washington, recently, the Explosives Bill was defeated. This would have put film carriers in the same category as other truckers handling explosives. Carriers would have had to carry colored lights on their trucks, rear would have had to carry the word "explosives," if the bill succeeded. This would have entailed greater hardship.

Segall Appoints 1934 Committees for MPTO

President Lists Leading Exhibitors in Bodies

Charles Segall, president, MPTO, has announced MPTO committees for the new year.

They follow:

Labor Committee—Ben Amsterdam, chairman; H. D. Cohn, Lewiston; S. Myers, Moorcroft, N. J.; Martin Ellis, Cambridge; N. J.; P. Mortimer Lewis, Atlantic City, N. J.; A. J. Fieseler, Jr., Glenville; J. Brown, Jenkinson; J. A. Jackson, Lebanon; I. Marcus, Harrisburg; Stanley Peters, Summit Hill; H. Eilfinger, Shamokin.


Publicity and Propaganda Committee—Lewin Pizer, chairman; Geo. P. Aarons, San Hyman, L. Felt, Norris-town; Jay Emanuel.


Legislative Committee—C. Segall, chairman; H. D. Cohen, Lewiston; I. Marcus, Harrisburg; J. G. Bell, BelleHEIM; E. M. Connely, Nanticoke; Jos. Hebrew, Bloomsburg; Jos. Woode, Ballystown; J. F. Cebell, Chambersburg; D. C. Atkinson, Euston; G. Floyd Hopkins, Harrisburg.


Posters and Supplies—Ben Fertel, chairman; Frederick Leopold, Wm. Berman, Bertha; L. Linker, Morris Eslin, L. Felt, Narrations; Anna Paine, Milltown; Geo. P. Aarons.

Fire Marshall's Committee—A. Sablosky, chairman; M. H. Eglad, Geo. Lessy, Marcus Benn, J. Monroe.


Social Season Perks Up As Events Are Scheduled

Lunchees, Golf, Trade Show on List

The social season is picking up a bit.

Following the Tony Lucchese affair, October 8, a special luncheon for press and others was held in conjunction with the showing of "Power," October 14.

October 14, Frank McNamee, Radio exchange chief, sponsored a showing of "The Gay Divorcee" at the Stanley Theatre for the trade. Tickets were distributed by the exchange.

And the peak attraction was the October 12 golf tourney under the auspices of THE EXHIBITOR.

Drissell Replaces Jones

George Jones, manager, Loew's Theatre, Wilmington since December 1931, has been shifted to the New Haven, Conn., where he was slated to take charge of a de luxe house. He is succeeded by Roscoe Drissell, former manager of the Columbia Theatre, Washington, D. C. Drissell who succeeds Jones acted as manager this summer when Jones went on two weeks vacation.
Compromise on Music Tax Won’t Affect Government’s Suit Against the Society

Society Reorganization Hinted

Reports that the American Society may have a reorganization were current recently.

It was said that at least three officers are in at very big salaries while the rank and file of members are not receiving much after all the expenses are paid.

Future of the anti-trust action of the government would also affect the body, it was hinted.

Sale of Local Quartet Stirs Interest in Trade

But Denial by Harry M. Warner Clears Situation

Reported sale of the Tower, Frankford, Roosevelt and Nixon Theatres to Warner interests proved a local sensation when it broke in the local dailies a fortnight ago and a denial from Harry M. Warner caused the same amount of interest.

Price was said to be $1,645,000.
The dailies’ story, immediately denied by Warner, said the houses were purchased by the company president personally. Albert M. Greenfield was reported as real estate agents for Warner with Lionel Friedman, Inc., acting for the Freihofer and Nixon-Nirdlinger estates.

The sale was to go through the Orphans’ Court. Settlement was said to be due in 60 days. Tower, Roosevelt and Frankford were owned outright by the Freihofer estate, with Nixon-Nirdlinger having a 40 per cent interest in the Nixon. Mortgages are said to total $1,285,000 on the Tower.

Since the denial (see box) by Harry M. Warner of his personal interest in the case as reported, no new developments have appeared.
That acquisition of the quartet would be a strategic achievement for Stanley-Warner is admitted.

The houses have been reported sold to many interests in the past, such names as M. E. Comerford, Skoaras, Al Boyd, William Goldman, Stanley Warner having been included in various rumors.

Crime Drive Up

A resolution, designed to enlist hundreds of Pennsylvania women’s clubs in the drive to eliminate crime exploiting films from the theatres, will be presented at the annual convention of the State Federation of Pennsylvania Women, Harrisburg, October 15.

According to the text of the resolution, which will be presented by Mrs. Stephen M. Byers, Washington, and Mrs. Gustav Ketterer, Philadelphia, “The motion picture is one of the greatest factors in the training and education of future citizens.”

New Schedule Under Former Demands—Exhibitor Committee Seeks Support from Theatremen—Changes Due in Future

Compromise effected between the Exhibitors Emergency Committee and the American Society of Composers, Authors and Publishers regarding the music tax increase doesn’t affect the government anti-trust action against the Society.

Whether or not the committee will be active in its support of the government’s suit was not apparent. It was thought it would not be affected.

Meanwhile, the settlement clears up the immediate problem of payments.

Details of the new tax pact between the American Society of Composers, Authors and Publishers and the Exhibitors Emergency committee, approved by the ASCAP board of directors at a special meeting, were released by E. C. Mills, ASCAP general manager.

Under the new schedule, the former annual rate of 10 cents a seat will still stand for theatres with seating capacities up to 500 seats.

For theatres with from 501 to 1,599 seats, a tax of 15 cents will be charged per annum.

Theatres with seating capacity of 1,600 or more will be assessed 20 cents a seat.

The new schedule will run from October 1, 1934, until September 30, 1935. Adjustments will be made to exhibitors who have already paid their assessments on the basis of the previously announced rate.

Both sides were apparently pleased by the compromise. The emergency committee, headed by Walter Vincent, issued a statement, terming the deal a "fair and constructive solution of a vexing question." The statement also urged exhibitors to support the committee’s agreement, pointing out that without the committee’s efforts the exhibitors would have had to pay much higher rates.

ASCAP, on the other hand, claimed that by signing the agreement the theatre men had admitted for the first time in twenty years of controversy that the copyright owner had a right to collect for his work.

Warner Wilmington Changes

Warner Brothers, Wilmington, has just had another shake-up of managers, with a new manager brought in from the St. Louis district for the Queen. He is E. E. Lewis, who has been with the Warner Brothers ten years. G. Earle Finney, who had only been manager of the Queen for about three or four weeks, was shifted to the second and third run Savoy, relieving young Wilmer Highfield.

Lew Black was shifted to the newly opened Arcadia, while Dwight VanMeter, recently brought down to the Arcadia from Atlantic City, sent up to the Aldine where vaudeville is now on the stage.

Delaware Charters

Color Films, Inc. Deal in photographic film and pictures of all kinds. $250,000.

Columbia Films of India. Ltd. Deal in motion picture films, and etc., $10,000.
The Camera Looks at the Industry

THE NEW LEADERS. Here are some of the leading figures in the new expansion of First Division exchange. Top, left to right: Nicholas Ludington and Harry H. Thomas, president. Seated: William Fiske, 3rd, and John Curtis.

AT FIRST DIVISION'S CONVENTION. Some shots taken at the first annual First Division convention in New York City, September 28-29. Top, left to right: Frank Look, Jules Chapman, Al Friedlander, Harry H. Thomas, Charles Rosenzweig, Nicholas Ludington, John Curtis. Below: Group of representatives from all over the country attending the meeting. Below: The convention dinner, at the Cafe de Paree, following the completion of the convention.

NOT TWINS. Etta V. Segall, local booker for First Division, and Mae Vincent, Cleveland booker, pose at the First Division New York City convention.
UNIVERSAL'S
SMASH SERIAL!

The favorite cartoon heroes of millions come to life on the screen in a mighty chapter play... It blazes a new thrill-trail across the skyways of the country!... It sets a new mark in speed, suspense, mystery and the sort of action that actually pulls the fans out of their seats!... With Maurice Murphy, Patricia Farr, Noah Beery, Jr. Directed by Louis Friedlander in TWELVE TERRIFIC EPISODES.
200 Attend Luncheon with Lucchese as Host

Occasion Marks Return to Health of Exchange Chief

Vine Street and the local industry turned out, October 8, to pay its respects to Tony Lucchese, proprietor of Gold Medal-Majestic exchange.

The occasion was marked by the official return to activity on the street of Lucchese, who has been ill for almost a year. Not yet completely recovered, he has assumed active charge of the exchange.

The luncheon, at Palumbo’s cafe, was attended by local leaders. At the head table were such figures as Leonard Schlesinger, Frank Gravatt, At Boyd, Lewen Pizor, Jerry Kessler, William Pizor, Morris Wax, Jeff Keen, Dr. Biben, with special dances, songs and numbers. An Italian luncheon was served.

Lucchese made a short address and welcomed his friends. He was affectionately greeted by all present.

Through the good graces of Roth Buick, the film contingent was delivered to and from the meeting places. George Fishman was active in the arrangements.

A wire from Nat Levine, Mascot Pictures Corporation, said:

Dear Tony, you don’t know how sorry I am to miss your luncheon today as I’m sure it will be a gala occasion. If I weren’t in the middle of so much production activity I’d hop on a plane and be there. In my absence I am sending Jerome Kessler who will personally represent me. Mascot Pictures are honored to be among your guests and all of the West Coast organization join in sending you our heartiest greetings and to welcome you back. Best wishes for your health and prosperity.

Sid Poppay has found a way to keep his early patrons pleased during the wait between the opening of the doors and the start of the show. He has installed a radio. He has also made some neat tie-ups, and has several business houses clambering for the imprinted paper bags he has turned out on two pictures. One of the stores put the ad for “Romance in the Rain” on candy bags, and then gave it a plug in the window.

The manager said he sold more candy than at any time since Christmas. He also supplemented his trailer on “Here Comes the Navy” by having a bugler sound assembly from the stage just before it flashed onto the screen.

Bill Israel, district manager, is working hard to have York included on the vaudeville circuit. Vaudeville, if it materializes, will be added to the Strand program, for three days, probably, Thursday, Friday and Saturday.

Cleo Miller, Strand, got a break when Old Gold put out one sheets, on “Cleopatra,” just before the picture opened in York. He sniped them with a line—Now Playing Strand.

Tri-Ergon Ruling of Interest to Exhibitors

Exhibitors everywhere may be affected by the recent refusal of the United States Supreme Court to review decisions made by the Circuit Court of Appeals in litigation concerning Tri-Ergon patents. In so doing, it is thought that it gave William Fox, who owns the patents, the power to sue almost every company for infringement.

Fox controls the American Tri-Ergon Corporation, having acquired the patents from the three German inventors, Hans Vogt, Joseph Massolle, and Josef Engl. Devices invented by these three Germans are an intrinsic part of the motion picture sound production and reproduction, and according to Daniel G. Rosenblatt, Fox’s attorney, are valued at anywhere from $100,000,000 up.

The patents involved cover the invention of the “double print” principle in sound picture production, and the “flywheel” principle in production.

Rosenblatt said recently that he would probably file suit for an accounting from the whole industry within a short time, although he could not say just what procedure would be followed. The suits, if filed, would be brought in Federal Court, on the basis of the Supreme Court decision. Only the big circuits and producers would be named in the suit, according to Rosenblatt, the attorney figuring that the smaller outfits would probably fall in line as a result of Fox’s probable victory.

The Supreme Court action was defended by Paramount, representing both the producing angle of the suit and the exhibitors and with Wilmer and Vincent, theatre operators. Paramount, in addition, was also helped in its cause by ERPI.

The case was carried to the Supreme Court by the theatre owners using the patents. Contending that the judges of the lower courts had a sharp conflict of opinion regarding the validity of the patents, the exhibitors pointed out that “as construed by the courts below, the patents are so broad as to permit the respondents (Fox and Tri-Ergon) to claim tribute from practically every one who has produced or exhibited talking motion pictures or has manufactured equipment for recording or reproducing sound with motion pictures, or has done the developing and printing of sound and motion picture records.”

Meanwhile, the trade wonders.
READ WHAT THEY'RE SAYING ABOUT

EDWIN C. HILL

"The Globe Trotter"—The Magic Voice of
HEARST METROTONE NEWS

New York American

Edwin C. Hill to Paint Word Pictures of News

FAMOUS REPORTER 'GLOBE TROTTER' OF HEARST METROTONE

By REGINA CREWE,
Motion Picture Editor, N. Y. American.

Everyone's Chinese sage made that remark about one picture being worth so many words, and didn't mean the words of Edwin C. Hill. For every syllable uttered by the world famous news commentator is like the stroke of an artist's brush, painting in brilliant, vivid colors a word picture that reconstructs in the minds of his hearers the tragedy, the drama, the comedy, the human interest of his subject. And, beginning Oct. 2, this is precisely what he is going to do in his latest and greatest role of "Globe Trotter" for Hearst Metrotone News!

If you unwittingly faced the Mona Lisa in the Paris Louvre, chances are you'd see only the portrait of a somewhat plump, comely lady, and pass her by. But if the thrilling voice, the voice, for instance, of Edwin C. Hill, were to whisper in your ear the drama of La Gioconda, which is Mona's other name, the romance of her creator, Leonardo da Vinci, in brief, the story lurking behind the lady's enigmatic smile, you'd linger longer in the great gallery, and leave with a fuller appreciation and understanding of the masterpiece.

So it is to be from October 2 on, when Edwin C. Hill tells you on the screen the significance of the pictorial scoops presented by Hearst Metrotone News.

Of course, all the beats of the Hearst Metrotone News won't come from the cameramen covering Germany, France, England, Spain, indeed all Europe and the Far East beside. The half hundred pictorial reporters on the job where things happen throughout America will contribute their scoops, too. And the rich, dynamic voice of the "Globe Trotter" will color the screen shots with the graphic verbiage of a reporter so keen, so talented that his stories are legends wherever writers gather.

The personality of the "Globe Trotter" radiates romance in itself. Tall, dark 'n' handsome, Ed Hill, who prefers to be called "Bill," was a Park Row beau who, for instance, from the first, has been the arresting type of journalist called the "color reporter." Such a character could have nothing drab associated with it. Later he became a real "Globe Trotter," covering the world as his reportorial assignment. And his office walls today are plastered with pictures of presidents, princes and potentates, the page-one persons of the age, preordained to autograph their photographs to Edwin C. Hill. Now, of his new news medium, he says:

"It's a thrill to tell the story of the news, and the story behind the news, to the world's greatest audience, the fifty million followers of Hearst Metrotone News. It's a thrill to be a reporter practically telephoning his story from the X that marks the spot of its occurrence while the news is still red hot. And it's a thrill to be associated in a news gathering enterprise with my old, persuasive and esteemed friend, Edward B. Hattrick, and the Hearst Metrotone News organization."

"Engagement as the 'Globe Trotter' puts me in the spot of a triple-threat man. I'm an interpreter, a re-write man and an editorial writer. And I'm going to give the Metrotone audience my best efforts as a newspaperman with the proverbial nose for news."

"Hearst Metrotone News is the most effective medium for the dissemination of news that has been evolved since the doings of the day were spread by word of mouth in the market-place. On the screen the daily drama and its comedy relief, too, is pictorially re-enacted with all the vital, pulsating life attendant upon the actual happening. And these vivid pictures must be accompanied by words just as vivid just as vital as the scenes they capture."

"With all due modesty I feel I can say that the 'human side of the news' has about ten 'circulation' figures for a feature of its kind. But association with Hearst Metrotone News, tied up with thirty-eight of the country's leading newspapers and some fifteen radio stations, will certainly bring the 'Globe Trotter' the most colossal public in history."

So, with the great day dawning, the promise of Hearst Metrotone News is to be fulfilled by Edwin C. Hill, who, according to Alexander Woollcott and a million who agree, is the best reporter in America. And that, ladies and gentlemen, means the best reporter in the whole wide world.

EDWIN C. HILL—THE NEW STAR OF THE SCREEN!
CODE

Donald Richberg Head
Man in New NRA Lineup

Donald Richberg is the new head man in the NRA. What will become of Sol A. Rosenthal doesn't appear any too clear although it is believed that he will soon resign his position. He is one of the last of the Deputy Administrators to stay.

Code Slaps at
Price Cutting Deals

The Code Authority recently took a rap at agreements between exhibs and distributors authorizing exhibs to reduce admission prices below the minimum specified in the contract when a complaint is filed against the offending exhibitor in a code case. The ruling also indicates a stopping of film service if such a deal is made.

Code Authority to Get
After Delinquents

The Code Authority doesn't intend to let exhibs get away from paying their assessments. Hints of legal action have been made where the bills have not been paid. In some sections of the country, exhibs who find fault with the code board setup have threatened to stop payment of assessments.

EXHIBITION

Allied, MPTOA Still
Acquiring New Units

Both Allied and MPTOA are either sponsoring organization of new affiliates or acquiring old ones. Allied recently took on the new Georgia, Florida, Tennessee, Alabama Independent Theatres Association.

Allied is also sponsoring a new unit in Maine and Connecticut.

It is believed that MPTOA may sponsor new units in territories where Allied is strong, with Allied taking the same attitude regarding MPTOA.

Attempts Being Made
To Increase Prices

Independents and chains in various parts of the country are seeking to work together in raising prices.

In the far west as well as in the south, theatres are tipping the ante a bit, while in other situations, if conditions improve at all, the same practice will be put into effect.

SMPE Meets in Its
Regular Fall Convention

The Society of Motion Picture Engineers will meet in New York City, October 29, in regular fall convention.

Body, which is of extreme importance to the industry, will have Ed Kuykendall, president MPTOA, and Mrs. Frances Taylor Patterson, director of Photoplay Appreciation, Columbia University, as speakers.

Movable Objects Not
Under Federal Housing

Chairs, carpets and draperies cannot come under the benefits of the Federal Housing Administration ruling because they are movable, but repairs to heating plant, floors and building proper are included. Amounts range up to $2,000.

Film Carriers Desire
Separate Provision

Members of the National Film Carriers, Inc., which met in convention in Detroit will seek a separate amendment to the trucking code covering specialized activity of film truckers, regarding hours and labor conditions. The meeting re-elected James Clark, Philadelphia, as president.

“Little Women” Gets
The Photoplay Medal

Annual medal given to the finest production of each year has been handed to “Little Women” this time, says Photoplay Magazine. Vote of the readers decides the issue.

PRODUCTION

Pictures Keep Up
Normal Production Pace

Reports from the coast indicate that production is about normal.


There will be about 8 Technicolor pictures, 20% of the total, and more shorts will be produced next season in color, he said, with the 8 features distributed among several companies.

Columbia Re-elects
Its Directors

Business of Columbia Pictures Corp. in the first quarter of its current fiscal year—three months ended September 30—would compare favorably with that in the corresponding time a year ago. A. Schneider, treasurer, told stockholders at the annual meeting.

Contracts for services of Harry and Jack Cohn, president and vice-president respectively, and extension of their options to purchase stock—both for a period of three years as of July 1, 1934—were unanimously ratified at the meeting.

Dr. A. H. Giambrini, who recently was elected a voting trustee of Columbia Pictures Corp., president of Joe Brandt, resigned, was present at the meeting.

At the meeting stockholders re-elected the following directors: Harry Cohn, Jack Cohn, Leo M. Blancke, Nathan Barkan, A. Schneider, S. Bornstein and J. Kerner.

Sam Katz Joins
Metro as Producer

Sam Katz, formerly with Paramount, is now a producer for Metro. Since his departure from Publix he has not been active.

Warners Sign Max
Reinhardt for Films

Max Reinhardt has signed a long term contract with Warners to produce pictures. His first will be “Midsummer Night’s Dream,” recently produced by him on the coast.

The signing was marked by plenty of interest among the tradesmen.
Glancing Everywhere in the Territory

PRESIDENT. James Clark, raconteur and leader of the Horlacher Delivery Service, Inc., is again the president of the National Film Carriers, Inc. He was re-elected at the Detroit meeting.

NEW SALESMAN. John Shaffer is selling for First Division in the local territory. He is a veteran in the business.

VINELAND KIDDIE SHOWS. Allan Rappaport, manager, Grand Theatre, Vineland, N. J., and district manager Everett Callow are responsible for the success of the kiddie show held at the house every Friday afternoon, starting at 4:30 and lasting one hour. Membership has reached the 800 figure in 3 weeks, each youngster signing and pledging membership. Local officials also address the body. The shot above shows them lined up before they went in to see “Dames,” from Warners. Rappaport and Callow also give free drinks at matinees.

AT THE LUCHESE LUNCHEON. Tony Lucchese, Charles Segall, Leonard Schlesinger, Al Boyd and Lewen Pizor were some of those seated on the dais October 8. (News Photo)

NOVEL BALLYHOO. Under the direction of Captain Earle Hammond, this float, plugging Paramount’s “The Scarlet Empress,” paraded the streets of Bethlehem. Al Boyd’s new Boyd Theatre may be seen in the background.

DOESN’T KNOW. Charlie Segall, president, MPTO, hasn’t made up his mind regarding his position on re-election to the leadership of that body.
WHY HAS MGM LED THE FIELD CONSISTENTLY FOR MANY YEARS?

IT IS NOT GUESSWORK — IT IS NOT ACCIDENTAL!

There are 4 Good Reasons for Metro’s Steady Stream of Box Office Hits—

1 — OUR OUTSTANDING STARS
2 — THE INDUSTRY’S GREATEST DIRECTORS
3 — WRITERS WHO KNOW WHAT THE SCREEN NEEDS
4 — A VETERAN ORGANIZATION OF MEN WHO KNOW HOW TO MAKE PICTURES FOR SHOWMEN

Look Over Metro for 1934-1935 . . .

Look at the line-up . . . compare stars—stories—directors—writers—personnel . . .

Judge Each Feature . . . see if you can’t make more money by extending your playing time—a good picture is worth all the time and effort placed behind it . . .

Think that over . . .

And now . . .

Take a long look at these reviews
**HIT AFTER HIT FROM MGM —**

**NOT ONLY A TRIUMPH BUT WORTHY OF EXTRA PLAYING TIME EVERYWHERE**

**PROTECT YOUR INVESTMENT WITH EXTRA DAYS**

**HERE'S WHAT FILM DAILY SAYS:**

SUPERLATIVES FOR "BARRETT'S"

The most glowing parade of superlatives bestowed on a film in years was marched out by the New York critics for "Barretts of Wimpole Street," M-G-M production, which opened Friday at the Capitol. Reviews were unanimously laudatory in the highest degree, and most of them were actually dizzy with adjectives.

YOURS FOR BIGGER BUSINESS,

**Bob Lynch**

**MGM**

**JUST ONE TRIUMPH AFTER ANOTHER!**
RACE BETWEEN MPTOA AND ALLIED DOESN'T HELP SITUATION

The national industry is now getting a not-so-pretty picture of the MPTOA and Allied in a race for more units so that a complete national coverage can be attained.

No one questions the advantages of having units in all parts of the country, if there were one national organization, but what advantages will be gained by having competitive units in all spots are not apparent.

If the two organizations learn to co-operate in matters of legislative, tax, etc., importance, perhaps the effect of one organization will be achieved in this respect.

That there is no chance of one single national organization of exhibitors is quite apparent. What may eventually result from this twin competition, however, doesn’t look any too happy. In many spots, the bodies will be weak in make-up because of split in membership, and in each case, where a combined front might effect relief, such a step will not be possible.

DRIVE AGAINST FILMS TAKES A NEW TURN

With the Legion of Decency passing from the front pages, although continuing its work as a force against unclean pictures, new bodies are coming to the fore, having for their purpose such standard platforms and principles as opposition to block bookings, etc. The Legion of Decency movement may be recorded as one of the few in the past few years which attained its goal. One of the reasons for this is because it was not sponsored by professional reformers.

Whether the new movements will be carried along on the same wave which helped the other is to be doubted. A reformer’s war is not always noteworthy for its sincerity.

It will be interesting to note.

NEWSREEL IMPROVEMENT SHOULD AID THE BOX OFFICE

Improvement in at least two newsreels, Metro and Fox, should be of aid to the box office. While it can hardly be expected that people will base their selection of an evening’s entertainment on a newsreel, still a higher type reel helps the surrounding program.

Fox makes the greatest change in its Movietone reel, with departmental idea predominant. Hearst Metrotone had a better snap, with the general idea the same as before.

With less moralizing and propaganda in the reels and a closer approach to the news ideas of the silent days, newsreels have a chance to come into their own. Both the Morro Castle and Lindbergh beats came at a good time and both added to the reputation of all the reels.

There is still room for improvement.

INDUSTRY AWAITS ADVENT OF NEW “TIME” IDEA

When “Time,” the news magazine, does anything, it produces a finished job. Announcement that “Time” is going into the short subject field with a type of dramatized newsreel should be greeted by all exhibitors everywhere.

Releasing arrangements are being set now and the new reel should break within the near future.

It can be said, without any further information, that what “Time” will present will be a credit to the field.

HOBART MANN.
**Delaware Body Quiet**

Independent Motion Picture Theatre Owners of Delaware and the Eastern Shore of Maryland seems headed for a quiet state this winter unless some larger problems than now faces them arises.

A. J. DeFiore, president, has found that the rural theatre men feel that it is too much of a tax upon them to hold monthly meetings that require them to travel long distances, as long as everything is going along smoothly.

DeFiore let it be known that this was not to be taken as any indication that the association was headed the "easiest way out."

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**Majestic Pictures Involved in Court Action**

Localities Prominent as New York City Case Is Filed

The local industry views with interest starting of a suit in New York City which involves members of the local film world.

Majestic Pictures Corporation has been served with a bill of complaint, in which an injunction as well as appointment of a receiver is asked. The complainant is Majestic Pictures, Inc., of which Anthony Lucchesi is president.

Bill of complaint charges that Herman Gluckman, while president of Majestic Pictures Corporation, caused Majestic Producing Corporation, to be formed, for the purpose of having it reap the benefits of the good will and distribution organization which Majestic Pictures Corporation had built up, at great expense. It further charges that the use of the name "Majestic" by this new company is illegal, and without the consent of all stockholders. The court is asked to appoint a receiver, and enjoin the use of the name and assets of Majestic Pictures Corporation by this new company.

Action was brought by Frank Fogel, Philadelphia attorney for the complainant, in association with the firm of Otterbourg, Steinleider and Honston, New York. When interviewed, Fogel stated that an examination of the books of the company disclosed many irregularities, and that the acts about which complaint is made are particularly reprehensible, because they took place when Lucchesi was seriously ill, away from his business and under constant care of physicians.

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**Who's Afraid of the Bold Bad Winter?**

Not New Jersey exhibitors because they know that New Jersey Messenger Service has made good its promises. Even in last year's terrific cold, not one exhibitor was inconvenienced and none had to worry. They knew their shipments were protected.

**Never a Missout Always on Time**

The record of New Jersey Messenger Service speaks for itself. Ask their customers what they think and there is only one answer. NEVER A MISSOUT. ALWAYS ON TIME. And when emergencies arise, New Jersey Messenger Service is on the job to take care of all problems.

---

**ONLY EXPERIENCE, PRIDE IN WORK AND REPUTATION INSURE . . . . PERFECTION**

It takes more than a lot of modern equipment to turn out a finished work. Only a plant with reputation, with years of fair dealing and good will behind it, with a record for accomplishing things can really serve. National Penn Printing Company not only has equipment that few theatrical printing shops in the country can equal, but it has the other above named advantages as well.

**Exhibitors Are Sold on Our Service**

No more need be said but that some of the exhibitors now being served by us have been on our books as long as we have been in business. And exhibitors who are being lined up daily by us testify, immediately, that the National Penn type of printing fits their every need. In this age of perfection and service, National Penn is in a position to guarantee not only speedy delivery but perfection performance.

**NATIONAL PENN PRINTING CO.**

1233 Vine Street, Philadelphia

OSCAR LIBROS  SIMON LIBROS  AL BLOFSO
Lady by Choice
(4010)
Successor to "Lady for a Day" looms as another important Columbia contribution and standing a good chance to touch grosses of the first picture. A hot dancer adopts an old woman as her mother for publicity purposes. What started as a stunt ends in a real friendship between the two with the stage mother trying to prevent the stage daughter from making a mess of things. Show is nicely handled, has all the elements that make for good box office. Estimate: Nice.

Love Time (505)
Nila Ar ther, Pat Patterson, Herbert Mundin, Harry Green, Harry A. Wat thall, Louise Littlefield, Henry Kahler, Roger Twichell, Herman Bing, Albert Conti, Georgia Coli ne.
Musical operetta romance type of story with a musical of teller's love for a woman of royal birth the central theme. He loses her later when the King decrees that she cannot marry him. Picture aims at something that it doesn't quite attain although it contains some pleasant music, lovely photographs and interesting performances. Show has no big names to sell although it is studded with feature players. Where they like light and airy musical romances, this will please. Estimate: Probably spotty.

365 Nights in Hollywood (514)
James Dunn, Alice Faye, Mitchell and Durrant, Frank Mettun, Grant Mitchell, John Quinlan, JohnBradford.
Familiar Hollywood background story that concentrates on an expose of fake movie schools, "365 Nights" has some names to sell, some good ensemble numbers and lots of comedy. While the show doesn't rise to any great heights, the inside stuff is of most importance. Dunn, as a fake school teacher who eventually does make good for the girl, is his usual self and there is good support, as well. Estimate: Program Hollywood stuff.

What Do You Think?
It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will attempt to cover every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.
By Your Leave
Family Comedy 79m.
Comedy of a wife and husband who decide to take week-end flings, "By Your Leave" is important because of the presence of Frank Morgan who cops the acting honors. Both the husband and wife find out that their love is the true love and attempt at sowing wild oats is something other than they had imagined it to be. Picture is well cast and where they don't demand names will be accepted as a breezy comedy.
Estimate: Some laughs.

The Gay Divorcee (505)
Family Musical 106m.
Fred Astaire, Ginger Rogers, Edward Everett Horton, Kirk Rhoades, Eric Blore...
Well produced musical comedy with considerable emphasis on the comedy and dances that should turn in a satisfactory gross in most spots. Picture is in the hands of capable comedians with the result more than satisfying. In addition, a new dance, the Continental, can be sold as was the Carioca. Production, costumes, etc., are first rate. Plot doesn't amount to much but doesn't get in the way.
Estimate: Ace musical.

Wednesday's Child (510)
Family Drama 70m.
Edward Arnold, Karen Morley, Shirley Grey, Frank Thomas, Sr., David Durand, Paul Stanton, Robert Shayne.
Study of an 11-year-old child who finds himself caught between father and mother when divorce enters the picture, "Wednesday's Child" has angles to sell but lacks marquee lustre. The problem it presents will hit home in a lot of spots, but unfortunately is of such nature that some audiences will disagree right from the start. Frankie Thomas is the child in question, a new name, and turns in a fair performance. Otherwise, picture has little that is outstanding.
Estimate: To be sold.

The Private Life of Don Juan
Romantic Drama 89m.
Douglas Fairbanks, Marie Doro, Benita Hume, Rinnie Barns, Owen Narey, Gina Malo, Heather Thatcher, Charles Allister, Lawrence Grossmith, Gibson Gowland.
Produced as a spectacular with all the resources of London Films behind it, Doug Fairbanks' return to the screen finds a glamorous production to sell. Production division surrounds story and individual characterizations, which may affect the grosses. Fairbanks is again Don Juan, brought back into action when he is being ridiculously characterized in the United States. Fairbanks allows for introduction of many women and some of Fairbanks' athletic cavorting. At a big attraction for showmen, it has immense possibilities. Fairbanks' absence from the screen will not help, though.
Estimate: Plenty to sell.

Transatlantic Merry-Go-Round
Mystery with Songs 90m.
Jack Bovey, Norma Carroll, Grace Raymond, Sue Eugene, Blackmer, Folty Morgon, Sam Hardy, Shirley Grey, Milt Green, Frank Parker, William Boyd, Jean Sargent, Paul Stanton, Robert Elliot.
With the cast studded with air and screen names, a story which combines murder mystery with musical comedy and the atmosphere of a transatlanticliner, showmen won't have to worry on angles with which to sell this entrant. If the whole idea doesn't seem to fit part of the way it won't be noticed because the audience will have plenty to hold its attention until the plot starts to move smoothly. Cast offers tie-up opportunities. In short, show ought to get the money.
Estimate: Big possibilities.

We Live Again
Adult Drama 84m.
Anna Sten, Fredric March, C. Aubrey Smith, Jane Baxter, Mary Forbes, Jessie Ralph, Sam Jaffe, Fritzi Digby, Cecil Cunningham, Morgan Wallace, Edgar Norton, Dale Potter.
*Resurrection* of the Tolstoi classic in new guise, comes to the screen as a worthy addition to the list of high rating class productions. Thanks to the Reuben Mamoulian direction, the playing of Sten and March and some excellent choral work, show should be an important picture to the box office. Picture, however, may be restricted to certain classes although it contains everything smart showmen need to attract trade. Goldwyn has given the picture plenty of support in the matter of setting a etc., with the result that the new version tops all before.
Estimate: Impressive.

The Firebird
Adult Mystery 65m.
Veree Teasdale, Ricardo Cortez, Lionel Atwill, C. Aubrey Smith, Dorothy Tree, Russell Hatto, Frances de Luce, Helen Treholome, Hobart Cavanaugh, Robert Barrat.
Interesting entertainment with a mystery background but light on names. "The Firebird" will have to be sold all the way. Folks will be more than satisfied once they come in. Mother has been mixed in with the mystery murder motif with a satisfactory cast turning in some competent performances. Moral of problems of modern youth is also introduced.
Estimate: Well done.
The very Pick of the New Independent Crop... CLASSED as MAJOR productions by ALL Reviewers!

WE HAVE PRINTS ready for screening
COME IN and SEE THEM

9 MORE GUARANTEED

- "THE PERFECT CLUE"
- "SAY IT WITH FLOWERS"
- "STRANDED YOUTH"
- "SECRET AGENT 'X'"
- "A BACHELOR'S ESTABLISHMENT"
- "THUNDER IN THE STREETS"
- "ENSLAVED"
- "MOTHERS OF THE WORLD"
- "THE MAN MARKET"

COLLEEN MOORE
in
"THE SCARLET LETTER"
with
HARDIE ALBRIGHT
Directed by ROBERT VINGOLA
A Majestic SPECIAL

BOX OFFICE—"Capable direction gives an old classic modern appeal... a credit to independent production."

HOLLYWOOD FILMOGRAPH—
"A real bet for any exhibitor... definitely in the major class..."

MOTION PICTURE DAILY—"All the earmarks of a major production... able to stand alone on any bill. All performances good."

PHOTOPLAY—"Moves with dignified tempo... background authentic... spirit of times maintained to the letter."

MOTION PICTURE HERALD—"Atmosphere faithfully reflects Hawthorne's story... picture has showmanship values."

SHOWMEN'S ROUND TABLE—
"Fine entertainment... picture faithfully done... Moore-Albright excel... Welcome relief from modern sophisticated stories."

VARIETY DAILY—"Competent cast... picture makes strong bid for box office attention... wisely larded with farcical humor."

FIRST 3 OF M

Oct 15' 34 pg. 24

MASTERPIECE FILM ATTRACTIONS, Inc.
"NIGHT ALARM"
SPECTACULAR FIRE THRILLER
with
BRUCE CABOT - JUDITH ALLEN - H. B. WARNER
Directed by SPENCER BENNETT
A Majestic SPECIAL

SHOWMEN'S ROUND TABLE—
"Good acting, splendid direction, beautiful photography . . .
big variety of sets . . . Music entrancing . . . film has all
thrills."

BOX OFFICE—"Fast moving fire story . . . brim full of
thrills and action. Exceptionally well produced . . . A credit to the independent field . . . Bruce
Cabot does well . . . Judith Allen is easy on the optics. Fire
Sequences the real stuff."

MOTION PICTURE HERALD—" Plenty of poten¬
tial show¬
manship . . . also entertainment with romance, drama, comedy,
action and the thrill of spectacular fires . . . of unusual interest
to both adults and children."

VARIETY DAILY—"Chock full of thrills . . . above the
average independent . . . love interest offsets the thrill angles . . . Cabot and Allen turn in
registering performances . . . Fuzzy Knight screamingly funny."

THE BILLBOARD—"Packed with thrills . . ."

"SHE HAD TO CHOOSE"
COMEDY DRAMA WITH MUSIC
with
LARRY "BUSTER" CRABBE and ISABEL JEWELL
Directed by RALPH CEDER
A Majestic PICTURE

THE BILLBOARD—"A dandy program picture for
the entire family . . . Will please almost any type . . ."

MOTION PICTURE HERALD—"One of the poten¬
tial showmanship features . . . is a choral musical number . . .
Climax works out in a whirlwind of action with a surprise
punch . . ."

BOX OFFICE—"Definitely proves a simple down-to¬
earth story can be made highly enter¬
taining through treatment, settings and excellent direction . . ."

VARIETY DAILY—"Good direction and first class
entertainment . . . Excellent per¬
formances . . . ample laughs . . . well produced . . ."

MOTION PICTURE DAILY—" Worth while program attrac¬
tion appealing to family audiences . . . Ceder's direction skil¬
fully blends romance, drama, comedy."

SHOWMEN'S ROUND TABLE—
"A picture the average patron will love . . . loaded with amus¬
ing situations . . . abundance of good scenes, a lively, clean
romance . . ."

Oct '34 pg. 25
Smash Campaigns Lift Norristown Grosses

David R. Sablosky, at the Norris Amusement Company Norris, Grand and Garrick Theatres, Norristown, has started off his new season with a terrific bang and has kept up the good work since.

A special 8-page section in the leading daily plugged coming attractions, was full of institutional copy and ads, indicating what the home folks were to see, contained messages from Hollywood stars, including Conestoga wagon, tallyho, from 1893 up, with cars parked near the theatre; a Century and a Half of Progress exhibit in the lobby with big institutional tieups from leading companies, the idea being to show how the world moves on; broadcasting; plenty of one sheets, 24 sheets, 3 sheets, window cards, heralds, all heralding the attraction and the county's anniversary.

For “Treasure Island,” Dave arranged a treasure hunt with merchants tieups which got 4,000 men, women and children out to look for the treasure. Business men benefited through arrangement of the hunt. Windows throughout town plugged the attraction. Heralds, ships in packages containing bread, full page ads, magazine deliveries, covert aids. Dailies gave front page stories as well.

There were a lot of details, too numerous to mention here, but it can be said that the results must have been terrific, thanks to a lot of sense in exploiting the picture.

Theatre Score Board

Score board was used at Loew’s Regent Theatre, Harrisburg, during the World Series, to exploit the current picture, “Death On the Diamond.”

Believed the only theatre manager in the country to have taken advantage of the exploitation possibilities offered by the World Series in this manner, Loew’s pilot, Sam Gilman, personally directed operation of the board with his assistant, Bob Etchberger, equipped with ear phones, doing the heavy work.

A loud-speaking radio gave accounts of the games while Bob, assisted by several ushers, operated the board which Manager Gilman was fortunate enough to obtain gratis through the kind efforts of The Harrisburgh Telegraph, daily Harrisburg newspaper.

Cohen Gag Again

Barney Cohen, Benson manager, who used to be called the terror of Market Street because of his bum gags, is living up to his reputation. He submits this:

Scene: A barber shop.
George Sobel: “Hello, Barney—how’s it?”
Barney: “Hi-George, okeh.”
George: “How’s business in Siberia?”
Barney: “Not bad, still getting it on the line every week.”
George: “Say, I understand Moe Goodman is out there. How is the Benn doing? I guess Moe keeps you stepping.”
Barney: “IS THE BENN OPEN?”

“Gentleman” in Harrisburg

Sam Gilman, manager, Regent Theatre, Harrisburg, put over a number of effective stunts which attracted considerable attention for the opening of “The Last Gentleman.”

A few days before the opening, local newspapers gave the attraction a number of breaks; with stories and photos and the Telegraph ran a classified ad contest which kept “The Last Gentleman” before its readers during the entire engagement. In the local Studebaker car parade, Gilman had a sound truck bannered. Murphy store distributed 15,000 imprinted napkins, had their employees wear special silk badges plugging “The Last Gentleman” and devoted an entire window to an attractive display.

Graver’s Shirley

Larry Graver, manager, Stanley-Warner’s Stanley Theatre, arranged a Shirley Temple contest in conjunction with Gimbel’s and WLP. Idea was that the winner should be closest to Shirley Temple. Eventually they selected one of the girls but Larry had to run for dear life after the other irate mothers got after him.

“World Today” Ends

Unable to arouse sufficient interest in the “World Today” series of motion pictures, first of which was presented at the Majestic, Harrisburg, September 15, Herbert Y. McMullen, New York City, announced last week that the plan had been abandoned.

McMullen, obtaining the cooperation of C. Floyd Hopkins, Wilmer and Vincent head in Harrisburg, had worked industrially for more than a month to create interest in the programs, designed especially for the entertainment and education of children. It had been intended to give a series of ten Saturday morning programs. Course tickets for children or adults were sold for the series.

Using Series

George Jones, Loew’s, Wilmington, had a large sign 21 by five feet placed over the World Series score board of the News-Journal office, which was seen by thousands who watched the board. Ballyhoo was for “Outcast Lady.”

“Dames” in Mt. Carmel

A novel and clever exploitation stunt to put across the song numbers in “Dames” was devised by J. L. Thomas, State Theatre, Mt. Carmel. Thomas promoted a street car for three hours each day for three days before the opening and filled it with girls. Street car itself was bannered with “Dames” theatre name and play date, plus the usual picture and co-operative copy. As the street car went through the streets of Mt. Carmel, the girls who filled the car all sang “Dames” and “Eyes For You,” two of the hit numbers from the show.

Tootsie Rolls

Tootsie rolls, from the Frankie Darro Picture Stamp Club and Mascot pictures were sent into this office. It seems the Frankie Darro members like tootsie rolls best.
The Philadelphia Exhibitor

The Count of Monte Cristo” caught the popular fancy and clicked off a nice run at the Aldine. It received tremendous word of mouth boosting after the opening. It had both class and mass appeal.

Aldine is cashing in on the previous Arliss “Death on the Diamond” proved to be a film that caught the “The Count of Monte Cristo.” Harry Goldberg

By the Aldine. It received tremendous word popular fancy and clicked off a nice run at the downtown section of the city were confronted with a herald on “Ladies Should Listen.” In the form of a collage for the phone transmitters. It was Marty (Karlton) Goldenberg’s idea.

Manager Murdock (Stanley, Camden) had treasure hunters scrambling for $50 in a tie-up with the Sears Robuck store across the river. Coin was buried in a lot near the store. Plenty of newspaper publicity for “Treasure Island,” of course.

Irv Blumberg (Victoria) staged one of the newest exploitation stunts on “Treasure Island.” He had a float on the street with a cameraman taking shots of youngsters coming out of various schools. The kiddies were invited to come to the theatre and see themselves in the movies.

Score another for the Blumberg boys—brother Ben (Broadway) set an all time record for youngsters at a Saturday matinee when he played The Beery-Cooper film. Nearly 5,000 children were on hand when the projectionists started the film.

Iz Wiernik (Sedgwick) sponsored a gala week’s celebration in honor of the sixth anniversary of the theatre recently. All the local merchants installed congratulatory windows.

Maurice Gable (Palace) is the golf champ of the Warner Club. He captured the crown with a nice round in a half gale at Valley Forge, October 7. Wonder what he’s going to do with a decanter and a half dozen glasses?

Lindbergh Tieup

Person who forecasts with the greatest accuracy the fate of the accused recipient of the Lindbergh ransom money, will be paid $10 by the management of the Victoria Theatre, Harrisburg, according to the terms of a stunt announced by Manager Girard Wollaston during the showing of “The Last Gentleman.”

“We Doubt That You Can Keep This One” was the sub-title on the handbills, the text of which follows:

“We’re going to ask you to do something for us . . . but we doubt that you will do it.

“When you see George Arliss in ‘The Last Gentleman’ at Loew’s, you are going to be surprised and emotionally shocked by the unusual climax of the story. George Arliss contrives a scene that you’ve never viewed on any screen before. A tricky, cunning, startling idea, etc.”

You Read What They Tried to Do to Schoolboy Rowe?—see a picture as true as the news!”

Huffman’s window display dramatizing the caustic pens of Ben Hecht and Charles MacArthur, authors of “Crime Without Passion,” was unique. It consisted of a giant compo-board pen from which water dripped into a pan of dry ice, giving the effect of steam. It was on view in a prominent stationery store window. The invisible ink stunt was worked with the heralds used on the film, tying up Claude Rains with his previous screen role in the “Invisible Man.” A little heat applied to the lemon juice “head” of Rains brought it into view.

Users of phone booths in the downtown section of the city were confronted with a herald on “Ladies Should Listen.” In the form of a collage for the phone transmitters. It was Marty (Karlton) Goldenberg’s idea.

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Maurice Gable (Palace) is the golf champ of the Warner Club. He captured the crown with a nice round in a half gale at Valley Forge, October 7. Wonder what he’s going to do with a decanter and a half dozen glasses?

Lindbergh Tieup

Person who forecasts with the greatest accuracy the fate of the accused recipient of the Lindbergh ransom money, will be paid $10 by the management of the Victoria Theatre, Harrisburg, according to the terms of a stunt announced by Manager Girard Wollaston during the showing of “The Last Gentleman.”

“We Doubt That You Can Keep This One” was the sub-title on the handbills, the text of which follows:

“We’re going to ask you to do something for us . . . but we doubt that you will do it.

“When you see George Arliss in ‘The Last Gentleman’ at Loew’s, you are going to be surprised and emotionally shocked by the unusual climax of the story. George Arliss contrives a scene that you’ve never viewed on any screen before. A tricky, cunning, startling idea, etc.”

You Read What They Tried to Do to Schoolboy Rowe?—see a picture as true as the news!”

Huffman’s window display dramatizing the caustic pens of Ben Hecht and Charles MacArthur, authors of “Crime Without Passion,” was unique. It consisted of a giant compo-board pen from which water dripped into a pan of dry ice, giving the effect of steam. It was on view in a prominent stationery store window. The invisible ink stunt was worked with the heralds used on the film, tying up Claude Rains with his previous screen role in the “Invisible Man.” A little heat applied to the lemon juice “head” of Rains brought it into view.

Users of phone booths in the downtown section of the city were confronted with a herald on “Ladies Should Listen.” In the form of a collage for the phone transmitters. It was Marty (Karlton) Goldenberg’s idea.

Manager Murdock (Stanley, Camden) had treasure hunters scrambling for $50 in a tie-up with the Sears Robuck store across the river. Coin was buried in a lot near the store. Plenty of newspaper publicity for “Treasure Island,” of course.

Irv Blumberg (Victoria) staged one of the newest exploitation stunts on “Treasure Island.” He had a float on the street with a cameraman taking shots of youngsters coming out of various schools. The kiddies were invited to come to the theatre and see themselves in the movies.

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6th Annual Golf Tournament Recorded as Greatest in Philadelphia History

Affair Sponsored by "THE EXHIBITOR" Attracts Filmmen from All Parts of East—Lulu Event Social Highlight—Important Executives Present

The 1934 golf tourney and dinner dance, held at Lulu Country Club, under the auspices of The Exhibitor, October 12, can now be recorded as the ace in a series of six.

From the first tee down to Home Sweet Home, the affair ran off smoothly, attracted a crowd of 250 and was a social and friendship success.

With golf in the afternoon and the dinner dance in the evening, the affair was a complete round of good fellowship and sociability.

Vince Center, the local district, New York, Washington and other territories contributed entrants and attendants.

SIDELIGHTS

M. E. Comerford couldn't make it, a bad cold holding him up. Ditto M. B. Johnny Roberts was down though.


The big hit of the evening was Louis Nizer's toastmastering. He scored with every sentence and with the assistance of the whistle and hammer idea, checking windy speakers, he kept the assembly in constant uproar.

The evening was started off by Jules Levy who introduced Jay Emanuel, who introduced "Louis Nizer". Other talks were contributed by David Barrist, Charles Segall, Walter Vincent, Sam Saxe, Jules Levy, Joseph Bernhard, Eddie McEvoy, Charlie Einfeld, Harvey Day, Jack Greenberg, Harry M. Warner, Percy Bloch and others. Barrist, Segall, Vincent, Levy were interrupted by the bell.

Especially social during the evening Harry Weingarten, Baltimore, Henderson, Bill Clark, Frank Fogel, Earle Sweigert, Harry Dembow, Jim Clark, Allen Benn and females.

Mr. and Mrs. Al Blofson came in a bit tardy as did a few others and enjoyed themselves immensely.

All the girls liked Louis Nizer's curly hair.

Hillary Brown, ASCAP, won a prize, and the exhibitors didn't say a word.

Eddie Sherman and Harry Biben were both happy. The affair didn't call for any acts to be borrowed.

Whoever thought of ice cream on the menu picked out the wrong night. It was 35° outside and just a bit warmer inside.

Al Davis was determined to do the Caricola. Charlie Zagrans, who is an RKGer, had more right to because he sold the picture.

Mr. and Mrs. Ted Sullivan, from New York, enjoyed themselves.

Jimmie Cron, another trade paper fellow, also had a good time.

The Blumbergs, Harry and Ben, listened intently to the words on the patent situation.

The prizes drew immense attention. A lot of the folks went on to Pittsburgh for the Variety Club tourney.

Visitors came from New York City, Washington, Baltimore, upstate and other parts.

Ross Federal Service apparently could have gotten a lot of business checking golf courses.

When Dorothy Dennis won her china set, everyone applauded. Ditto Miss Schiffman on the glassware.

Lew Pikor and daughter had a glad time of it, and so did everyone, in fact.

Joe Hebrrew, Ted Schlanger couldn't make it. Wrote in and sent regrets.

THE WINNERS

Prizes Won By

M. E. Comerford, Chest of Silver.............Johnny Bachman

Ed Depinet, Electric Mixmaster.............Hillary Brown

Horlacher, Silver Cocktail Set..............John Monroe

Phil Reisman, Large Silver Tray.............Ray Silverstein

Warner Pictures, Silver Clothes Brush......Jim Clark

Al Lichtman, Silver Tray.................Jack Greenberg

Harry Thomas, Onyx Desk Set and Clock.....George Lesby

Harry M. Warner, Silver Cup.............Jules Levy

Jimmy Grainger, Silver Percolator Set........Harry Weiner

John Golder, Liberty Electric Clock........Eddie Sherman

Bob Lynch, Silver Tray..................Eddie McEvoy

On Patents

Harry M. Warner, speaking at the golf tourney, touched briefly on the Fox victory in the patents case. While he did not make any personal references, he said the future would be a serious one for exhibitors unless there were some new developments.

He even predicted changes in the present sound set-up were possible.

RCA Photophone, Radio Set. Jack McFadden Masterpiece, Book Ends........Mitchell May

Harvey Day-Terry Toons, Cocktail Set............Lou Segall

John Clark, Silver Glass Beverage Set........Percy Bloch

William V. Vincent, Beverage Set.............William Wolf

Rossa Federal, Hors D’Oeuvre Dish..........Paul Greenhalgh

Gaumont British, Bronze Figure Lamp........S. Charles Einfeld

Carl Laemmle, Electric Clock.................Harvey Day

Warner Theatres Club, Bag..................Oscar Neufeld

Western Electric, Golf Bag.................J. Victor Duffy

Jules Levy, Toastmaster Set.............George Schwartz

National Theatre Supply, Vegetable Dish.......Al Levy

Lou Appell, Cracker and Cheese Dish........Eddie Sherman

Monogram Pictures, Golf Balls............Al Davis

Columbia Pictures, Clock..................Milton Rogneser

New Jersey Messenger, Silver Humidor......Harry M. Warner

Apex Garage, (10) Car Washes..............Harry Biben

National Screen Service, Bronze Figure Lamp....Dave Milgram

Wrote in and sent regrets.

Quality Premium Distributors, Bronze Figure Lamp............George Schwartz

Glass Set........................Miss Dennis

Streamer Ad Service, Diner Set..............Mrs. Shipman

THE EXHIBITOR, Booby Prize.............Murray Beier

Improper Films Hit

Members of Methodist congregations whose pastors belong to the Harrisburg Methodist Ministerial Association are urged to refrain from attending improper motion pictures in a resolution adopted by the association on October 8 at a meeting in the West Fairview Methodist Church. The resolution stated:

"Be it resolved that the Harrisburg Methodist Ministerial Association go on record as being in hearty sympathy with every movement to bring real reform in the motion picture industry.

"And be it further resolved that we urge our people to refrain from attending all pictures which are in any way unwholesome."
HERE THEY ARE BEFORE THE GOLFING FUN STARTED. Top, left to right: Earle Sweigert, Ben Fertel, Jesse Douglas, Charlie Zagrans; George Schwar; Salem E. Applegate, Jeff Davis, Jack Ungerfeld; (seated) S. Charles Einfeld, Al Levy, Mitchell May, Harry M. Warner, (standing) J. Hazen, Sam Saxe, Manheimer, Charlie Segall.


Below, left to right: Sam Lefko, Herbert Hustler, Frank Fogel, Allen Benn; J. Victor Duffy, William Wolf, Jack McFadden, Joe Schaeffer; Hillary Brow; Frank Glenn, Walter Stuemphi, Milton Rogasner.

Below, left to right: Paul Greenhalgh, Larry Daily, J. A. Kraker, Ted Sullivan, Oscar Neufeld, Al Davis; Edgar Harrny, Joe Leon, Edward Sherman, Har; Biben; Murray Beier, Stanley Hathen, Charlie Donahue, Sam Schwartz.
State Exhibs Help

Motion picture division of the Federal Housing Administration is receiving letters from many exhibitors expressing an interest in the Better Housing programs, and not only offering co-operation but making valuable suggestions. H. M. Meeker, manager, Hamilton Theatre, Allentown, writes:

"I deem it my duty to aid every movement by my government for the purpose of helping the people of this community, and I am always at your call. I am very much interested in this program, and hope I may be of service to you at any time you may request."

Frederick Leopold, proprietor and manager, Locust Theatre, Philadelphia, was so enthused over the Better Housing movement that he prepared a sample trailer which he suggested be distributed to exhibitors. This copy he sent to the Federal Housing Administration.

Chesterfield Stars Second

George R. Batcheler has started shooting "The World Accuses," from an original story by Charles Belden.

Vivienne Tobin has been signed for the featured role for this production. Following well-known players will support Miss Tobin: Russell Hopton, Dickie Moore and Cora Sue Collins, two of Hollywood's most famous screen children; Jameson Thomas, Harold Huber, Mary Carr, Barbara Bedford, Robert Elliot, Bryant Washburn, Jane Keckley, Paul Fix, Sarah Edwards, Robert Fraser, Lloyd Ingraham, Robert O'Farrell.

Allied's Plan

Allied States Association, in a bulletin, says:

Independent exhibitor associations should concentrate on three points:

A congressional investigation of the code.

A modification of the copyright law regarding ASCAP.

Enactment of an anti-block booking law.

S Sentry Serviced SAFETY CONTROL

Many theatre owners weigh the matter of Safety as it suits them. PLAINLY THIS IS ALL WRONG. In Safety there is no half-way measure with the Public. The Public would not consider it safe if you decide to do without a Serviced Safety Device on your projectors. The Public would think with horror if you tried to economize by buying Safety equipment without a service, and the fact that, in your theatre, the Public has not yet inquired as to the measure of Safety that you are giving them—THAT DOES NOT MEAN THAT THEY CAN BE DECEIVED.

Sentry Safety Controls Listed as Standard by National Fire Underwriters Laboratories
HOOT GIBSON
DARE-DEVIL HERO OF 20 MILLION FANS

THE SUPREME ACHIEVEMENT
IN ACTION DRAMA

THRILLING OUTDOOR CLASSICS

Produced for America's Finest Theatres
MAJOR ATTRACTIONS THAT SET THE PACE
FOR QUALITY AND ENTERTAINMENT

"SIERRA NEVADA"
"SUNSET RANGE"
"TOMBSTONE KID"
"OH, SUZANNA"

The World's Leading Independent
FIRST DIVISION EXCHANGES, Inc.
HARRY H. THOMAS, President
EXECUTIVE OFFICES: RADIO CITY, N. Y.

Branches in
PITTSBURGH  LOUISVILLE  NEW HAVEN
NEW YORK  BUFFALO  ATLANTA
ALBANY  CLEVELAND  WASHINGTON
BOSTON  CHARLOTTE  CINCINNATI
PHILADELPHIA  DETROIT  NEW ORLEANS

Franchises available for all territories not covered by above offices
NEW FACES. Will Mahoney, Billy Gilbert, Vince Barnett, Tom Patricola are in Educational shorts.

Heard In

WILMINGTON

Ball Games
Big Hit

Warner Brothers’ theatres Wilmington, showed box scores of the World Series, a flash light being thrown on the board between innings for the benefit of the audiences in all of the theatres, an idea of Jack Mulhall, district manager.

Morty Levine, Grand, found the kiddies made so much noise Saturday that he had to shift his score board to the front of the theatre.

Martin Pragg, assistant, Grand, was keeping a check on the series scores in the office, and right in front of him was another score board. He had charge of showing the amount of space given each theatre of the city by the “Journal-Evening” and the “Morning News,” apparently for “ammunition” in the theatre-news paper war.

Dwight VanMetre has acclimated himself to the Aldine.

Jack Kelleher is the electrician and stage manager at the Aldine.

Al Wilson is his assistant.

E. I. Lewis, new manager, Queen, has a number of irons in the fire.

Jimmy Kearney is as prosperous looking as ever.

George Jones, Loew manager, moving to a New Haven deluxer, got no tearful farewell from the Warner boys.

Lew Black, Arcadia, had the ballyhoo truck out, and several good window and advertisement tie-ups for “Cleopatra.”

W. R. McClintock, assistant, has brightened up the two rest rooms, and has given a lounge to the men’s room which was badly needed.

William Penn Frank started his column off “under the guns” of the Theatre-newspaper warfare and got a chance to devote a third of a column to one of his one time ‘little theatre’ ideals. “Bill” used to write for THE EXHIBITOR.

Neighborhood theatres, some of whom never get readers, shared in the final round up of the readers when they were cut down to a paragraph in local papers.

A. B. Schindler, manager, Avenue, got a cut of his house, two column head, and story about his improvements, including RCA High Fidelity system.


Leonard Howard, office man for the Arcadia now, seems to be getting a good break now.

George Sapna, young usher with an unusually pleasing personality, seems to be the official greeter in the Aldine now.

Joe DeFiore is taking things a little quieter now after a strenuous summer.

Al Williams, projectionist nabob, is waiting to find out how A. J. Belair, new Rialto manager, made out with his NRA appeal.

“Cleopatra” trailer at the Stanley, Chester, was accompanied by organ solo “Song of the Nile” and burning incense. Manager T. A. Mangan’s tribute to the lady’s famous nose, maybe.

Warner’s State, Chester, repainting.

Dwight Van Meter, from Atlantic City Boardwalk house Virginia by way of Wilmington’s Arcadia, to Wilmington’s Aldine.

Vaudeville at this house well received by the neighborhood.

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Vaudeville at this house well received by the town after several years’ lapse.

Ballyhoo for “Six-Day Bike Rider” included stationary peddlers on the marquee, with prize guessing contest on mileage.

E. I. Lewis at the Queen after ten years in the wide open spaces of St. Louis.

Kid Millions. The new Eddie Cantor-Sam Goldwyn production has Ethel Merman in the cast. UA distributes.
THANKS BOYS...

Thanks for your sincerity and your turnout at the Luncheon given me October 8th.

A sincere wish deserves the same spirit in response. Therefore, I pledge all my resources and those of the Gold Medal-Majestic Exchanges to deliver you showmanship pictures during 1934-1935.

I promise that the many years of experience that I have had in this field shall be devoted toward one purpose, one goal...

Good Pictures, Fair Dealing and Prosperity to All

A. LUCCHES
GOLD MEDAL FILM CO.
MAJESTIC PICTURES, Inc.
1236 VINE STREET
PHILADELPHIA
Hollywood, Atlantic City, Building Triumph

Ultra Modern Features Combined in Shore Cinema Palace

Opening of the Hollywood Theatre, Atlantic City, the end of this month adds another ultra-modern house to this district's list.

The theatre, operated by the Hollywood Amusement Corporation, with Harry Waxman general manager, assisted by Jack Waxman, will have 1200 seats and contain features not seen in any theatre in the country.

Air conditioned throughout, the house will stagger its seats and introduce a new feature, love seats. The seats, to hold two people, will be 350 in number and are patented by Waxman. They are being constructed by American Seating Company and will probably be a sensation in the trade.

An air cooling system which is one of the most modern in the field has been installed. The marquee is said to be the largest in the country. There are five rows of 2 size letters, 4x5 feet. Three rows of neon and three rows of lamps are included. Apex Sign made the sign.

David Supowitz was the architect on the job and he did a swell job of things.

The mezzanine balcony is of immense size with love seats around a centre column. 11 doors. An effect machine is included. The interior of the theatre has been constructed from the newest materials and metals so that to clean it will be a simple proposition.

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The Heywood and Textile Company, are all said to be present to clean the job.

Ornamental plaster is from Miller Studios, carpets from Snellenberg.

A large artesian well, 91 feet down was dug, with 325 gallons a minute being used in the air conditioning system. The heating system, from American Heating and Ventilating as well, is modern and the last word.

Waxman estimates the cost of the job at $15,000. There is no question but that the theatre is one of the biggest to be introduced in the last few years and it will be a worthy addition to the shore's theatrical acquisitions.

House, on picture policy at first, will open the end of the month. A civic gala opening is being arranged with many film men in attendance.

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.


State of Pennsylvania, County of Philadelphia, ss.—Before me, a duly commissioned, I, Jay Emanuel, 219 North Broad Street, Philadelphia, do solemnly swear (or affirm) that, to the best of my knowledge and belief, the statements in the following paragraphs, is a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, 1934, to wit:—

1. That the names of the publishers, managing editor are—Jay Emanuel Publications, Inc., 219 North Broad Street, Philadelphia, Pa.

2. That the owners are—Jay Emanuel, 219 North Broad Street, Philadelphia.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent, or more of the total amount of bonds, mortgages, or other securities are—Belle Emanuel, 5219 Wynnewood Avenue, Philadelphia; Joseph Birmingham, 219 North Broad Street, Philadelphia.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in those cases when the stockholders or security holder apposes upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders or security holders who do not appear upon the books of the company as trustees, held stock and securities in the company other than that of a bona fide owner; and this affiant has no reason to believe that any interest divided or indied in the said stock, bonds, or other securities than as so stated by her.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is—(This information is required from daily publications only).—Jay Emanuel, Publisher.

Sworn to and subscribed before me this 8th day of October, 1934.

(Jay Emanuel, Publisher.)

(Signed) HARRY COHEN.

PHILADELPHIA EXHIBITOR

Ultra Modern Features Combined in Shore Cinema Palace

Boycott Front Still Silent; Exhibs Mark Time

Philadelphia Zone Remains Single Total Ban Spot

The boycott on all motion picture theatres continues in the Philadelphia zone and there have been no new developments.

That, in brief, is a review of the Catholic ban situation.

From time to time, a member of the Catholic clergy in an address, praises the boycott but from the exhibition faction nothing is heard.

The Cardinal Dougherty district remains the lone complete boycott territory of the borough.

While adult business is generally little affected, kid business, Saturday matinees, is off.

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(Signed) HARRY COHEN.
Bill Mansell, Warner manager, has one of the best picks his company has yet released in that for "Big Hearted Herbert." Idea uses Warner stars plugging the picture on location. It is very effective.

Gustave G. Amsterdam, son of Ben Amsterdam, Atlantic Theatres, Inc., operator, is now associated with Sundheim-Folz and Sundheim, legal firm. News of his connection brought much commendation to him from his friends in the trade.

Harry Perelman, Dave Barrist, Ray Schwartz, Herb Elliott, Morris Wax, Milton Roganer, Harry Rush, Dave Milgram, Martin Ellis, Harry Freed are some of the exhibitors present in the day and date advertising deal arranged by John Golder, Hollywood, for "Take the Stand." 18 joined in the first run advertising proposition.

Erasmus Schafer, former manager Victor, Allen town, committed suicide recently.

Johnny Eckhardt, veteran Stanley Company manager, who died in New York City hospital recently, was a real veteran. He worked for W. C. Hunt at Wildwood recently. He was well known in sporting circles.

Sam Hochfield is selling for Masterpiece, replacing Joe Singer, who went with Gaultmont British.

William Porter is in the active film distribution end, as booker for Gold Medal. He has entered upon his new duties and exhibitors will be pleased to learn of his new location. Since his departure from the booking field, when he was with Tiffany, he has had an allied business, but will now devote his time to Gold Medal booking. The William Z. Porter service will be continued by his wife.

George P. Aarons, MEPA secretary, has addresses scheduled in Mahanoy City before the Rotary Club. Then he is in Allentown. Dates aren't set yet. Aarons is quite experienced in talking to community groups.

Fox office, deluged by business, says no bookings will be taken after 4 P.M.

Dave Barrist is handling the former Warner aides, are the Warner aides.

Captain Earle Hammond, the bally expert, has two new floats working around. One is on "The Scarlet Empress," with the captain playing the part of a Russian count and the other is on "Peck's Bad Boy." In the latter Hammond is not the bad boy. Both are available for leasing.

J. Becker, demon impresario of Apex Garage, has his assistants all attired in striking new uniforms. They are the classiest looking crew on the street. Just another sample of Apex service.

NEW SEASON STUFF. Anna Sten, UA-Goldwyn star, visits Boulder Dam, Ethel Merman of "Kid Millions," poses for her picture and Anna Sten and Fredric March are seen in "We Live Again," all UA stuff.

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Herb Bloomfield is now a layout aid at National Penn Printing Company.

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Fire Prevention Week in the exchanges found fire drills and plenty of inspection. A prize is awarded annually to the cleanest exchange.

M. J. Given is handling the former Herb Becker as Action Pictures. The exchange is distributing the James Oliver Curwood series of action pictures, first of which is "The Fighting Trooper." Second is "The Northern Frontier." Al Bloksen and the Libros brothers, Oscar and Simon, opine that the best way to sell the fall hit attractions is to make use of the facilities of National Penn Printing. There is no medium as important and powerful as the printed word, they claim.

There are many new colors, as handsome as ever.

Looks like there are a lot of romances blooming on the street between bachelors and girls in the exchanges.

Goldberg In Drive

Harry Goldberg, Stanley Warner advertising chief, has been appointed to the publicity committee of the Jewish Welfare Drive.

All theatres are co-operating in showing trailers and trade, generally, is doing its part.

Goldberg In Drive

Harry Goldberg, Stanley Warner advertising chief, has been appointed to the publicity committee of the Jewish Welfare Drive.

All theatres are co-operating in showing trailers and trade, generally, is doing its part.
American Tragedy trial furnished too much competition for the theatres last week, to say nothing of the world’s series. Greater Show Week in Plymouth was launched with a bang, thanks to the tie-up Bill Roberts had with the newspapers and stores. In addition to the annual pass to the young woman, who became Miss Shawnee, there were loge seat tickets for six months to the two next popular. Forty-Fort has not given up its hope of securing a theatre for this West Side town. Nanticoke has been impressed by the calibre of the stage shows at the State. Little Theatre, Wilkes-Barre, has enrolled 500 members in a drive. State, Nanticoke, garnered for itself no little publicity in a tie-up with the Nanticoke department of “The Evening News” on “Treasure Island.” John Galvin had State Kiwanis delegates as his guests at the Penn. Fred Hermann, Capitol, has dressed his ticket office girl in a uniform. A1 Cox gave Irving patrons orchestra entertainment.

Ray O’Connell did some nice promotion work in boosting “Affairs of Cellini.” Ray had advertising signs frozen in 250-pound cakes of ice. The cakes were deposited on busy street corners and attracted much attention. Warner Bros.’ club members will hold their meeting at Hotel Brunswick. Herbert Thatcher stood them up with a second run of “Here Comes the Navy” at the Hamilton Theatre.

Holidays are just around the corner with local theatre men. Civic clubs are preparing plans for annual parties at Thanksgiving and Christmas. Ray O’Connell crashed page one of the local dailies with an advertisement offering $25 reward for the return of a valuable picture of the Dionne babies stolen from the lobby of the theatre. Police read the advertisement and offered service of the detective bureau. Ray declined the aid with thanks.

Back again. William Fox, once a power in this business, is again actively back in the limelight, following the Supreme Court refusal to review the Tri-Ergon patent case.

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Those two handsome Roman soldiers Skipper Jack O’Rear, Majestic, Harrisburg, had, for exploitation purposes, at the entrance of the theatre looked like they had just stepped out of “Cleopatra.”

Bob Eitchberger, assistant pilot at Loew’s Regent, Harrisburg, is glad the World Series is over. John J. Ash, auditor, arrived from Loew’s N. Y. office.

Sam Gilman, to that party employed several doors from his theatre, has become an ardent Harrisburg booster since he assumed his managerial duties at Loew’s Regent, Harrisburg. Sam bought a classy car to replace the old bus. Madeline Lambert, wife, manager Harry, Victoria, Harrisburg, is rehearsing for an important role in a serial radio play, “The Blue Menace.”

Ten patrons who wrote best criticisms on picture, “Jane Eyre,” while playing Victoria, Harrisburg, received “Jane Eyre” books from book stores through an arrangement of manager Jerry Wollaston. Charlie Berbauer, traveling exploitation agent in Pennsylvania for Wilmer and Vincent, was a visitor.
Price Cutting Arises

Admissions are being slashed in some of the class sections of the city. Exchanges, who weren't concerned at first, are worried because of the trend. Exhibs blame the cuts on poor receipts and lower quality pictures, but at any rate, the slash is cutting into percentage engagements.

Wilmington Dailies and Exhibitors Begin Battle

Coming of New Executive Editor Results in Changes

Wilmington theatre men "locked horns" with the Journal-Every Evening over the new news space policy of William L. Mapel, new executive editor of the two papers, Morning News and Evening Journal, resulting in one of the sharpest breaks that has ever occurred.

The theatre men, after two conferences in which Mapel, backed by the owners of the paper, insisted that he would purge his news columns of publicity, spurred the shift from the running of readers to the publisher's proposition, and threatened to reduce "ads."

The first clash came when readers were cut to a mere paragraph apiece. At a conference, it was agreed that such a plan was of little receipt and lower quality pictures, but of the class sections of the city. Exchange, who weren't concerned at first, are worried because of the trend. Exhibs blame the cuts on poor receipts and lower quality pictures, but at any rate, the slash is cutting into percentage engagements.

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HE SOLVES IT. Warren William, in Warners' "Case of the Howling Dog," has aid from Mary Astor, Allen Jenkins and others.

Lester Stallman is now district manager for North Philadelphia district.

Police Commissioner John S. Giles, president, Reading Fair, reports a margin in the black for the fair this year.

Charlie Coldine, Falls Theatre exhibitor, is also interested in the River Drive Cafe, Ridge Avenue. Place is worthy of more than passing attention.

Charlie Goldfine, Falls Theatre exhibitor, aims to present first run films whenever possible. Business is good and so is Lester Jeffries, his assistant.

Fire Hall, Newmanstown, is re-opening. Auditorium, Honey Brook, also re-opening.

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The Check-Up

For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular reviews in the trade press. Before dating an issue or seeing a film, consult this list to see when it appeared and then look it up. Key: For example, 1-Jan. means the first issue of this publication in that month.

1-Feb. would mean the first issue, and so on.

Columbia

20th Century
The Crime of Helen Stanley 2-May
Hell Bound for Love 2-May
One Night of Love 2-June
The Next Goal 2-June
The Most Precious Thing in Life 2-June
Black Moon 2-June
A Man's Name 1-Aug.
Whom the Gods Destroy 1-Aug.
Beyond the Law 2-Aug.
Blind Date 2-Aug.
Name the Woman 2-Aug.
The Defense Rests 2-Aug.
Grendorf the Magician 2-Aug.
That's My Girl 2-Aug.
Lady by Choice 2-Oct.
Sadie McKee 2-May
Operator 23 1-June
The Thin Man 2-July
Murder in Private Car 2-July
Stingaree 2-Aug.
Treasure Island 2-July
Bangalore Wimpole Street 1-Aug.
Girl from Missouri 1-Aug.
Paris Interlude 2-Aug.
Hideout 2-Aug.
Straight is the Way 2-Aug.
Chained 2-Aug.
Have a Heart 1-Sept.
Irish Student Tour 1-Sept.
Death on Diamond 2-Oct.
The Merry Widow 2-Sept.
What Every Woman Knows 2-Oct.

Monogram

DISTRIBUTED BY FIRST DIVISION

Randy Riders Alone 1-July
Jane Eyre 2-July
Happy Landings 1-Aug.
Show 1-Aug.
The Moonstone 1-Aug.
Girl of Limberlost 2-Sept.
King of Monte Carlo 1-Oct.
Redhead 1-Oct.
A Successful Failure 2-Oct.
Tomorrow's Youth 2-Oct.
The Trail Beyond 2-Oct.

Paramount

Wharf Angel 2-Mar.
Melody in Spring 2-Mar.
You're Telling Me 2-Apr.
Double Door 2-Apr.
The Scarlet Empress 1-May
The Witching Hour 1-May
We're Not Dressing 1-May
Little Miss Marker 1-May
Man with Two Faces 1-May
Murder at Vanities 1-May
Private Scandal 1-May
Thirty Day Princess 1-May
Kiss and Make Up 1-May
The Great Flirtation 1-May
Here Comes the Groom 1-June
Retreat of Athena 1-June
Old Fashioned Way 1-June
She Loves Me Not 1-June
Shoot the Works 1-June
Elmo in the Movies 2-June
Belle of the Nineties 2-June
Mrs. Wiggs, Cabbage Patch 1-Aug.
You Belong to Me 1-Aug.
Wagon Wheels 2-Aug.
Puritania 2-Aug.
Lemon Drop Kid 1-Sept.
Men of the Road 1-Sept.
Ready for Love 2-Oct.

First National—Warners

Smartie
Merry Women of Reno 2-May
Fog Over Frisco 2-May
Midnight Allili 1-June
The Circus Clown 2-June
The Merry Frinks 2-June
The Key 2-June
He Was Her Man 1-June
Man With Two Faces 2-June
Return of the Terror 1-July
Friends Don't Sweeney 2-July
Madam Du Barry 2-July
The Personality Kid 2-July
Here Comes the Navy 2-July
British Agent 2-Aug.
Kansas City Princess 2-Aug.
Dragon Murder Case 2-Aug.
Dames 2-Aug.
Housewife 2-Aug.
High-Hatted Herbert 2-Aug.
Desirable 1-Oct.
A Lost Lady 2-Oct.
Case of the Ring Dog 2-Oct.
Honeymoon Ahoy 1-Oct.
Six Days Next Time 1-Oct.
The Firebird 2-Oct.

United Artists

Sorrell and Son 2-Feb.
Looking for Trouble 2-Feb.
House of Rothschild 2-Mar.
The Affair of Cellini 2-May
Bulldog Drummond Strikes Back 2-May
The Last Gentleman 2-May
Born to Be Bad 2-June
Our Daily Bread 2-July
Deputy Jeff 2-June
For Love or Money (Cash) (Mundus) 2-Aug.
Count of Monte Cristo 2-Sept.
Private Life of Don Juan 2-Oct.
Train of Many Colors 1-Sept.
We Live Again 2-Oct.

Universal

1'll Tell the World 2-Apr.
Death on Blackboard 2-Apr.
Guns (Doomed to Die) 2-Apr.
Half a Sinner 1-May
The Uncertain Lady 1-May
Affairs of Gentleman 2-May
Emotional Woman 2-May
I Give My Love 1-May
Let's Talk It Over 2-June
Million Dollar Ransom 2-Aug.
The One More River 2-Aug.
Romance in the Rain 2-Aug.
Ladies of Leisure 2-Aug.
Rocky Rhodes 2-Aug.
There's Always Tomorrow 2-Sept.
Gift of Gab 1-Oct.
Princess of Orleans 2-Oct.
One Exciting Adventure 2-Oct.

First Division

(Cheserfield)

In Love with Life 1-May
Twin Husbands 1-May
The Parolee 1-May
Fifteen Wives 1-May
Green Eyes 1-May
The Curtain Falls 2-Oct.
Fugitive Road 2-Oct.
Return of Chando 2-Oct.
He 2-Oct.
Under Secret Orders 1-Jan.
Forgotten Men 2-Jan.
Texas Tornado 2-Jan.
The Ferocious Pat 1-Apr.
Young Eagles 2-May
Little Damozel 1-Sept.

Gold Medal

Laughing at Life 2-June
Curfain at Eight 1-Sept.
You Made Me Love You 1-Sept.
The Dancing Deceiver 1-Jan.
Sin of Nora Moran 1-Jan.
Big Time or Bust 2-Feb.
Enlighten Thy Daughter 2-Jan.
The Morning After 2-Feb.
Unknown Blonde 1-Sept.
The Last Jungle 2-Sept.
Burn 'Em Up Barnes 2-July
Young and Beautiful 2-Sept.
Crimson Romance 1-Oct.

Masterpiece

Dancing Man 2-Mar.
Back to the Front 2-Mar.
Fighting Rookie 2-Mar.
The Oil Raider 2-Mar.
The Scarlet Letter 2-Apr.
She Had to Choose 2-Aug.
Night Alarm 1-Oct.
Too "Hardboiled" to be quoted!

... unbiased, honest, able.

... calling a spade a spade without fear or favor.

... reviewing pictures, not to praise the makers but to furnish our exhibitor readers with

... a True Picture of All Pictures

a Regular Service of . . . "The PHILADELPHIA EXHIBITOR"

A Jay Emanuel Publication

Oct15'34 pg. 41
FOOTBALL SEASON OPENS!

- AND JUST IN TIME FOR YOU!... A THRILLING ROUSING MUSICAL FEATURE IN THE COLLEGE SPIRIT WHEN THE WHOLE COUNTRY IS IN FEVER-HEAT PLAYING, PRACTISING AND TALKING FOOTBALL!

SONGS OF THE COLLEGES

TWO REELS OF SOUL-STIRRING BLOOD-POUNDING ENTERTAINMENT YOUR AUDIENCES WILL STAND UP AND CHEER!

Featuring

HAL ROBERTS
And his Famous TROJAN BAND

OCT 15 '34 B.C.
The Latest
Addition to
First Division's
BIG PICTURES!

IN COMEDY, ROMANCE
ACTION, DIALOGUE, CAST,
STORY AND SETS!

"THE PORT OF LOST DREAMS"
AN INVINCIBLE SPECIAL

Coast Reviewers and Newspaper Critics agree that it is one of the smooth-
est, most pleasing, best cast, best written and biggest pictures ever produced
by an independent studio.

Featuring: LOLA LANE, WILLIAM (Screen) BOYD
GEORGE MARION, EDWARD GARGAN and others

Released by the World's Leading Independent
FIRST DIVISION EXCHANGES, Inc.
HARRY H. THOMAS, President
Executive Offices: RKO Building, Radio City, N. Y.
EXCHANGES IN PRINCIPAL CITIES
MAJESTIC
Productions

"SCARLET LETTER"
With COLLEEN MOORE ★ HARDIE ALBRIGHT
HENRY B. WALTHALL and capable support
A gripping picturization of a story that has enthralled millions, a picture for the entire family, a showman's show for all houses.

A Showman's Special

"NIGHT ALARM"
With BRUCE CABOT ★ JUDITH ALLEN
H. B. WARNER ★ FUZZY KNIGHT ★ SAM HARDY
The action hit of the new season, replete with thrills, an exploitation opportunity that will rarely be equalled.

Action At Its Best

"SHE HAD TO CHOOSE"
With BUSTER CRABBE ★ SALLY BLANE ★ REGIS TOOMEY
Young love and young life in a comedy drama of young hearts. A family picture that will bring new faces into your theatre.

A Comedy Riot of Fun

"THE PERFECT CLUE"
With DAVID MANNERS ★ DOROTHY LIBAIRE
SKEETS GALLAGHER ★ ROBERT GLECKLER

Philadelphia's First Independent!
MASTERPIECE FILM ATTRACTIONS, Inc.
1329 VINE STREET
L. KORSON, President
We have told you this title again and again; you might as well familiarize yourself with it; you will hear it again and again.

SCREEN PLAY:—Gives it AAAA and says “A great picture, amazingly dramatic and delightful comedy..... drama in a logical plot to a happy fadeout.”

PHOTOPLAY:—“Better see this film soon and spare yourself the ordeal of having all your friends tell you the story..... human..... compelling naturalness and humor.”

SCREENLAND:—“LADY BY CHOICE” eclipses LADY FOR A DAY—and is THAT an achievement? You had better not miss this.”

MOVIE CLASSIC:—“Entertaining from start to finish; a banisher of blues; all kinds of praise can be heaped on the stars for their performances.”

SCREEN BOOK:—“May Robson repeats the success of her famous hit: ‘A LADY FOR A DAY’; highly dramatic . . . excellent comedy touches.”

with

CAROLE LOMBARD
MAY ROBSON
ROGER PRYOR
WALTER CONNOLLY

Story by Dwight Taylor
Screen play by Jo Swerling
Directed by David Burton

A Columbia Picture
RKO BOSTON GETS "CHU CHIN CHOW."

"LITTLE FRIEND" RIOT AT ROXY, N.Y.
SET FOR RUN, LOCUST, PHILA

"MAN OF ARAN" JAMMING THEM IN 2-A-DAY CRITERION, N.Y. ROBERT FLAHERTY TOPS HIS "NANOOK OF THE NORTH"

MEANS GAUMONT BRITISH...AND GAUMONT BRITISH MEANS BUSINESS
Shortsighted Here

- AN EXPERIENCED MEMBER of this industry, Louis Nizer, returning from abroad, brings the information that admission prices in England are two to four times higher than in this country. While conditions are not rosy across the big pond, there seems to be more unity among exhibitors in that part of the world than here.

There may be internal factionalism there of the same type as here, but apparently it does not affect their sense of business judgment.

In such a vital problem as retaining admission prices at a sensible level, the British work together, regardless of what their competitive opinions may be.

Such an attitude is rarely to be found on this side of the Atlantic Ocean.

The trouble here is that not only do they differ in politics and argument but they allow their differences to affect their business judgment. In England, apparently, they are not so shortsighted.

No Victory

- EXHIBITORS, to a large degree, may save themselves something in the compromise effected by the Emergency Committee with the American Society of Composers, Authors and Publishers, but the settlement can hardly be called a victory.

The exhibition faction, in the compromise, not only pays an increase but recognizes the society's right to an increase.

While the Society may have come down from its original demands, it apparently did so to save itself further litigation. With the government interested in an anti-trust action against the body there will be enough court work for the music group.

Exhibitors, however, should not rest on their oars. The monopolistic demands of the Society can be repeated at any time. Until the exhibition faction combines to fight this constant threat and defeat it, theatre men will be subject to exorbitant demands. The compromise is not a victory. When every exhibitor writes out his check to pay the Society's increase, he should make a permanent record of it. Placing this on his wall will give him a daily reminder of what lack of organization and fighting power has cost him.

Movies As Debate Talks

- THIS DEPARTMENT is being besieged daily for information on the movies. Discussion groups, community clubs, fraternal, religious organizations are making the movies a standard topic for verbal argument.

It is well that such a trend grows. Smart exhibitors will encourage more talk on the subject, seeing that the interests of the industry are well protected. People are realizing, more and more, that the motion picture is a tremendous force. Proper discussion can do nothing but help the business.

Whither William Fox?

WHAT is William Fox going to do?

Several years ago, the same question was on everyone's lips. Now, with startling effect, the man who was pushed into the background emerges into the limelight so quickly that the entire industry is astounded.

The question now is not whether the departure of William Fox from the picture was undeserved reward for the industry pioneer or whether or not he was fortunate or wise that he left the business when he did. The point which must be settled is: What does the Supreme Court action on the Tri-Ergon patents mean to the business?

The producers pray that it will not mean terrific royalty or annual payments. The electrics hope that there will not be litigation. The exhibitor, usually the one to bear the brunt of additional expenses to the business, wonders if he will not have to carry an additional burden.

Will the producers return to the disc system? Will there be new patents which will make the Tri-Ergon properties lose some of their monopolistic value? Will Fox return to production? Will there be royalty payments from individual producers and theatres? Will Fox enter the newsreel division, as has been hinted? No one is expected to answer these questions. No one can.

Meanwhile, the exhibitor hopes and waits. Just emerging from one battle filled with confusing issues, that with the American Society, socked in his pocketbook as well, he now finds himself confronted with something so big that at the present moment its scope is hardly understandable.

The only thing to do, apparently, is to wonder. Perhaps this isn't the ogre it appears to be. But, unfortunately, it is not a matter which can be dismissed lightly.
Exhibitors Ready to Co-operate with Cardinal in Special Kiddie Show Move

Boycott Break Follows Penn A. C. Bookings—Endorsement of Catholic Leader Praised by Industry—Theatremen Can Exhibit Same Pictures

Exhibitors throughout the city are unanimous in their praise of Cardinal Dougherty’s endorsement of special kiddie programs for children and those of younger ages.

First news that the Cardinal was willing to endorse special children’s programs came a fortnight ago when he wrote to the Junior Cinema Guild and the Junior League of Philadelphia, saying:

“You may advertise that movies such as yours presented at the Penn Athletic Club are not included in the Catholic boycott and that our children will be permitted to attend these films.”

Theatremen, interpreting the Cardinal’s statement are of the opinion that “such as yours” gives the Cardinal’s endorsement to all programs based on the same idea as the Penn A. C. showing.

The Penn A. C. showings are for profit of those operating them and have been quite successful. The club participates in all profits.

On the stage the Haines Marionettes will be seen grown-up pictures, but pictures should be classified as to their suitability for adult or family consumption.

The opening show consists of a group of Walt Disney’s Mickey Mouse and Silly Symphonies, including “The Pied Piper of Hamelin,” “Jack and the Beanstalk,” and “The Bird Store.” In addition there will be Popeye the Sailor and one of the re-issued Charlie Chaplin comedies.

On stage the Haines Marionettes will present “Hansel and Gretel.”

Stanley-Warner Classifies Shows on Selective Basis

Family and Adult Pictures Separated Under Plan

Visit of Harry M. Warner to this district, a fortnight ago, resulted in the announcement that Stanley-Warner neighborhood shows would henceforth be classified as to adult or family appeal.

This step, which is intended to act as a guide for family heads in selecting entertainment, was accompanied by a large announcement by S-W in the local dailies telling of the step. It was done as a convenience for theatregoers.

“All pictures shown in Warner neighborhood theatres,” Warner said, “will hereafter be classified as to their suitability for adult or family consumption.

“We have found that family heads are not as well acquainted with the contents of all pictures as we are, so we will guide them in the future in the selection of their screen fare. Our ads will show a large ‘A’ designating entertainment suitable for adults, and an ‘F’ for those pictures which we feel the family as a whole should see.

“Producing as many pictures as this industry does a year,” he declared, “many stories with mature themes find their way to the screen in the natural course of our selection of fit material. We know grown-up people want to see grown-up pictures, but pictures should be classified for parents so that they know how to choose entertainment for their families.

“Locally, the press commented favorably and editorially on the idea asserting, however, that the responsibility for decency and good taste still rests with the producer. Responsibility for seeing that children do not attend adult entertainment is still in the hands of the parents, it was averred.

The general boycott, however, has not yet been lifted.

Arrival of Joe Breen, industry censor, in town last week gave some hope that there might be a change in the situation.

Use of the S-W adult-family system (explained elsewhere) was the only new note.

That exhibitors will be ready to co-operate with Cardinal Dougherty in his endorsement of special children’s shows looked certain.

That the Legion of Decency would fight for the boycott was indicated Sunday when the Holy Name Society marched to a meeting at which the boycott was encouraged. Buttons are now being worn by the Legion’s members.

Had Been Suggested

The plan whereby S-W is classifying shows for adults and families is in line with policy advocated by THE EXHIBITOR for some time.

For many months, all 6-Point Requirements have been carrying the Family or Adult classification and THE EXHIBITOR has always editorially urged a distinction between pictures for the entire audience faction and those for adult groups.

In 1933, THE EXHIBITOR advocated the same idea, intimating that a pink slip policy on the part of the censors would achieve similar results. The censors, however, did not have the power to do so, it was intimated.

Success of the S-W plan will no doubt be watched by the entire industry, with others certain to follow, if effective.

The trade waits.

New Lamp Scores with Territory’s Exhibitors

Smaller theatres throughout the territory are unanimous in their praise of the new Peerless Magnarc lamp, a new type manufactured by the J. E. McCauley Manufacturing Company, of Chicago.

The lamp, which gives almost twice as much light as the present one, delivers a higher intensity, with hardly any increase in cost, allows the smaller houses to offer projection that is on a par with the biggest de luxe house. Actual tests of the apparatus in several houses have resulted in immediate sales for National Theatre Supply Company, which handles the device here.

Improved

The improved projection is being made a sales angle to patrons by exhibitors who have purchased it. To see the difference has resulted in a revelation to exhibitors.

Economy

The economy features, with the improved projection, makes the lamp a necessity, Harry Blumberg states.

Sound Note

Exhibitors who contract for new sound equipment ought best make certain that the contract for the machine specifies new equipment. There have been cases where good equipment, although used before, has been sent to be installed, with the exhibitor having no redress unless the contract specifies equipment that hasn’t been used in a theatre.

Make certain.
This week we are playing DUMB-BELL LETTERS at the Roger Sherman and Strand, Hartford. I personally watched the reaction of the audience and I can frankly say that there is no short subject that I have seen in recent months that seemed to give such patron satisfaction.

—B. E. Hoffman
Warner Bros. Circuit
New Haven

DUMB-BELL LETTERS is one of the best comedy subjects I have ever seen. I have sat with audiences in my three situations, Seattle, Portland and Tacoma, while DUMB-BELL LETTERS were on the screen, and they are positively a riot. I sure hope to get a number of these subjects this season.

—John Hamrick

"DUMB-BELL LETTERS" was a distinct hit with our audiences... the subject outstanding on a very strong bill. Audience reaction was marvelous, the applause at the end was genuinely spontaneous. Many patrons stopped on their way out to inquire if there are to be more. A great subject and an asset to any kind of a bill.

—Carroll J. Lawlor
Lawlor Theatres Corp.
Greenfield, Mass.

"Have played the first two Dumb-Bell Letters and they sure are a riot. They get a big hand at every performance. I do not believe there is a better short subject. I am looking forward to your next one."

—Harry Zell, President
New Bedford Amusement Co.
New Bedford, Mass.

"Congratulations, Dumb-Bell Letters, the smartest, brightest, short that has hit the screen in years. We have never played any subject that has received such howls and laughs. It has taken Los Angeles and Hollywood by storm and is destined to become a box-office attraction.

—Cliff Work—Los Angeles

"Once in a blue moon the movies really produce something new, and even more rarely than that they develop something exceedingly entertaining, but this time they have originated a feature that promises to be the biggest fun festival ever brought to the screen. It is the 'Dumb-Bell Letters' now showing at the Orpheum. What a laugh they provide... and what a treat it is to hear an audience, so completely entertained, as to break into applause when the last letter has been shown. I predict that 'Dumb-Bell Letters' will draw more cash customers than any of the biggest movie stars... a real laugh is a rare thing these days."

—Mel Washburn—New Orleans Item-Tribune

"Dumb-Bell Letters had their premiere showing our Boston Theatre were not only exceptionally pleasing but received solid and genuine applause after each showing, which is greatly unusual."

—C. W. Koerner
Boston

RKO RADIO PICTURE

"Just to let you know of our patrons' reaction as well as my own to 'DUMB-BELL LETTERS.' These letters actually evoked uproarious laughter and at the finish of the subject brought a round of applause, something very unusual for any shorts. This series is destined to be very popular and it is my earnest belief that laughs will emanate from the most solemn faces. Congratulations!"

—Orpheum Theatre, Minneapolis

"DUMB-BELL LETTERS, the reel of lalapaloozas from the morning mail that's got the whole land s-c-r-e-w-y... collected by Juliet Lowell, produced by VAN BEUREN CORPORATION"
I’VE NEVER SEEN ANYTHING LIKE IT!
THE AUDIENCE YELLED AND CHEERED!

and the New York critics
join in acclaiming

KING VIDOR’S
EPIC OF A MILLION HEARTS!

"Exciting!
Absorbing!"
— Daily News

"Terrific climax! I recommend it without reservation!"
— World-Telegram

"Stirring drama! The cast is excellent!"
— Eve. Journal

"Brilliant!
Amazing!"
— N. Y. Times

"Distinguished and exciting! Brilliantly acted!"
— Daily Mirror

"As stirring a climax as the screen can boast this season!"
— N. Y. Sun

OUR DAILY BREAD
Distributed by New United Artists
Local Filmmen Organize Tent No. 13 in National Variety Club Organization

Earle Sweigert Chief Barker—Restricted Membership Nearly Filled—Enthusiasm Grows—All Theatrical Divisions Represented

The Philadelphia area received Tent No. 13 of the Variety Club, October 24, when, at a meeting at the Arcadia Restaurant, the local unit of the national Variety Club organization was formed, with Earle W. Sweigert, branch manager for Paramount, here, as chief Barker (president).

Other officers included Leonard Schlesinger, S-W zone chief, first assistant chief Barker; Frank W. Busker, Fox Theatre manager, 2nd assistant chief Barker; Jack H. Greenberg, Film Board secretary, property master (secretary); Sam O. Schwartz, chairman of the censor board, chairman of the membership committee, and Jay Emanuel, wagon man (treasurer).

The club, exclusively for theatre men and affiliated divisions, is the direct outgrowth of meetings held here and in Pittsburgh between local leaders and representatives of the National Variety Club, which started in Pittsburgh a few years ago. John H. Harris is president, nationally.

The Arcadia meeting was attended also by such men as James Clark, Eddie Corcoran, Milton Rogersan, Lewen Pizar, Jerry Crowley, Herb Elliott, Harry Weiner, Al Davis, Eddie Sherman and Al Cohen. Charles Buddy Rogers was a guest. Permanent quarters are being arranged and the membership will be limited to 50. Non-resident memberships, including those living 25 miles from Philadelphia, will also be arranged.

Charter and incorporation papers have already been applied for. Schwartz's membership committee includes Leonard Schlesinger, Frank Busker, and Herb Elliott with Messrs. Corcoran and Crowley the committee on headquarters and publicity. In a brief address Schwartz praised the idea, said that the club would become the Union Regime of the industry and would be a great factor in rebuilding whatever prestige might have been lost by the industry. He promised 100% cooperation.

Local officers were—Larry Graver, president; Al Reh, vice-president in charge of entertainment; John Roach, vice-president in charge of membership; Abe Einstein, vice-president in charge of welfare; Abe Goldsmith, secretary and J. Ellis Shipman, treasurer.

The Variety Club is an outgrowth of a Pittsburgh idea. There are 12 other units in the club, including Pittsburgh, Columbus, Cincinnati, St. Louis, Detroit, Cleveland, Buffalo, Kansas City, Albany, Indianapolis, Washington and Milwaukee. Purpose of the club is to combine members of the amusement business into one group, fraternally, and establish amicable relationship in a group of all divisions for the good of the business. It aims to make the city a better town, aid civic developments, etc.

In the past it has been so successful, charitably and otherwise, that every Variety Club is always included in important civic matters, celebrations and campaigns where now located. Dues are $25 yearly, with a $25 initiation fee. A permanent clubhouse will be available. Members traveling from one city to another are welcomed at each tent. Names of officers and other angles are based on circus language, for color.

During the year there are weekly or bi-weekly luncheons, dinners, dances, other affairs, Mesers. Schlesinger and Corcoran have already laid plans for a gala event which promises to outdo the nationally known affair given in Pittsburgh.

Canvasmen are Al Davis, Lew Pizar, Jim Clark, Harry Weiner, Milt Rogersan, Eddie Sherman. Chowns, delegates to the April national convention, are Herb Elliott and Sam Schwartz. Al Cohen is counsellor. A house steward will be appointed when permanent headquarters are arranged. A house is being secured.

John Bethell Active

John Bethell, who has charge of the RCA Photophone High Fidelity installations in this area, reports one of the busiest seasons ever. Bethell, who has been with RCA since the beginning of sound in this territory, has a comprehensive list of theatres of all sizes and classes in which he has installed RCA Photophone.

With the two new improved models of RCA Photophone available, many theatres are carefully weighing the advantages of using the equipment.

Early Birds Pass

Through co-operation of Stanley-Warner, Skouras and the MPTO, the early bird performances which were becoming a West Philadelphia headache have disappeared. Companies decided to drop the idea, which saw a 15 cent admission up to certain times.
Industry Leaders Still Silent as Fox Institutes Suits Against 22 Groups

Allied Double Printing Patent Infringement Highlight in Most Actions—ERPI and RCA Protecting Customers' Interests

With William Fox already having instituted 22 suits against various companies and individuals on grounds of alleged infringement of the double printing patent and flywheel patent, industry leaders still remain silent on what steps they are taking.

Companies against which actions have started include Amer-Anglo Corporation, Columbia, Consolidated Film Industries, First Division, Metro, MGM Distributing, Monogram, Reliance, Talking Picture Epics, 20th Century, Universal, Warners and Vitaphone.

Five additional suits against laboratories, alleging infringement of the double print process patents, were filed later. Du Art, Cinelab, Filmab, H E R, Melcom and Producers Laboratories are included.

ERPI has told users of its equipment that it will protect their interests in accordance with terms of the contract.

A letter from that company to users of its equipment says:

To All Users of Western Electric Sound Reproducing Equipment:

Under dates of November 20, 1933 and January 25, 1934, we wrote you with respect to the matter of the suit brought by the American Tri-Ergon Corporation against Altonac and Warner and Vincent Corporation involving the so-called "fly-wheel" patent. The recent action of the United States Supreme Court relating to this suit has been followed by many inaccurate and misleading statements.

We wish, therefore, again to advise you that the suits in question do not relate to our equipment installed in your theatre. No action is called for at the present time relative to this equipment.

We shall advise you if there should be any court decision affecting our equipment installed in your theatre.

If, however, you should be interfered with in the use of our equipment, or should be threatened with any such interference, it is important that you communicate with us immediately by telegraph and give us at the earliest possible opportunity full written details by mail.

We request you to give us prompt notice by wire, with full information thereat concerning any action, by suit or otherwise, affecting the use of reproducing equipment furnished by us.

Meanwhile, engineers for all companies and the electricians are working on new ways and methods to get around the patents. If these succeed they will supplant current methods, but Fox can still collect for the past infringement, it is thought likely.

Meanwhile, the industry, exhibitors, distributors, and producers, wonders what the extent of damages and infringement will be.

William Fox added two more victories when the Appellate Division decision handed down in New York permitting him to examine William E. Atkinson, president of Fox Theatres Corporation, in a $1,000,000 suit alleging conspiracy with the Chase National Bank and other defendants to coercce the former producer into guaranteeing payments on the Roxy Theatre, and the other was a Federal Court injunction handed down in Scranton, against the Wilmer and Vincent circuit and the Altonac Publix Theatres, restraining them from using the Tri-Ergon patents which Fox controls.

The injunction in Scranton was granted by Judge Albert W. Johnson on Fox's claim that the defendants in the use of sale of equipment infringing on his patent rights by the use of reproducing sound films and that the theatre operators had been in infringement of double printing and flywheel patents.

Before that time, Judge Johnson appointed Frank Stross, former judge in Northumberland County Common Pleas court, as a matter to report on an accounting of profits, gains and advantages which have accrued to the defendant companies by reason of infringement of the Tri-Ergon flywheel patent. Court also directed that a perpetual injunction shall restrain the defendants in the use of sale of equipment infringing on the flywheel patent.

Faralla FD Treasurer

Dario Faralla, well known in motion picture circles, has been elected treasurer of First Division exchanges.

The first damages in the Fox infringement cases have been awarded. At aon Publix Theatres, Wilmer and Vincent and Locust Street Real Estate Company, Harrisburg, were ordered by Federal Judge Albert W. Johnson to pay to the American Tri-Ergon Corporation and Tri-Ergon Holding, A G, Swiss corporation, profits and damages for patent infringement. Decision was given in Harrisburg.

This is the first case of court compelling defendant in a Tri-Ergon suit to pay plaintiff for losses alleged to have been suffered through infringement of double printing and flywheel patents.

The MPTO new headquarters will soon be ready at the corner of 13th and Vine Street, 2nd floor.

The MPTO nearly ready

The MPTO new headquarters will be ready at the corner of 13th and Vine Street, 2nd floor.

The MPTO is expected that open house will result when the improvements have been completed. Date is due in a few weeks.

First Damages Granted in State Tri-Ergon Case

3 Ordered to Pay—Initial Action of Many

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Cohen Defends Movies at Synagogue Debate

Albert Cohen, prominent young attorney, defended the movies in a forum at Beth Am Israel Synagogue, October 19, following an address by Rabbi Goodblatt on the movies. Cohen led the forum and when he completed his address, he had the audience completely sold on the importance of films in community life. He discussed the boycott, the new production code, block booking, etc., and answered all questions. He also introduced Sam Gross, Fox manager, Lewen Pizar, exhibitor, during the forum. Cohen has been very active in making speeches before various groups and is making quite a name for himself in this department.
IT'S THE BIG BUSINESS IN THE SMALL TOWNS--AS WELL AS IN THE BIG TOWNS--THAT IS MAKING

GEORGE ARLISS

in

‘The LAST Gentleman’

The Grand Successor to “The House of Rothschild”

20TH CENTURY marches on with its DARRYL ZANUCK HITS

presented by JOSEPH M. SCHENCK

Released thru UNITED ARTISTS
HITS NEW HIGH. Frank McNamee, Radio manager here, reports the local exchange ahead of all records as far as selling for the new season is concerned. He says because of the RKO hits, exhibitors are flocking to enroll for the Radio product. He predicts a banner year.

KID BAND. First picture of Loew's Ladies' Cadet Band, sponsored by manager Samuel Gilman, Loew's Regent Theatre, Harrisburg, and organized under the direction of Captain J. M. McKenzie.

SHOWMANSHIP. Side view of Paramount's traveling theatre, showing the manner of displaying 24-sheets. Projection apparatus is located inside.

FOR "PECK'S." The Earle Hammond creation (right) is available to exhibitors who are playing "Peck's Bad Boy," from Fox.

AT VARIETY CLUB FORMATION. Prominent during the organization meeting of the Variety Club, Arcadia Restaurant, October 24, were (left to right, top) Lewen Pizor, Jerry Crowley, Al Davis, Buddy Rogers, Al Cohen, Herb Elliott, Edd's Sherman, Eddie Corcoran, Milt Rogasner, Harry Weiner (seated, left to right) Sam Schwartz, Leonard Schlesinger, Earle W. Sweigert, Frank Buhler, Jay Emanuel. Jack Greenberg was absent at the time picture was taken.

MOVES UP. Walt Woodward is now sales manager of the south-eastern division for ERPI, succeeding Fred Warren, who has joined Control Corporation of America.
ETE HARRISON
SAYS:

Crimson Romance is an exciting war melodrama. The story is a
well-told tale of the brave and the true. The acting is good, the
plot is well-drawn, and the entire production is a triumph of
craftsmanship. The direction is excellent, and the result is a
film that will appeal to all audiences.

FILM DAILY
SAYS:

The direction is very commendable. The story is intelligently de
deployed with some good dialogue and a good deal of humor.

**BOX-OFFICE APPEAL**

"Cannot help but prove beneficial at the box-office."
—Daily Variety

**NO BETS OVERLOOKED**

Says DAILY VARIETY

"No bets were overlooked when it
came to lining up a cast."
—Daily Variety

**STORY . . .**

"Packed with action, drama, comedy and other essentials."
—M. P. Daily

**1ST RUN
CRITERION NEW YORK ORPHEUM LOS ANGELES • MORE BOOKED**

**Distributed by**

GOLD MEDAL FILM COMPANY
1236 VINE STREET, PHILADELPHIA
A. LUCHESE, President

**SAYS:**

"This film is packed with action, drama, comedy and other essentials necessary to deliver entertain-
ment for all classes. It is a comment on the outstanding air thril-
lers, treated intelligently throughout and carrying the new twist of
an American loyal to his German pal joining up with the German air
forces."

"Moving into Germany, the film reveals the workings of the German
aircraft, and a girl's ambulance driver is thrown into the picture, splintering
the conflict of the two buddies and leading to the same girl furnishing
romantic and dramatic situations."

"Love, war and love story hold wide appeal."

**SAYS:**

"This is a well-made picture with excellent photography."
—M. P. Daily

"Flavored with Box-Office bouquet."
—M. P. Daily
**THE CODE • CASES • HEARINGS • RULINGS**

**GENERAL RELEASE DATES**

**RADIO**
The Gay Divorcee, October 19; Dangerous Corner, October 19.

**UNIVERSAL**
Wake Up and Dream, October 21.

**METRO**
What Every Woman Knows, October 17-23.

**WARNERS**
Six Day Bike Rider, October 19; Madame Dubarry, October 19; A Lost Lady, October 26; Happiness Ahead, October 24.

**COLUMBIA**
Girl in Danger, October 22; Lady by Chance, October 24; I'll Fix It, October 13.

**FOX**
Caravan, October 13; 365 Days in Hollywood, October 12; Marie Galante, October 30.

**PARAMOUNT**
Mrs. Wiggs of the Cabbage Patch, October 25-27; Ready for Love, October 17-18.

**NEW ANGLE**
A new angle has cropped up wherein an exchange, selling an exhibit a specified run to an exhibitor, is later hailed before the code board on the matter of protection. Exchange claims since sale was made legally on certain terms if board grants the exhibit relief then the board must agree to cancel out the contract as the board can't change terms of the contract whereby giving exhibit an earlier run would affect the revenue received by the distributor due to the earlier run.

**No Impartial Votes**
As yet, the impartial member of either code board has not been called upon to settle vote in a case. In practically all cases, opinions are unanimous or close to it.

**SCHEDULE**

**GRIEVANCE**
November 1
Walt Whitman Theatre, Camden, vs. Roxey Theatre, Maple Shade, N. J., on premature advertising charge (settled).

November 8
Embassy Theatre, Reading, vs. Rajah Theatre, Reading, on reduced admission charge.

**CLEARANCE**
November 2
Hamilton Theatre vs. State, Imperial, Crosskeys, 69th Street, Wynne, Nixon, Tower, Mayfair, Apollo. Overbrook Theatre vs. same defendants as above.

**HEARINGS**
Thursday, November 1.

**CLEARANCE**
October 26

**Decision**
The board finds that there shall be no clearances existing between the Columbia Theatre and Lehigh and West Allegheny Theatres. Balance of protest is dismissed.

**Local Decision Upheld**
Code Authority, in New York, has upheld the local zoning board's decision in the Fern Rock case. Decision is that of the Colney, Fern Rock, Felton and Lindley, theatre buying first run shall have a maximum of 7 days' clearance over other 3. Other 3 shall have same availability in repeats. If any theatre playing second run shall be allowed to move up, the same privilege extends to other three theatres.

**New Accounting Service**
A new accounting service whereby all theatres would get supervision and checking of accounts on a monthly or yearly basis, including all income tax and revenue reports, is available to exhibitors.

**LEHIGH VALLEY**
October 26 was the 14th anniversary of the Colonial. Lee Levy, city representative and Colonial manager had an elaborate program for the big anniversary week.

Robert L. Platt, president, Dorney Park Coaster Company and John T. Dodd, general manager, opened the New Allen, Allentown.

Astor, Allentown, had a gala re-opening October 13, as the New Allen.

Roxy, Northampton, while showing "Now and Forever," gave each patron a photo of the baby star.

Transit, Easton, cashed in on a personal appearance of "Buddy" (successor to Rin-Tin-Tin).

**Voigt Scores**
Voigt scored again when the company insta-
led the new and distinctive lighting fixtures in the Hollywood Theatre, Atlantic City. The scheme is one of the most striking in the structure and speaks well for the Voigt engineers and lighting specialists.

**THE PHILADELPHIA EXHIBITOR**

“One Night of Love,” Aldine, got a nice ballyhoo in a shower of postal cards addressed as if by Grace Moore. Dwight VanMeter, Aldine, and Lew Black, Arcadia, I am told are about to engage in a snappy ballyhoo contest.

Lonny Starr, WDEL broadcaster, does much work for Warners.

Honey Bread Company gave Lew Black, Arcadia, 10,000 Mickey Mouses for kiddies’ matinees.

Ben Schindler and his assistant, G. Park Weaver, paid me call at the “Journal-Every Evening” office the other day.

One of the first things that E. I. Lewis had done when he took over was to have all the Wrigley’s Matinees.

D. C. Drissell, new manager, Loew’s Parkway, started to “carry on” where George Jones left off with a personal recommendation.

Mrs. E. M. Barshan, Wilmington, former chairman, motion pictures, State Federation of Women’s Clubs of Delaware, had her column in the new Thursday special theatre page of the “Journal-Every Evening” headed “Movie News” with by line.

**HEARD IN**

**WILMINGTON**

Bowling Team Starts Here

Jack Mulhall, Warners, Wilmington-Chester-West Chester district manager, is stirring up bowling interest among managers. Wilmington ten pin rollers are Dwight VanMeter, E. I. Lewis, Morton Levine and Lew Black. District chief will roll with Tom Mangan, Pots Jones and Milton Fields for Chester. Jimmy Kearney, Queen assistant, is trying to shape up his basketball team to meet the Chester aggregation. Morty Levine, Richard Hayden, Frank Young, Benny Tebbins are among the prospective members of the Wilmington team, while Bill McCade has an aggregation that is being coached by the crack Jud Timm, a former college star.

Miss Pauline Joyce, pretty box office girl of the Opera House broke into a heroic role as a result of the fire in the theatre building.

Dwight VanMeter, new manager, Aldine, takes pride in filing his office walls with autographed photos. Edman Devenney, assistant, Aldine, is a proud father of a bouncing boy.

A. D. Seligman, Strand, has been fighting dust a lot here lately as a result of pro-

longed siege of railway track mending.

Earle G. Finney, manager, Savoy, was seen indulging in a Sunday painting bee in front of his theatre with “Pop” Jarrell, genial doorman.

Richard Hayden is doorman at the Arcadia now. “Pop” Jarrell having been shifted to the Savoy.

E. I. Lewis, new manager, Queen, is expecting his wife and two children in from the open spaces, November 10.

D. C. Drissell, new manager, Loew's, gave a preview of “What Every Woman Knows” and put out 3,000 envelopes, title of the film outside, and enclosing a clever “come on” for the film on a card inside.
AND EVERYWHERE THE REPORTS ARE THE SAME

163% ABOVE NORMAL

wires H. E. ULRICH
WATSON THEATRE
SALINA, KANSAS

"TRULY PHENOMENAL
BUSINESS STATE THEATRE
RICHMOND, VA."

SAM FLAX, LIBERTY EXCHANGE, WASHINGTON, D. C.

OVER 7,000,000 READERS OF THIS GENE STRATTON-PORTER NOVEL

CUT YOURSELF IN ON THESE PROFITS — BOOK IT NOW!

with LOUISE DRESSER • MARIAN MARSH • RALPH MORGAN

Directed by CHRISTY CABANNE • Produced by W. T. LACKEY • Adapted by ADELE COMANDINI

Distributed by FIRST DIVISION EXCHANGES, Inc., 1240 Vine Street
Ulrich Smith and the Mrs., married 15 years, went to New York to celebrate. The Paramount sales manager's father has just returned from a European trip.

Joe Breen, industry censor, and a friend were seen dropping into the censor board offices.

Aldine, Wilmington, after 4 weeks' vaudeville and considerable expense in preparing for it, has decided to give it up as bad job.

Lew Krouse, the bibliophile, will undoubtedly be returned as president of the local operators' union when elections take place soon. Nominations are in order next week. Lew gets a 30 days' vacation as a reward for the good work he has been doing. It looks like Florida.

Jim Clark, the trucking king, hopped to Chicago to hear about what the government had been doing.

Fred Warren, the air conditioning executive, has set a lot of deals for the Masterpiece exchange, thanks to Sam Rosen, is breaking all records with "Girl of the Limberlost" and will help business. He suggests a special card on the first-named short.

Raymond Rau, code board impartial, announced another addition to his family.

Rita Kandel lost her appendix.

Milt Rogasner, and wife, had a girl. Formerly at the Embassy in Rome, he recently was assigned to the local Paramount Decorating branch.

Charlie Goldfine returns from the Paramount home office.

Edgar Moss, Earl Swigert, Eddie Corcoran, Jay Emanuel, Sam Schwartz and Joe Berrier.

Harry Dembow had an unhappy experience with stage shows in Columbia. It seems that the performers wanted too much credit in the town and the local lockup was the only place where it was offered.

Sam Gross, who asked if a certain show could be twin-billed, said he didn't have time, the show was long enough.

When an exhibitor asked Herb Given, Gaumont British, what the Battle of Waterloo was, Herb replied that the exhib wouldn't have to worry as it probably would be his (the exhib's) Waterloo when he played the show.

Harry and Ben Blumberg, National Theatre Supply Company, have been permanently assigned to the local Columbia. It seems that this is the second of a string and is very enthusiastic.

Percy Bloch returned from the Paramount district convention all enthused.

Who is the Vine Street booker who was kissed by a prominent exhibitor at the golf tournament?

Sam Rosen, after years of non-interest, financial, has a couple of new faces.

First Division, thanks to Sam Rosen, is a member of the local branch of the Federal Housing Commission which seeks to loan money to exhibitors wishing to improve their theatres.

Paramount Decorating completed the drapes job on the Belmont, with Harry Brodsky taking care of the painting end.

Hopping over to the Variety Club dinner in December were Harry Schwab, Edgar Moss, Earle Swigert, Eddie Corcoran, Jay Emanuel, Sam Schwartz and Joe Berrier.

John Golder's and his son, Claire, had one.

Harry Barrist is a member of the local branch of the Federal Housing Commission which seeks to loan money to exhibitors wishing to improve their theatres.

Rumor Segall Deal

There was a report current at press time that Stanley-Warner and Charles Segall were making a deal that would see the pasted "Nutty Brown" Theatre, Broad and Olney, giving way to Stanley-Warner operation of the new Bromley.

The proposed Grange would not open but S-W would operate the Bromley on a percentage deal, it was said.

Neither side would comment.

Harry Toner and RKO.

Harry Brennan, the new booker, is the new addition at Gold Medal Film Company.

Marian Widener has I 6 suits.

Rita Kandel has a couple of new faces.

Eli Ginsberg has been permanently assigned to the local Columbia office as an exploitation aide.

Herb Given, Gaumont Paramount, asks exhibitors to pay special attention to "The Spectacle Maker," one of the best technicolor two-reelers in some time, he says. He also asserts that the trailer exhibitors can get free from Metro on "The Merry Widow." It is a honey and will help business. He suggests a special art card on the first-named short.

Milt Rogasner paid $6, joined the $6 club.
IEPA Re-elects Present Officers for New Year

Golder Remains as Head of Unit

Ben Golder heads the officers’ group of the Independent Exhibitors Protective Association, re-elected at the meeting held October 16.

Other officers are Harry Fried, first vice-president; Columbus Stamper, second vice-president; Morris Nemer, treasurer;

Board of governors: Morris Wax, David Barrist, John Bagley, Clarence Hexter, Dave Shapiro, Ray O’Rourke, Leo Posel, George Gravenstine, Herb Elliott, Columbus Stamper, Harry Fried, William Butler.


The IEPA, it is understood, has received a $1000 check from the Alexander Film Service on its ad-short hookup. It is estimated that the revenue will be worth $1200 monthly, $600 going to the organization and $600 to the exhibitor-users.

The organization also has announced a popular-priced dinner and dance, with entertainment, for all film men, wives and lady friends, to be held at a downtown hotel, November 25. The affair will be a social highlight of the season and will be open to all. A gala night is planned.

The IEPA will hold a trade showing at the Fox Theatre, November 11. A hit picture will be unveiled. A committee is now working on plans.

The dinner and dance will be in the nature of a combined Thanksgiving Day celebration and a celebration heralding the signing of the 100th.

Bruce Busy

Robert C. Bruce is now in Vermont making scenes for “October Day,” one of the future releases of the “Musical Moods” series, for the Audio Productions, Inc., and which will be released through First Division Pictures, Inc.

On completion of this picture Bruce and his three-color Technicolor camera crew will proceed to Kentucky to make the concluding fox-hunt scenes for the picture “Countryside Melodies.”

A camera crew has recently returned from Charleston, S. C., where they photographed scenes for one of the latest “Musical Moods,” entitled “Liebestraum.” The scenes were photographed in the famous Middleton Gardens.

Wilmington Party

Members of the Warner Club, Wilmington-West Chester area, had a swell time at the big Hallowe’en masquerade party and buffet luncheon, October 28, at the hall of the Stanley Theatre, Chester. Over 150 members of the club, employees and officials of the theatres of the three cities were present, as well as some guests of honor from Philadelphia. Members of the committee headed by Al Williams, projectionist of the Grand Opera House, that arranged the affair were Miss Mildred Dougherty, Chester, Edman Devenney, Aldine, Wilmington; Morton Pragg, Opera House Wilmington and W. R. McClintock, Arcadia, Wilmington. George Kelley’s orchestra, Aldine, Wilmington, and the entire Aldine vaudeville program took part in the entertainment.

Voigt on Housing Plan

Voigt Company assures exhibitors that under the provisions of the National House Act it is possible to borrow for lighting fixtures purchase. Any exhibitor with a regular income can apply. Voigt Company is glad to cooperate in this regard and is ready to submit suggestions.

Daily Mail Blue Laws

Reaction to the ban on an “experimental” Sunday movie benefit at Loew’s Theatre, Wilmington, brought up the subject of Delaware’s blue laws as a pre-legislature topic in a big way, with ministers and reformers lined up against the two daily newspapers, the Morning News and the Journal-Every Evening and the theatre men, themselves, marking time—some what split on the matter.

Gold Medal Protests

Gold Medal-Majestic Pictures, Inc., has protested against the assessments proposed for independent exchanges under the new code plan. Other independents protested as well.

Sport Fight On

Their fight on the constitutionality of the 1933 Sunday sports law was renewed by Huntington County opponents of the more liberal 1934 Sunday last week when they appealed to the State Supreme Court for a ruling on the bill.

Made returnable in January, 1935, the Supreme Court appeal is expected to be argued in Philadelphia. Attorney James S. Woods, Huntington, and Attorney John R. Jones, Philadelphia, represent the plaintiffs. Attorney Chester D. Fetterbooth, Huntington, represented the county commissioners.

Wilmington Break

Grand Opera House, Wilmington, had a lucky break October 22, when a $50,000 fire swept through the front section of the top floor of the Masonic Temple Building.
**PRODUCTION**

**Production Continues At Normal Pace**

Pictures in production, preparing and recently completed include:

- ALT—*Frontier Days* (Bill Cody, Ada Ince, Wheeler Oakman, Late McKe).
- A Call to Arms (Steffi Duna, Ben Lyon, Ralph Morgan, Reginald Owen).
- West of the Pecos (Richard Dix, Martha Scott, Morris Alba).

HAL ROACH—*Babes in Toyland* (Laurel and Hardy, Charlotte Henry).

**UNITED ARTISTS—20TH CENTURY—**


**UNIVERSAL—**

*Strange Wives* (Roger Pryor, June Clayworth).
*Who Reclaimed His Head* (Claude Rains, Lionel Atwill, Baby Jane, Joan Bennett, Wallace Ford).
*Mystery of Edward Dord* (Claude Rains, Heather Angel, Douglas Montgomery).

**WARNERS—**

*Ruthe to Live* (George Brent, Josephine Hutchinson).
*White Catho* (Ricardo Cortez, Jean Muir, Ruth Donnelly).
*Street Adeline* (Irene Dunn, Donald Woods).
*Hugh Herbert, Joseph Cawthorn*).
*Devil's of the Air* (James Cagney, Pat O'Brien, Margaret Lindsay).
*Gold Diggers of 1925* (Dick Powell, Gloria Stuart, Hugh Herbert, Frank McHugh, Adolph Menjou).
*Sweet Music* (Rudy Vallée, Ned Sparks, Ann Dvorak, Alice White, Patricia Ellis).
*Racing Luck* (Lyle Talbot, Mary Astor).

**METRO—**

*The Perfect Clue* (David Manners, Skeets Gallagher, Dorothy Lihaire, Ral Harolde, Betty Blythe).
*Mystery Mountain* (Ken Maynard, Vera Hillie).
*Backfield* (Carole Lombard, Chester Morris, Una Merkel).
*Road of Manhattan*.

**RICHARDSON—**

*Strange Wives* (Wallace Beery, Adolph Menjou).
*Man Who Reclaimed His Head* (Claude Rains, Lionel Atwill, Baby Jane, Joan Bennett, Wallace Ford).
*Mystery of Edward Dord* (Claude Rains, Heather Angel, Douglas Montgomery).

**SANGSTER—**

*Racing Luck* (Lyle Talbot, Mary Astor).

**CODE**

**Code Authority Acts To Drop Lease Clause**

The Code Authority, by vote of six to four, has gone on record as approving the elimination of Article V-E, Part 6, pertaining to interference of negotiations between landlord and present operator of a theater. It is saying that it will go to Deputy Administrator Rosenblatt.

Messrs. Jenkins, Youngman, Agnew, Rubin, Bareford and McKay voted in the affirmative while Messrs. O'Reilly, Yakins, Golden and Vincent voted in the negative. A hearing will be held before the Deputy Administrator shortly.

There will be plenty of opposition.

**Code Authority Reveals Current Financing**

The Code Authority has released its monthly report on the condition of the various boards.

September disbursements were $2,273.10 under budget; August was $1,793.28 under, July was $1,362.09 under, and June was $153.51 over. Cash balance of September 29 was $14,371.90. Figures also revealed total receipts from producers and distributors of $68,000 and from exhibitors of $82,419.

**Assessments Being Set After a Turndown**

The Code Authority committee on assessments is having difficulty getting the approval of the NRA to its plan. One idea has already been turned down with revisions suggested, with those suggestions being incorporated in the new plan. This made the third time that the plan was sent back.

A hearing will be held.

**Signs of Code Period Extended**

Washington NRA authorities have extended the time for signing the code. It is now possible to sign the code at any time, with no restrictions as to limit.

Many will sign.

**EXHIBITION**

**Church Bodies Go On Record in Films**

The Episcopal Bishops, meeting in Atlantic city, went on record as approving federal censorship and a ban on block booking. A drive similar to that of the Legion of Decency was also okayed. Lutheraus, in session in the west, hit at salacious pictures.

Other church meetings, in various parts of the country, aimed their attention at salacious pictures, block booking, lack of censorship, etc., with the resolutions reaching a high mark.

**Exhibitors Don't Hail ASCAP Compromise**

Exhibitors throughout the country haven't unturtled flags to celebrate the compromise with the American Society on the music tax. Some think the increase an admission of the Society's right to collect as much as it can. Others think it weakens the threatened court case against the Society.

Meanwhile, the government's case against the Society and others continues.

It was announced, also, that houses under 800 seat capacity, in operating three times or less a week, will continue to pay 5 cents a seat.

The government's case continues.

**Allied Plans Elections At Chicago Meeting**

Allied will elect officers when it meets in Chicago January. Probability is that Sidney Samuelson will again be returned to the post of president.

Meanwhile, leaders meet.

**Disc Rumors Arise After Fox Victory**

Decision of the U. S. Supreme Court in refusing to review the Tri-Ergon patents case has resulted in conflicting stories and rumors. Some say that discs will return, others claim William Fox will get heavy royalties, still others maintain that Fox will re-enter the business via the newsreel route.

The Supreme Court action made no provision for amount of infringement or damages. It merely upheld his ownership of the patents by refusing to review the lower court's decision.

The trade, meanwhile, was in a turmoil regarding probable consequences.
Now another nationally-advertised name can take its place on your theatre's marquee: Air-Conditioned by Chrysler.

The genius that developed not one, but four great lines of cars and advanced them from 27th place in output in 1924 to 2nd place in world output in 1933, will now effect a revolution in the virtually new industry of air-conditioning.

The Chrysler-made equipment in this field will possess the quality and excellence of this mighty manufacturer's automotive output.

A special organization has been formed to bring the air-conditioning systems produced by Chrysler and marketed by Airtemp Incorporated into the theatres of the nation. Turn for the Announcement—
This
ORGANIZATION WILL
SELL IT

Control Corporation of America has been organized to sell, install and maintain the Chrysler-made air-conditioning system in the theatres of the United States. It has been organized and is headed by F. B. Warren, who for twenty years has been known to almost everyone in the field of theatre ownership and management.

Installations will begin in December in a group of the country's outstanding theatres. Between January and May 1, 300 installations will be available. One-half of these have been allotted to those states where summer is at hand by May. Each installation is a tailor-made job designed to meet the requirements of your theatre.

A national sales-engineering staff has been assembled to solve your specific problems. Price quotations of most attractive character will be made after a survey from the New York head office of Mr. Warren's organization.

Control
CORPORATION OF AMERICA

250 West 57th Street
New York City

TELEPHONE CIrcle 7-0077

Authorized by AIRTEMP INCORPORATED, World Distributors of Air Conditioning Products of Chrysler Motors
Public Must Support Good Pictures They Have Demanded, Sol Rosenblatt Asserts

Tell Clubwomen Audiences Don't Want Censorship—
Cites Statements to Prove Point—Producers Sincere, He Declares

The public must support the good pictures that they have demanded, stated Sol A. Rosenblatt, Deputy Administrator for the Motion Picture Industry, at an address before the State Federation of Pennsylvania Women, Harrisburg, October 16.

Rosenblatt, guest speaker, reviewed the work of the code, indicating that the code includes provision of clean pictures in two paragraphs, Article VII, Part I, where the industry pledges itself to maintain certain moral standards and (Part 2) to maintain high standards of advertising and publicity.

He spoke of the agitation for clean pictures and then quoted from the statements of the Federal Council of Churches of Christ in America, Catholic leaders, Methodist bishops, Jewish women, American Rabbis to indicate that censorship was not desired.

SINCERE

Rosenblatt said Hollywood was sincere in its desire to clean up. He told the clubwomen that their organizations could be of tremendous help to make their influence extend beyond pictures toward all amusements. Motion picture entertainment, he said, was made up of two parts, screen and the audience, each having its responsibilities. If the public does its part, motion pictures are going to be all right, he declared.

ELEVATION NEEDED

Dr. C. F. Hoban, State Department of Public Instruction, stressed a need for elevation of the motion picture industry. "American movie makers," declared Doctor Hoban, who is director of the State Museum and Department of Visual Education, and was one of the six presidential appointees representing America at the congress sponsored by the League of Nations, "would do well to pluck a few leaves from the nootbooks of the Europeans in order to learn how the motion picture can be used as a cultural, educational and recreational force."

HI-CRIME FILMS

A resolution asking all women's clubs in the State to join the Nation-wide movement to drive films exploiting crime from the theatres was adopted by the convention.

In one of the exhibit rooms at the Pennsylvania Hotel, headquarters of the convention, material for the benefit of chairmen and members of the motion picture committee desiring data for addresses, standing out among the motion picture literature on display were copies of THE PHILADELPHIA EXHIBITOR, June 15, July 15, August 1, August 15, September 15 and October 1, all 1934 issues. These were the only copies of a motion picture trade journal on exhibition.

Captain Rosenblatt

It's Captain Sol Rosenblatt now that the Deputy Administrator has received a commission in the reserve corps.

The news was kept secret by the Administrator quite a while.
COLUMBIA

I'll Fix It (4029) Family Comedy
68m.

Pleasant programmer about a politician who is constantly fixing things and who puts his foot in it when he attempts to use his influence to have his younger brother passed in school when the latter can't make the grade. Complications include the heroine-teacher, an investigation into the hero's political activities and the brother eventually admitting he is the cause of all the trouble. Piece is decidedly directed in a sympathetic manner.

Estimate: Suitable program.

GAUMONT BRITISH

Little Friend Family Comedy
84m.

Story of a little rich girl who straightens out a threatened rift between father and mother in such manner as to endear her to the hearts of all. "Little Friend" lacks names to sell in this country but has all the heart appeal necessary. Nova Pilbeam, 14-year-old English child star, carries the story and can be sold to the hilt. Picture is of sympathetic tone and will satisfy audiences.

Estimate: Praiseworthy.

FOUR

The Captain Hates the Sea (4003) Family Comedy


Ace comedy, directed by Lewis Milestone, of happenings on an ocean liner, a captain who hates the sea, a pair of crooks with stolen bonds, a drunken writer, a detective who knows how to detect and other individuals whose paths cross, "Captain" is headed for better than average grosses. Cast is topnotch, filled with plenty of names which mean entertainment to patrons. Title may seem a bit odd in some spots, but intensive selling will overcompete it. All players are okay in their parts and whole piece shapes up as enjoyable entertainment.

Estimate: Satisfactory.

FIRST NATIONAL

I Sell Anything (873) Family Comedy
65m.
Pat O'Brien, Ann Dvorak, Claire Dodd, Rosemary DeCamp, Robert Barret, Russell Hopton, Harry Tyler, Ferdinand Gottschalk, Gus Shy.

New type of yarn based on an auctioneer with racketeering instincts, show is entirely dependent upon Pat O'Brien, who has a long-winded role. O'Brien talks his way through the picture, a point which will either help it or handicap it. A Warner stock company comedy cast is of some assistance, but O'Brien is the central figure. P'tot revolves around crooks cheating crooks, etc.

Estimate: Depends on O'Brien.

PARAMOUNT

Gentlemen Are Born (872) Family Drama
75m.
Margaret Lindsay, Jean Muir, Franchot Tone, Nick Fox, Charles Stratton, Henry O'Neill, Ross Alexander, Marjorie Gateson, Bradley Page, Russell Hicks, Arthur Aylesworth.

Well produced picture of life in a nurses' training school and a show for the women. Story of a jealous husband, an understanding and uns'fish wife and the third male member of the triangle, it drags in shell shock and a murder accusation.

Estimate: Missout.

What Do You Think?

It is the aim of this publication to give its readers every possible service. The page you are reading is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcomed. Write in now and tell us whether you like this or not.
Kentucky Kernels (508) Family Farce 89m.
Probably one of the best Wheeler and Woolsey in a long time, "Kentucky Kernels" is a farce that should do a good business. As a couple of vaudeville magicians who pick up a youngster and get involved in a Kentucky feud, it is plentiful with laugh situations and funny from beginning to end. Show leans less to gag type of humor and more towards laugh situations than some of the others. Incidentally, the kid, Spanky MacFarland, almost steals the picture.
Estimate: Comedy hit.

The Million Dollar Kid Family Drama 79m.
James Cagney, Patricia Ellis, Allen Jenkins, Robert Barron, Hallett Covington, Spencer Charters, Dorothy Durre, William E. Davison, Gertrude Short.
Action comedy drama loaded from the first minute and a treat for Cagney fans. This time the team includes Cagney and Jenkins, truck drivers. Mix in a girl, a small town jal, a false murder charge and the piece winds up as 65 of the fastest minutes seen in any film in a long time. Bit parts are okay and the whole thing emerges as one of Cagney's best.
Estimate: Good Cagney.

The Million Dollar Mystery Drama 69m.
Mystery drama that will fool most of the patrons in the houses up to $50.00 per set and are absolutely the finest Premium Sets Ever Offered

22K Etched Gold DINNERWARE
Is made by a patented process and controlled for the entire United States by us

A "Bonanza" Admission Priced Theatres
28 THEATRES have bought this Sensation of 1934

QUALITY PREMIUM DISTRIBUTORS, Inc.
Serving Exhibitors from Coast to Coast
HOME OFFICE: - 1305 VINE ST., PHILA., PA.
You have a right to boast about your NOVEMBER program from FOX!

YOU can tell your townsfolk that you’ve never shown finer entertainment . . . and they’ll agree enthusiastically. You can swap stories with fellow-exhibitors about peak November grosses . . . and have the facts to back you.

For this latest crop of FOX releases measures right up with those great first-quarter hits!


"THE WHITE PARADE" with LORETTA YOUNG and JOHN BOLES. A Jesse L. Lasky production. Directed by Irving Cummings.


And when November’s over you’ll have plenty of money for Christmas presents . . . THANKS TO
**Chesterfield-Invincible**

The Curtain Falls—CD-Henrietta Crosman, Dorothy Lee, John Darrow, Natalie Moorhead, William Bakewell.


The Port of Lost Dreams—MD—Billy Boyd, Louis Lann, George Marion, Sr., Ed Gargan, Robert Elliott.

**Columbia**


Lady By Choice—CD-Carole Lombard, Pat O'Brien, Claire Dodd, Agnes Ayres, Henry O'Neill (FN).

The Captain Hates the Sea—D-Verree Teasdale, Ricardo Cortez, Charles Delafield, Margaret Lindsay (FN).

One Night of Love—MU—Grace Moore, Lyle Talbot, Mona Barrie, Tullio Carman, John Darrow, J. Farrell MacDonald.

That's Gratitude—C-Frank Craven, Charles Babbitt (W).

**First National-Warners**

A Lost Lady—D-Barbara Stanwyck, Frank Morgan, Ricardo Cortez, Lyle Talbot (FN).


Gentlemen Are Born—D—Jean Muir, Fran- chot Tomne, Tonio Selwart, Margaret Lindsay (FN).


The St. Louis Kid—CD—James Cagney, Patricia Ellis, Allen Jenkins, Dorothy Dare (W).

The Firebird—D—Verree Teasdale, Ricardo Cortez, Anita Louise, Lionel Atwill (W).


Caravan—C-Charles Boyer, Loretta Young, Jean Parker, Phillips Holmes, Louise Fazenda, C. Aubrey Smith, Eugene Pallette, Noah Beery.

Elinor—D—Claire Trevor, Hugh Williams, William Foster, Gilbert Roland, Henrietta Crosman.

Peck's Bad Boy—C-Jackie Cooper, Thomas D'Arcy.

The White Parade—D—Loretta Young, John Boles, Dorothy Wilson, Muriel Kirkland, Astrid Allwyn, Frank Conroy, Jane Darwell, Frank Melton, Sara Haden, Joyce Compton.

Marie Galante—MD—Spencer Tracey, Ketti Gallian, Ted Sparks, Helen Morgan, Stepin Fetchit.


Bright Eyes—C—Shirley Temple, James Dunn, Lois Wilson, Judith Allen, Jane Withers, Dorothy Christy, Theodore Von Eltz.

Lottery Lover—CD—Lew Ayres, Pat Patterson, Peggy Fears, Sterling Holloway, Reginald Denny, Alan Dinehart, Walter Woolf, Eddie Nugent, Nick Foran.


Music in the Air—MU—Gloria Swanson, John Boles, Douglas Montgomery, June Lang, Al Shean, Reginald Owen, Joseph Cawthorn, Hobart Bosworth.

Bachelor of Arts—CD—Tom Brown, Anita Louise, Henry B. Walthall, Mae Marsh, Arline Judge, Frank Albertson, George Meeker, Berton Churchill, Stepin Fetchit.

Gambling—MD—George M. Cohan, Wynne Gibson, Dorothy Burgess, Theodore Newton.

The First World War—Compilation of films from secret archives of war powers.

County Chairman—C—Will Rogers, Evelyn Venable, Ken Taylor, Jan Duggan, Louise Dresser.

24 Hours a Day—D—Mona Barrie, Gilbert Roland, John Halliday, Herbert Mundin.

Du World

Blue Light—D—Leni Riefenstahl.

Liberty

Once to Every Bachelor—CD—Marion Nixon, Neil Hamilton, Alan Winkle.
Without Children—D—Marguerite Churchill, Bruce Cabot, Evelyn Brent, Dickie Moore, Cora Sue Collins, Reginald Denny.
School for Girls—D—Evelyn Fox, Lois Wilson, Paul Kelly, Lucille La Verne, Toby Wing, Dorothy Lee, Luna Andre, Russell Hopton, Kathleen Burke.
Two Husbands—D—Nei Hamilton, Miriam Jordan, Henry Armetta, Hardie Albright.

Majestic

Night Alarm—MD—Bruce Cabot, Judith Allen, H. B. Warner, Sam Hardy.
The Perfect Clue—MD—David Manners, Skeets Gallagher, Dorothy Libaire, Ralf Haraldo, Betty Blythe.

Mascot

In Old Santa Fe—D—Ken Maynard, Evelyn Knapp.
The Marines Have Landed—AD—William Haines, Armita.
Mystery Mountain—D—Ken Maynard, Verna Hillie.

Metro

Treasure Island—CL—Wallace Beery, Chic Sale, Jackie Cooper, Lewis stone, Lionel Barrymore, Dorothy Peterson.
Student Hour—F—Jimmy Durante, Maxine Doyle, Charles Butterworth, Douglas Fowley, Monte Blue, Betty Grable.
What Every Woman Knows—MD—Helen Hayes, Brian Aherne, Lucille Watson, Madge Evans, Dudley Digges, David Torrence, Donald Crisp.
Barretts of Wimpole Street—D—Norma Shearer, Maureen O'Sullivan, Charles Laughton, Fredric March.
The Merry Widow—MD—Maureen O'Sullivan, Jeanette MacDonald, Edward Everett Horton, Una Merkel, Sterling Holloway.
Wake Up and Dream—MD—Cary Grant, Lionel Barrymore, Charles Laughton, Elizabeth Allen, Fred Bartholomew, Roland Young, Hugh Williams, Edna May Oliver, Madge Evans, Basil Rathbone, Lewis Stone, Elsa Lanchester.
The Night is Young—MD—Evelyn Layne, Ramon Novarro, Charles Butterworth, Stuart Erwin, Edward Everett Horton, Una Merkel.
Forsaking All Others—CD—Clark Gable, Joan Crawford, Billie Burke, Robert Montgomery, Ted Healy, Charles Butterworth.
Sequoia—AD—Jean Parker, Russell Hardie, Paul Hurst.
Wicked Woman—D—Mady Christians, Jean Parker, Russell Hardy, Wallace Ford, Dorothy Lee.

Paramount

Wagon Wheels—D—Randolph Scott, Raymond Hatton, Gail Patrick, Monte Blue, Jane Dugoud, Leif Erickson.
Pursuit of Happiness—CD—Francis Lederer, Joan Bennett, Charles Ruggles, Mary Boland, Walter Kingsford, Minor Watson.
Enter Madame—MD—Elissa Landi, Cary Grant, Lynne Overman, Sharon Lynne.
Lives of a Bengal Lancer—D—Cary Grant, Franchot Tone, Richard Cromwell, Sir Guy Standing, Kathleen Burke, Monte Blue.
Here is My Heart—CD—Bing Crosby, Roland Young, kitty Carlisle, Reginald Owen.
Lighthouse Nights—MD—George Raft, Jean Parker, Anna May Wong, Kent Taylor, Billy Bevan.
Code of the West—W—Jackie Coogan, Randolph Scott, Evelyn Brent.
College Rhythm—F—Joe Penner, Lenny Ross, Jack Oakie, George Barbier, Lyda Robert, Mary Brian.
Father Brown, Detective—MD—Paul Lukas, Gertrude Michael, Walter Connolly.
Wings in the Dark—MD—Myrna Loy, Cary Grant.
Caprice Espagnole—MD—Marlene Dietrich, Joel McCrea, Lionel Atwill.
My One and Only—MD—Bob Hope, Walter Abel, Helen Twelvetrees, Conrad Nagel, Arlene Judge, Toby Wing.
Only in a Blue Moon—CD—Jimmy Savo, Whitney Bourne, Cecilia Parker, Michael Dalmatoff.

Monogram

Tomorrow's Youth—CD—Dickie Moore, John Miljan, sleep, Franklyn Farnon, Gora a She.
Trail Beyond—D—John Wayne, Verna Hille, Noah Beery, Robert Fraser.
Red Head—D—Bruce Cabot, Grace Bradley, Berton Churchill, Regis Toomey.
Lost in the Stratosphere—MD—June Collyer, William Cagney, Eddie Nugent, Edmund O'Dowd, Paul Cavanagh.
Mysterious Mr. Wong—MD—Bela Lugosi, Wallace Ford, Dorothy Lee.
Flirting with Danger—CD—Robert Armstrong, Mary Carlisle, Eddie Nugent, Tommy Dugan, Gigi Parrish.
Sing Sing Nights—MD—Blu Loung, Connie Gilray, Mary Doran, Berton Churchill.

Radio

The Gay Divorcee—MD—Ginger Rogers, Fred Astaire, Edward Everett Horton, Eric Blore, Alice Brady.
Wednesday's Child—D—Edward Arnold, William Pawley, Frankie Thomas, Jr.
Kentucky Kernels—F—Wheeler and Woolsey, Mary Carlisle, Spunko MacFarland, Noah Beery, Lucille La Verne.
Anne of Green Gables—CL—Anne Shirley, Tom Brownie, O. P. Heggie, Helen Westley, Sally Haden, Murray Kinnell.
West in the Dark—MD—Ray Faye, Ralph Bellamy, Melvyn Douglas, Rocco Anes.
The Kickoff—CD—Eddie Quillen, Betty Furniss, Grant Mitchell, Robert McWade.
Kara—MD—Steffi Duna, Regis Toomey, Raymond Hatton, George Lewis.
West of the Pecos—MD—Richard Dix, Martha Sleeper, Sleep 'N Eat, Sam Hinds, Fred Kohler.
Romance in Manhattan—CD—Francis Lederer, Ginger Rogers, Arthur Hohl, Jummy Butler.
Portrait of Laura Bales—CL—Mai Robson, Mary Carlisle, Alan Hale, Hale Hamilton.
Enchanted April—D—Ann Harding, Frank Morgan, Katherine Alexander, Reginald Owen.
Little Minister—CD—Katherine Hepburn, John Beal, Alan Hales, Donald Crisp, Reginald Denny, Andy Clyde.

Universal

Wake Up and Dream—CD—Russ Columbo, June Knight.
Life Returns—D—Onslow Stevens, Lois Wilson, George Breakston, Stanley Fields.
Secret of the Chateau—MD—Claude Rains, Lionel Atwill, Peter Lorre, Helen Walker, Osgood Perkins.
Straight from the Heart—CD—Mary Astor, Roger Pryor, Baby Jane.
When a Man Sees Red—W—Bar Jone.
Man Who Claimed His Head—MD—Claude Rains, Lionel Atwill, Baby Jane, Joan Bennett, Wallace Ford.
Mystery of Edward Dood—MD—Claude Rains, Heathcliff, Douglas Montgomery.
BETWEEN THE PARAGRAPHS

PATENT SITUATION AGAIN LEAVES EXHIBITOR IN ODD POSITION

Sweeping effect of the refusal of the United States Supreme Court to review the Tri-Ergon patents case resulted in William Fox being established as owner of the flywheel and double printing patents and left the industry in pretty much of a dilemma.

While it is believed likely that some new way to get around both patents may be introduced, still Fox is entitled to royalty payments on any alleged infringements, if proven.

The initial effect of the decision was to leave the industry wondering, with no one coming to the assistance with any clarification. The bolt came out of the blue, so to speak, and the leaders of the industry, trade press and others couldn't know how to interpret. At present writing, the situation is not definitely outlined, except that certain alleged infringement suits have been filed.

Oddly enough, Fox now comes back to the motion picture industry as violently as he left it.

BANKERS ALSO INTERESTED IN FOOTBALL, IT SEEMS

Exhibitors and other film folk who wonder why and how banking interests are so definitely linked to production and exhibition might be interested in a current story that one of the bigger eastern collegiate stadiums is owned, operated and booked by a bank of that city. The bank, the story goes, books the games without consulting the football coach with an eye toward bigger opponents and profits and even pays the expenses and pin money of the players.

The story, of course, might be a trifle exaggerated, but it goes to show that when a banker comes into the football business, he isn't any more idealistic than when he enters the motion picture industry, idealism or anything else regardless.

FLOOD OF OVERBUYING CASES DUE IN CODE DISTRICTS

Code boards are looking forward to a tremendous influx of cases claiming overbuying on the part of competitive theatres. Already it is apparent from the number of cases which are being dismissed because buying is not yet completed that independents are ready to go to bat to protect their interests against so-called oppressive competition.

PICTURES ARE REALLY GOOD BUT STANDOUTS ARE FEW

There is no question but that pictures are improving. The greater mass has attained a higher standard than ever before, but the age-old problem of not enough standouts is also present.

Andre Senewald, motion picture editor of "The New York Times," and one of the best in the business because he seems especially sympathetic toward motion pictures, points out that pictures are really much better than ever before and includes many good examples. Senewald also praises the Broadway policy of allowing good pictures to run as long as they stand up, instead of sticking to a weekly change policy. The smaller Broadway houses use up the pictures that the larger citadels don't need.

Generally, the industry, including the independents, is to be complimented on the improvement, but as the standard gets higher, so does the demand for real hit attractions. People are still shopping. Because of that, a good picture does not mean a successful one.

HOBART MANN
Waxman’s Click

A. P. Waxman is to be commended on the press sheets turned out by Gaumont British. Books compare more favorably with the American press books and should be of great aid in selling the shows.

For an English company, it shows extreme progressiveness.

“Transatlantic” Campaign

Sam Gilman, manager, Loew’s Regent, Harrisburg, with assistant, Bob Etchberger, went strong on “Transatlantic Merry-Go-Round.”

One of the most attractive stunts for “Transatlantic Merry-Go-Round” was the presence in the streets of Harrisburg of L. J. Millet and his pretty wife, Sonya, professional stilt walkers.

Crowds gathered in front of the theatre daily, fascinated by a false front consisting of a revolving replica of a merry-go-round which revolved around the upper portion of the box office. Arrangements with the Harrisburg Telegraph enabled manager Gilman to turn the entire classified ad page into a Loew theatre page. On day preceding opening of picture a 15-minute playlet on the highlights of the picture was broadcast over Harrisburg Radio Station WHP. Seven thousand special circulars were distributed among workers in Capitol Park and among school children.

Temple Contest

Llew Black tied in with about $100 worth of advertising with Fraime’s Dairy, Beste Company, Crosby Mill and two other shops for “Now and Forever.” He packed 1800 children in the theatre, largely as a result of a radio contest for the selection of a local Shirley Temple, in Wilmington.

College Play

Dwight VanMeter, new manager, Aldine, Wilmington, took advantage of the college football spirit in the air by having George Kelly and his orchestra, with the aid of boys in uniforms of respective local schools and colleges, put on a skit called “Campus Capers.”

Bulb Tieup

In a tie-up with manager Jerry Wollaston, Victoria Theatre, Harrisburg, electrical contractor is offering admission tickets to the Victoria with purchases of electric lamp globes. For each six bulbs of any size between ten and seventy-five watts purchased, the customer receives one adult and two children’s admission tickets for any performance at the Victoria.

REMEMBER HAMMOND for Sound Floats - Exploitation
STUNTS ON “WAGON WHEELS” “PECK’S BAD BOY” “MERRY WIDOW”

For dates EARLE F. HAMMOND
RIT. 9709 Philadelphia

NOW IS THE TIME TO PLAY • • •

The Thrilling Authentic Presentation of the

“World’s First War”

UNCENSORED

RAW WAR FILMS

Forgotten Man

A Jewel Production

Distributed by the World’s Leading Independent

FIRST DIVISION EXCHANGES, Inc.

HARRY H. THOMAS, President

Executive Offices: RKO Bldg., Radio City, New York

Philadelphia Branch: 1240 Vine Street — Sam Rosen, Manager
Pictures have played return engagements... runs have been extended... but never before have showmen DEMANDED more pictures from a producer!

Insistent demand by exhibitors and exchanges has compelled LIBERTY to increase its announced program of 8 features, with

MORE FROM LIBERTY
12 FEATURES FOR 1934 1935

These 8 COMPLETED pictures created the demand for MORE:

"CHEATERS"
"WHEN STRANGERS MEET"
"TAKE THE STAND"
"NO RANSOM"
"ONCE TO EVERY BACHELOR"
"TWO HEADS ON A PILLOW"
"SCHOOL FOR GIRLS"
"WITHOUT CHILDREN"

LIBERTY PRODUCING REAL BOX OFFICE ATTRACTIONS
STOP URGE AT LEAST FOUR MORE FOR THIS SEASON
REGARDS= HARRY THOMAS
FULLY BELIEVE ENLARGED PROGRAM WOULD MEET
WITH FINE RESPONSE FROM SHOWMEN=
DAVID L LOEW
HEARTILY ENDORSE FOUR MORE STOP GLAD TO
HAVE ALL YOU PRODUCE= JACK BELLMAN =
HOLLYWOOD FILM EXCHANGES.

LIBERTY PICTURES CORP.
M. H. HOFFMAN, President
Pathé Studios, CULVER CITY, CALIF.

DISTRIBUTED BY
HOLLYWOOD FILM EXCHANGE,
1220 VINE STREET, PHILADELPHIA
JOHN GOLDER, Manager.
**Bike Contest**

For “Six-Day Bike Rider,” Colonial Theatre, Harrisburg, manager Harry Lambert presented moviegoers a big series of stunts. Hundreds of children participated in a bicycle speed contest conducted in the theatre lobby during the showing of the picture. The set-up consisted of two bicycles, one for a girl and another for a boy; with mileage machines attached. The girl pedalling the most mileage in six minutes won the girl’s bicycle, and the boy pedalling the most mileage in a similar period won the boy’s bicycle.

In another tie-up with the Hershey Creamery Company, Harrisburg, hundreds of children participated in a contest with three Speed-O-Bikes as the prizes.

Children were instructed to bring with them to the Harrisburg Colonial ice-cream box tops of the Hershey Creamery Company, which were numbered. Upon entering the theatre they deposited the tops in a box. Three of the tops were drawn from the box on the theatre stage on Saturday night and the three small bicycles were presented to the winners.

**Personal Plug**

Because “What Every Woman Knows,” Loew’s Regent Theatre, Harrisburg, offered little room for sensational exploitation, manager Samuel Gilman inserted in Harrisburg newspapers a commending personal letter, two columns wide and seven inches long.

**Stilt Walkers**

L. J. Millet and his wife, Sonya, Albany, N. Y., professional stilt walkers, were used at Regent Theatre, Harrisburg, by manager Samuel Gilman, in exploitation of “Transatlantic Merry-Go-Round.”

**Conway’s Revivals**

Joe Conway, Egyptian Theatre, asked his patrons for their votes on revival week. Self-addressed envelopes insured getting the replies back to the house.

**Direct Contact**

Morton Levine, manager, Opera House, Wilmington, was quick with an idea when the newspapers stopped running daily readers telling about the current feature. He installed in the lobby a table, with a registry book, and a placard over it instructing persons who wished to be called over the telephone and to ask about the plot or players in the feature films or any other information about the program, to register their name and telephone numbers. Morton Pragg, assistant, answers most of the calls.
"THE GAY DIVORCEE" IS THE HOLD-OVER SENSATION OF THIS INDUSTRY

Last Week

Eight Openings... Eight Records and Eight Hold-overs

This week more than 30 openings... East, West, North and South... in Warner Houses, RKO Houses, Independent Houses, and with all Circuits represented, the story is the same. Records of all kinds are being shot to pieces... it's topping "Flying Down To Rio" and "Little Women", last year's champs, and any other shows you want to name.

★ ★ ★ ★

As this goes to press at 4 P.M. Monday, October 22nd, it looks like another 100% week of Holdovers!

Book it...... Sell it...... and keep your dates open for a Holdover!...... RKO RADIO PICTURE

Starring Fred Astaire and Ginger Rogers with Alice Brady

Edward Everett Horton... Directed by Mark Sandrich... Dance Ensembles by Dave Gould... Pandro S. Berman Production
Young Timers Okay
Keeping a crowd of children from annoying adult patrons, talking loud and whistling without the use of police methods is a problem for any "nabe" manager, but Ben Schindler, manager, Avenue, Wilmington, and his assistant, G. Park Weaver, are finding notable success in a plan.

Weaver takes the lead in the movement by organizing the youths in an organization they call "Young Timers." At their meetings they make rules concerning behavior in the theatre and also the kind of pictures they like. Saturday matinees they have color guards on duty, flag ceremonies and a number of little stunts that impress them and put them on their own good behavior. Members wear badges, and as an inducement to continuance of the movement, a half dozen or so free tickets are given out for special merits. All told, Schindler finds that it has solved a problem that has bothered nearly every manager that has ever operated this particular theatre.

Cadet Band Clicks

Organized less than two months ago, the band has grown rapidly to seventy-five members ranging in ages from five to nineteen years. Full credit for the success of the organization is given by Manager Gilman to Captain McKenzie, former U. S. Army officer, and his five assistants.

Benefit for Industry
High school girls sold tickets for "Have a Heart," presented at the Ritz Theatre, Danville, for the benefit of the Teson Silk Mills, Inc.

Joseph G. Wolfe, owner of the mill, moved his plant from Patterson to Danville upon promise of the Danville Chamber of Commerce to pay him $1000. Half of this amount was paid from subscriptions. Short $100 of the remaining half, which was due Wolfe, Chamber officials sponsored the benefit movie.

Courtesy Week Film
A. N. Champion and George S. Gillette National Courtesy Week Association, were expected to finish before November 1, production in Harrisburg of a film to be shown at a Wilmington and Vincent theatre in Harrisburg, during the week of November 1.

VanMeter Active
Dwight VanMeter, new manager, Aldine, put on a big ballyhoo for “Six Day Bike Race” in Wilmington. Two bicycle riders peddled on top of the marquee in a three-day endurance test. Dwight had a tie-up with the Brandywine Milk Company for twelve prizes of 18 days’ supply of milk each, to patrons who guessed the mileage of the two bike peddlers each day. Mileage meter of the two bikes were kept sealed, and each night the results announced over WDEL. Besides this stunt, VanMeter put on a cross country bicycle race, Saturday, which included the circling of the football field where Wilmington High was playing one of its biggest games. The race ended at the theatre and a cup was awarded the winner and several tickets for the nearest trailers.

Idea went over big.
Van Meter has some other big stunts lined up.
Warren Heads New Control Corporation of America, Sponsors New Development

Modern Cooling, Heating, Ventilating Apparatus Ready for All Houses at Low Rates

What must be considered as one of the most important announcements in many years in the equipment field has resulted from the announcement that Chrysler-made equipment for the cooling, heating and ventilation of theatres will be sold, distributed and installed exclusively in the United States by the Control Corporation of America, headed and formed by F. B. Warren.

Exhibitors will hail this announcement as the entrance of a new, scientific, practical, economical unit into the field, to be sold on a sane, easy to pay financing plan. The new idea, furthermore, will allow the smallest theatre to compete with the biggest theatres in the country in the cooling and ventilating line.

Entry into the air-conditioning field was announced recently by the motor manufacturer whose son, Walter P. Chrysler, Jr., as president heads Airtemp Incorporated, the world distributing organization which will itself handle all sales, under the sales management of H. C. Jamerson, except in the theatre classification granted to Warren's company. For the manufacture of the equipment itself, in all fields of air-conditioning, there is the Chrysler-owned Amplex Corporation with its great plant in Detroit.

Readiness to make immediate surveys and installations in theatres is confirmed by Warren with the statement that equipments are available for quick delivery and that the executive operating staff of the Control Corporation has been named. Head of the engineering staff will be Andre Merle, one of the refrigeration industry's leading experts, and all engineering and air-conditioning equipment problems will be under his direction. Merle's experience in air-conditioning dates from his discharge from the military service in 1922. While with the Carrier Engineering Corporation he worked on the design and installation of such plants as the Chrysler and Lincoln Buildings, New York, and the J. L. Hudson department store, Detroit.

For the last three years he has been connected with Clyde R. Place, eminent consulting engineer in air-conditioning, and for Place he has worked on the Rockefeller Center development including stores and theatres, and on the design of the new Government Archives Building in Washington, D.C. Value of the air-conditioning, cooling and refrigeration work under Merle's supervision on these developments alone exceeds $10,000,000. He is a member of the American Society of Heating and Ventilating Engineers and the American Society of Military Engineers.

William E. Harkness will be the traffic and contracting consultant. Harkness for thirty years was with the American Telephone and Telegraph Company, and for years head of its radio activities. He will be executive adviser to Warren.

Arthur E. Ralph, for years with Electrical Research Products, Inc., and prior to that with R. Hoe & Co., and the Winchester Arms Co., will head Control's division of survey and installation as well as be assistant treasurer of the corporation. Ralph was plant engineer of Winchester Repeating Arms Co.

Magnus, Secretary

I. M. Magnus will be secretary. Announcement of the personnel of the sales organization will be made shortly. Installations will be handled on time payments.

Walter P. Chrysler's entry into air-conditioning has been the signal for an immensely quickened interest and activity in this vast new industry.

F. B. Warren's return to personal operation within the theatre field comes after six years association with Electrical Research Products, Inc., as a sales executive. For twenty years he has been known to virtually every owner or exhibitor factor in control of the nation's theatres. He was one of the founders as well as vice-president in charge of sales and distribution of the original Goldwyn Company, later merged with Metro. He was the founder, general manager and his own sales manager of Associated Producers.

Warren will retire from ERPI December 31.

Cut Hot Advertising

It doesn't seem possible, in view of the current clean picture agitation, that any theatre would use printed advertising that is not only of the salacious type but deceptive because picture in question does not contain any material of the nature publicized, but apparently there are exhibitors who don't care about public reaction.

Recently, some heralds which have been brought into this office can be said to cross the border mark as far as good taste is concerned.

The smart exhibitor is the one who doesn't subordinate his sense of judgment to the prospect of a few more dollars which might come in but which don't.

It pays to be smart.
**Two More**

Protestant Episcopal Church and Lutheran Church are latest to pledge themselves to fight salacious pictures.

Bodies, meeting in Atlantic City and the south, went on record as organizing their own legions of decency to fight any objectionable pictures.

**WILKES-BARRE**

Comerfords are going to promote road shows. Irem Temple auditorium will be used instead of the Irving. New Y. M. C. A. is sponsoring Saturday night movies.

Fred Hermann, Capitol, finds the cavity left by his missing tooth a handy place to park his cigar.

Lewd films, shown at an inn in the mountains, netted ten arrests when county detectives and State police raided the place.

Irving manager, Al Cox, is back on Saturday openings.

Matinee at the Shawnee in Plymouth was cancelled by Bill Roberts when the whole town turned out for the funeral of Dr. George R. Drake.

Fred Hermann had a strip in the 'Times' leader,' in connection with the showing of 'Cleopatra.'

A Special children's show was staged at the Capitol, Saturday morning.

John Galvin is delighted with the success of Amateur Night every Thursday at the Penn. He packed the customers in last Thursday. John took time off Tuesday to serve as a judge at the Hallowe'en affair on the West Side for dear old charity's sake. Your correspondent also helped with the honors.

Burgress J. J. Lukaski, Dupont, gave two youngsters a dose of castor oil as a sentence last week when they were haled before him, charged with loitering around a move's house after 9 P. M. M. M. George Bittinger, Kingston, was host to members of the circulation staff of the "Record." in connection with the showing of "The Scarlet Empress."

When "Treasure Island" was shown at the Kingston, a charming young woman in a pirate's costume served samples of Treasure Island cake.

Two thousand Junior Firemen of Wilkes-Barre were guests at a theatre party at the Orpheum Saturday morning, thanks to the Comerfords, Fire Chief Thomas Flanney and "The Record."

**READY REFERENCE**

*Each company listed is an authority in its field and is reliable and trustworthy.*

**ACCOUNTANT (Theatre Spec.)**

EDWIN R. HARRIS
CERTIFIED PUBLIC ACCOUNTANT
Denkla Bldg., Philadelphia

Specializing in Theatre Bookkeeping. Profit and Loss Statements and State and Federal Tax Returns for more than 25 years.

THE SMALL MONTHLY SUM WILL SURPRISE YOU

**AIR CONDITIONING**

**TYPHOON AIR CONDITIONING CO.**

COOLING - HEATING - VENTILATING
252 West 26th St., New York

**ARCHITECT**

THEATRE DESIGN
Remodeling - Building
LATEST COMPLETED
NEW BROADWAY COLONIAL
Camden, So. Philly
New Jersey
Penna.

DAVID SUPowitz
REGISTERED
246 S. 15th St., Phila., Pa.
Penny packer 2291

**BUSINESS BROKER**

THEATRESANTED
Philadelphia, Up-State, New Jersey and Delaware
Cash no object if priced right
Our Dealings Are Strictly Confidential
M. H. GOODIS, Inc., 1101 Chestnut St.

**CHAIRS** (used theatre)

LARGEST DEALERS IN USLD CHAIRS
Re-Setting - Re-Upholstering
"Servastone" for cracked concrete floors
Parts for all chairs
Slip Covers
ALLIED SEATING COMPANY
358 W. 44th St., New York, N. Y.

**DECORATIVE GLASS**

We specialize in GLASS for Theatres
Specify: VARICOLITE
See the new mirror booth at the IRIS THEATRE, Kensington and Allegheny
Write for particulars and samples
M. KRAKOVITZ AND SONS, CO.
4TH AND MORRIS STREETS, PHILA.
Dewey 8600
Main 2300

**SUCCESSFUL SHOWMEN ARE PARTICULAR about their PRINTING!**

- Our thoroughly Modern Equipped Plant — the largest on Vine Street—
- Our Publicity Department consistently producing new ideas—
- Our policy of combining workmanship and service with moderate prices—

Assures You Complete Satisfaction on All Your Printing Requirements

"Where Economy Meets Efficiency"

**METROPOLITAN PRINTING CO.**

1323 Vine Street
PHONES: 8TH House 9640
Philadelphia
THE PHILADELPHIA EXHIBITOR

Contact Federal Housing

Exhibitors should contact the local offices of the Federal Housing Administration in order to insure their getting from $100-$2000 to renovate and repair their houses. Not only owners but operators of houses can effect the loans, which are payable in from 1-3 years, at low rates of interest, with the bank guaranteed by the government.

Henry Barrist is on the local committee, contacting theatres. His offices at 261 N. Broad Street are open daily for further explanation. He asserts it is the duty of all exhibitors to secure the loans in order that more money be put in circulation and the houses improved. See him for further details.

Heard In

TRENTON

Labor Matter
Settled Here

James Conklin, house manager RKO Broad Theatre, staged a real wedding on the stage, October 18, in a tie-up with merchants. March of the wedding party up the theatre aisle and the ceremony climaxing a two-day trade affair.

Ogdend Wilkinson, owner-manager, State Theatre, re-opened the playhouse, presenting stage attraction. State is part of a chain of theatres presenting stage shows under the direction of Wee and Leventhal. State was formerly operated by W. C. Hunt.

NRA Labor Board reinstated operators Edward and Dominick Cruciana, Victoria Theatre and upheld discharge of Edward Malkowski, Princess Theatre, on appeal of the three motion picture projectonists. Three operators belonged to the Independent Projectionists and Stage Employees Union. All three got their jobs some years ago as a result of a strike which resulted in ousting the IATSE from the Victory and Princess. All three operators were discharged April 15 when the theatre owner-managers signed a closed-shop agreement with the IA. Newark, N. J.

Regional Board ruled in July that the three discharges were justified and the independent union appealed to the Washington, D. C., board. In ordering the reinstatement, the NRA Labor Relations Board ruled that two operators must be recognized as representatives for collective bargaining. Malkowski, lone operator, Princess Theatre, didn't bargain collectively, thus the company didn't violate Section 7-A of the Recovery Act when it refused to negotiate an agreement with him.

Mrs. Helen B. Hildinger, treasurer, Hildinger RKO from $100-$2000 to renovate and repair their houses. Not only owners but operators of houses can effect the loans, which are payable in from 1-3 years, at low rates of interest, with the bank guaranteed by the government.

Mrs. Henrietta Arnold, Colonial, Harrisburg, cashier, continues her star equestrienne performances.

Harvey Kedden, new doorman, Majestic, Harrisburg, can tell some interesting stories of a circus life.

Manager O'Rear scooped the city at his Majestic on the newsreel shots of the assassination.

C. Floyd Hopkins, Wilmer and Vincent, was general chairman of the Health Bond Sale.

New screen has been installed at Loew's Regent.

Strand Theatre, Steelton, October 24. ranged benefit motion picture show to raise funds for Steelton's Hallowe'en celebration.

For "One Night of Love" at the Hershey Community Theatre, Hershey, manager John B. Sollenberger had an attractive window display of Grace Moore perfume at one of the leading women's shops of Harrisburg.

State Theatre, Harrisburg, closed for the summer, will open November 8, to play "Roberta." Francis A. Deverter will manage State for this show.

State, Easton, and Colonial, Allentown, Wilmer & Vincent houses, have been equipped with RCA Victor High Fidelity sound.

Joseph Sheves, Shillinglon, has contracted for the installation of RCA Victor High Fidelity sound in the Shillinglon.

Music Tax Due

Exhibitors generally are entering into the spirit of the co-operation effected with the American Society.

Deal calls for an increase, but compromised on the excessive demands wanted by the Society. Next year may tell a different story.

Friedlander V. P.

Al Friedlander, assistant to Harry H. Thomas, president, and in charge of advertising and publicity of First Division, has just been elected vice-president of the organization.

Friedlander has been associated with the firm for fourteen years, and has acted in various executive capacities during that period. He made his history a season ago with his exploitation campaign on "Goona Goona."

U.P.-STATE

Mr. and Mrs. Claude J. Knol announce the birth of a son, Claude John Knol, Jr., on October 8. Mr. Knol was Miss Mary Runk, former cashier, Colonial Theatre, Harrisburg.

Majestic Theatre, Harrisburg, manager Jack O'Rear, in playing for three days only severa pictures. In the lobby of the Majestic manager O'Rear had in display the working model of the new Swedish American Internationalship, Kungholm. It was sent to Harrisburg from the Chicago World's Fair.

Three new semi-shadow electric box display frames have been installed in the interior lobby at the Colonial, Harrisburg, adding to the appearance.

Mrs. Henrietta Arnold, Colonial, Harrisburg, cashier, continues her star equestrienne performances.

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No Booth Politics

Reports that approaches have been made to operators to cut out clips of Republican candidate Schnader from newsreels brought the assertion from Lew Krouse, head of the local operators' union, that such tactics would not be tolerated. Krouse said the members have instructions not to tamper with film and lay off politics while at their jobs. Krouse said the union was not going to stand for any such tampering.

Heard In

CROSSTOWN

Still Closing and Opening

Moe Verbin all enthused over "The Blue Light," which held over at the Europa. Artie Cohn, the man mountain of the Earle, all set for the Eddie Cantor bill. Cohn is up to his usual and unusual tricks.

Admiral Theatre, formerly a Fineman and Specht house, is now being operated by Dave Shapiro. It is reported that $30,000 cash was involved in the deal, with an $85,000 mortgage for 10 years.

Romeo Cella, head of the musicians' union, charges that unemployed musicians are starving while white red tape and discussion are preventing 300 of them from going to work on LWD jobs.

Locust Theatre will have a Sunday tradeshow of "The White Parade.

S-W A and F system excited a lot of comment.

Unit at Fay's broke all records for the house, speaking well for ingenuity of manager Sid Stanley and chief lieutenant Lester Jeffries.

George Nonamaker is now attached to the Fay's Theatre forces in a publicity capacity.

Little Theatre is again going to try to make a go of it.

Strand Theatre, Easton, is being operated by Eaco, Inc.

Harry Schwab has taken over the Forrest, Conshohocken, and has closed it.

James Hodges is operating in Honey Brook.

Harry Chertcoff is handling the Lititz Theatre, Lititz.

Elite Theatre has closed.

Charles Segal, MPTO head, hopped to New York City, attended one of the AMPA luncheons.

John C. Flinn, Code Authority secretary, was a visitor in town a fortnight ago. He inspected the local offices, was immensely pleased with progress and okayed some improvements.

New RCA Victor High Fidelity sound reproducing apparatus has been installed in the Mildred, Mildred, by William C. Whitaker.

Wynne Theatre, Wynnewood, has been conveyed from the Wynnewood Theatres Company to Stanley Company of America, subject to mortgage of $250,000.

Lloyd Seiber, manager, Hip, Pottstown, was stricken with appendicitis. He had worked very hard in opening the William Goldman house.

Capitol, Chambersburg, is plugging the organ feature. It is one of the few houses in the upstate area to do so.

I. T. M. NEWS

Jack Littow, Eureka Theatre, is the new president. Other officers elected at the October 25 meeting include Nathan Milgram, Lorraine, vice-president; J. Ehrlich, Howard, treasurer; Rube Shapiro, Ritz, Oaklyn, secretary; Max Korr, New, financial secretary.

Members' birthdays are as follows: October 16, Nathan Milgram, just past 20. Wedding anniversaries: Kay Katz, Gem Theatre, October 18 (1st); Joe Kane, York Theatre, October 22; M. Philip, Douglass Theatre, October 16.

Nat Abelove and J. Borofsky are publicity directors.

Disney Feature Due

"Snow White," an all-techicolored cartoon feature, will be completed by Walt Disney for release in 1935, at a cost of $250,000, according to a story appearing in the current issue of Fortune.

Disney's idea and its development is the subject of the article, which is of certain interest to all theatremen. The yarn relates how Disney has advanced in the business, how he hopped from Powers to Columbia to UA and how he is desirous of boosting the appeal of the shorts so that exhibitors will pay more money for them as marquee attractions.

The story also relates that Carl Laemmle told Disney, at one time, that $15,000 is enough to spend on a cartoon. Disney now spends three times that much.

Buckley Files

Harry Buckley, New York, stockholder, has filed in Chancery Court, Wilmington, petition for the appointment of trustees in the dissolution of the Art Cinema Corporation, a certificate of dissolution for which was filed at Dover recently. The bill urges that William Jasie, Dennis O'Brien, and William H. Phillips, directors of the concern, be appointed.

Jones Entertains

George Jones, former manager, Lou's Parkway, landed an even better theatre in Richmond. Jones, before leaving Wilmington, held "open house" in the Hotel duPont. Among those who dropped in for "bon voyage" were William L. Mapel, new executive editor, New Publishing Company, and other officials of the publishing company. Several of the theatre men dropped in during the evening. Party also served to introduce D. C. Drissel, new manager, brought in.

Nineteen Years Ago in Philadelphia

Samuel L. Rothapel (Roxy) was guest of honor at Continental Hotel with Edward J. O'Keefe, Atlantic City, acting as toastmaster. Among those present were James Jeffries, C. C. Powell, H. Battersby, William Goldenberg, J. Pierce, Herbert Given, C. Stein, Howard, Joseph Dougherty and Marcus Benn.

M. Segal purchased the Apollo Theatre and began renovations.

M. Miller bought Cumberland Theatre, 26th and Cumberland.

Harry Tyson, Fairmount Feature Films, bought a new car.

Louis L. Swash obtained the agency for the Newman ticket changer.

PREMIUMS

PRICE PREMIUMS

The World's Leading Distributors of Theatre Premiums!

Be Convinced...Step Into Our Showrooms in:

1239 Vine Street, Philadelphia

SOUND SERVICE

WE SOLVE YOUR SOUND PROBLEMS

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THEATRE EQUIPMENT

"4-STAR" SERVICE!

★ Equipment of Known Quality Backed by a Guarantee of Satisfaction.

★ Priced with the Benefit of the Mass Purchasing Power of a National Organization.

★ Guaranteed by all of the National Resources of a National Institution.

National Theatre Supply Company

509 North 13th Street


—AND A MAN YOU KNOW—

There's a Store Near You—

Penn Theatre Equipment Co.

509 North 13th Street


Mary Beth Theatre Equipment

Specialists in Repairs

Clem's Motion Picture Supply House

The Most Complete Independents' Motion Picture Supply House in the Territories!

355 North 13th Street - Philadelphia

Sporage 1864

Expert Repairing

UNIFORMS

English Mess Jackets for Ushers - - - - - $6.95

Up-to-Date—Snappy—Inexpensive

Any Color Gabardine

WRITE FOR INFORMATION

American Uniform Co.

134 So. 11th St.

Phila., Pa.
George Morangelo, when "The Case of the Howling Sid Poppay," and "Liberty" were given a rousing reception on October 18, when the first one was presented. Mayor Harry B. Anfinow was on hand to give the introduction and "in his performances, at official touch. Leonard Schesinger and Jack Flynn, Philadelphia zone, were also on hand. Stage shows are now an added attraction on Thursday, Friday and Saturday of each week, with a program of motion pictures only, on Monday, Tuesday and Wednesday. With the change of policies of the Strand and the deluxe pictures which formerly showed there have been transferred to the Capitol. Manager of the four York Warner Brothers' theatres, together with the district manager, William Israel, formed a reception committee on the opening night.

Abner Halle, from Pittsburgh zone, where he worked under Ed Moore, former York manager, has been assigned to the Capitol Theatre, while Irving Dunn has been sent back to his former domain, Ritz. Bob Miller goes back to his old post at the Capitol, Lancaster.

Paul Rhodes, assistant manager, Capitol, went to Pitt to plug "Now and Forever." He was given a seven inch, three column newspaper ad by one of the leading department stores, free, in addition to counter displays on the picture during a special Shirley Temple dress sale.

Charles Moyer, State, Hanover, staged an essay contest on "British Agent." Rialto evening prices have been reduced from 30 to 25 cents.

Cleon Miller, co-operated with the York Cycle Company in giving away a bicycle during the week "Six Day Bike Rider" played the Strand.

Theatres for Politics
Theatres in Harrisburg and neighboring towns have been scenes of important political meetings of both major parties.

At the State, Harrisburg, the Democrats held their largest mass meeting in Central Pennsylvania, October 23.

An intensive two-week campaign was opened by Dauphin County Democrats with a rally at the Roxy Theatre, Harrisburg, October 22.

U. S. Senator David A. Reed, Republican candidate for re-election, delivered the principal address at a big rally October 24 at the Strand Theatre, Carlisle. At the Majestic Theatre, Middletown, nine miles from Harrisburg, a Republican rally was held October 18.

Eddie Murtaugh left Scranton for Boston, dropping his post at the Ritz. He is planning to go to college and all the boys wish him luck in the law.

Matt O'Keefe, Rialto Theatre, Providence, R. I., succeeds Eddie Murtaugh at the Ritz. Tommy Killeen assists. Latter is a record-breaker at putting mats.

Joe E. character, Strand Theatre, tied up on "Cleopatra" with a shoe store opening, and got a lot of heralds, ads, etc., free. Some stunt.

Bob Schmidt, Temple Theatre, Berwick, has his wife back. She visited his home in Illinois.

Charlie Ryan is back on the job after a lengthy illness. Renovating has started at the Strand.

Bill Warner, assistant to Joe E. character, Strand Theatre, was in Philly for the week-end.

M. E. Comerford was host to the National Catholic Welfare Conference. Mass meeting was held at the Strand.

Calling 7101—calling 7101—one line busy. Hi, Katherine.

Tommy Thomas, Taylor, and Louis Pilosi, Dupont, visited Vine Street. Laster takes over Institute Theatre, Forty-Fort. He operates in Swoyersville as well.

Jack Jones, Garden Theatre, West Pittston, now has offices in Pittston, selling cars of coal throughout many states. He welcomes film men.

"Did You Ever See Beau Running?" is the latest popular song.

Phil Moore, Ritz Theatre manager, and assistant Frank Kovaletz scored with "Caravan."

Eddie Connelly, State Theatre, Nanticoke; Stanley Mack and Stanley Janoski, new postmaster, are the three pep boys.

Ernie Schmidt's car is nearing the 90,000 mark.

Bob Schmidt, Temple Theatre, Berwick, is publicity director for the Community Chest drive.

George Gata, Florida, has taken over the Mildred Theatre, Mildred. New sound.

Frank Loisott is now managing Rialto Theatre, Scranton. A former film salesman, he has good wishes from all.

Bowling League is clicking. Nat Sherman, Doc Siegel, Al Spiegel, Johnny Gibbins are the leaders.

Sherman Booking Fay's
Eddie Sherman, leading independent vaudeville booker, starts booking Fay's again November 16. The house, which proved a success last season with Sherman vaudeville and Sid Stanley's handling, expects to break all records with the Sherman bills.

Sherman's list of houses is one of the most impressive in the east.
For your convenience, this publication furnishes this guide to reviews of pictures which have appeared in regular review department. Before rating in your show, consult this page, find out when the review appeared and then look it up. Key: For example, 2-Jan., means the second issue of this publication in that month.

### Columbia

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### First National—Warners

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### Fox

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<tr>
<td>Charlie Chan's Courage</td>
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<td>The World Moves On</td>
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<tr>
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<td>The White Parade</td>
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<tr>
<td>State vs. Elmer Norton</td>
<td>1-Nov.</td>
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### Liberty

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<th>Title</th>
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<td>Beyond the Law</td>
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<tr>
<td>A Man's Game</td>
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<tr>
<td>Name That Woman</td>
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<td>I'll Fix It</td>
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<td>The Captain Hunts Sea</td>
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### Paramount

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<td>Now and Forever</td>
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<td>Ready for Love</td>
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<td>Enter Madame</td>
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<tr>
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<td>Wednesday's Child</td>
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<td>Kent's Nieces</td>
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<tr>
<td>Kentucky Kernels</td>
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### Universal

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<tr>
<td>Catherine the Great</td>
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<td>Helen of Troy</td>
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<td>Bulldog Drummond Strikes Black</td>
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<td>The Last Gentleman</td>
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<td>Born to Be Bad</td>
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<td>Our Daily Bread</td>
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<tr>
<td>Nell Gwyn</td>
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<tr>
<td>For Love or Money (Cash) (Mundus)</td>
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<td>Count of Monte Cristo</td>
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<td>Private Life of Don Juan</td>
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<tr>
<td>Transatlantic Merry Go Round</td>
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<td>We Live Again</td>
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### First Division

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<td>City Girl</td>
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<tr>
<td>Hidden Wife</td>
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<td>Fifteen Wives</td>
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<td>The Curtain Falls</td>
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<td>Fugitive Road</td>
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<td>Texas Tornado</td>
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<td>Young Eagles</td>
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<tr>
<td>Little Darlings</td>
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<tr>
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<tbody>
<tr>
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<td>The Last Jingle</td>
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<tr>
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<tr>
<td>Crimson Romances</td>
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### Masterpiece

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<td>She Had to Choose</td>
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<tr>
<td>Night Alarm</td>
<td>1-Oct.</td>
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</table>
PUT your self in Mr. Theatre Owner's chair! Would you rather devote your Trade Reading Hours to ponderous treatises of nation-wide problems and academic studies of appalling trade practices violations in Peoria—or would you rather devote those same T. R. H.'s to a decided, two-fisted attack on your local ills—a pat on the back for a local job well done—all garnished with a flowing, breezy, newsy chatter about the fellows you know and situations with which you are familiar?

Professor Einstein has the world's greatest modern mind, but if you wanted understandable interesting news, you'd rather listen to Lowell Thomas.

Take advantage of Mr. Theatre Owner's T. R. H.'s through the columns of his local Regional.
THE MERRY WIDOW

A Triumph that Only Metro-Goldwyn-Mayer Could Produce

"THE MERRY WIDOW"

WELL BOYS: No matter how you look at it ... the biggest thing

and Jeanette MacDonald

and Maurice Chevalier

THE MERRY WIDOW

In pictures today is

WELL BOYS: No matter how you look at it ... the biggest thing

WELL BOYS: No matter how you look at it ... the biggest thing

Bob Lynch — MGM
Censor Board Changes Loom Following Election

"OH, YOU NASTY MAN!"

"COLLEGE RHYTHM"

with Joe Penner, Lanny Ross, Jack Oakie, Helen Mack, Lyda Roberti, Mary Brian, George Barbier and The All-American Co-Eds. A Paramount Picture directed by Norman Taurog.

With plenty of words and music by Gordon & Revel: "Stay As Sweet As You Are"... "Let's Give Three Cheers For Love"... "College Rhythm"... "Take A Number From One To Ten"
THE WORLD'S LEADING INDEPENDENT

DISTRIBUTED BY
FIRST DIVISION EXCHANGES, Inc.

HARRY H. THOMAS, President
Executive Offices: RKO Building, Radio City, New York

“THE WORLD'S LEADING INDEPENDENT”

EXECUTIVE OPERATIONS, 1934
Presenting A Brand New Accessory—

A MINIATURE 24-SHEET STAND FOR COUNTER DISPLAY, WINDOWS, LOBBY, ETC.

—it measures 13¾" by 10¼" brightly painted in green, with slots for 24-sheet cards in full colors, the same as the lithographs!

When you see this gay little novelty sitting pretty in your M-G-M Branch Office, you'll want a flock of 'em for your favorite window locations. It takes your old pal Leo of M-G-M to step out of the beaten track and create something new in showmanship.

CARDS AVAILABLE ON ALL M-G-M ATTRACTIONS!
YOU'RE IN THE ARMY NOW! FOLLOW THE FLAG FROM FAR-FLUNG OUTPOSTS OF THE PACIFIC TO THE WIND-SWEPT

TO THE MAD, SWEET RHYTHM OF HUNDREDS OF HAWAIIAN DANCING GIRLS! . . GET THE

CADET CORPS AS SUPPORTING CAST FOR AMERICA'S SINGING SWEETHEARTS, DICK POWELL

FLIRTATION

FRANK BORZAGE'S MASTER PRODUCTION, WITH SPECTACULAR BOBBY CONNOLLY DANCES . . THE MOST

DICK POWELL'S SONGS BY DIXON AND WRUBEL
BATTLEMENTS OF WEST POINT! BLOOD TINGLING TO ROARING GUNS AND SOARING SONGS! HEART POUNDING

THRILL, SHARE THE ROMANCE OF WEST POINT LIFE—SHOT ON THE SPOT WITH UNCLE SAM'S WHOLE

AND RUBY KEELER, AND PAT O'BRIEN, IN WARNER BROS.' MILITARY MELODY-DRAMA—

ON WALK

PERFECT THANKSGIVING ATTRACTION EVER OFFERED TO THE INDUSTRY.

A First National Picture.
Sidney R. Kent has gone on record... every reviewer praises it to the skies...

and now A FELLOW-SHOWMAN*
JOINS THE PARADE OF PRAISE!

"It will make a ton of money and makes me look forward to an extended run. I am going to advertise it like a road-show... and I am going to base my advance campaign on a personal money-back-if-you-don't-agree guarantee. I have never done this with any picture, but I'll stake my reputation as a film man that this will bring home the bacon in huge chunks."

(Signed) Sidney Meyers

SIDNEY MEYERS
One of the South's outstanding exhibitors—operator of the Mayfair Theatre, Miami, and Wometco Circuit of Florida.

*SIDNEY MEYERS

THE WHITE PARADE

A JESSE L. LASKY Production
The greatest hit of this great showman's career!
with
LORETTA YOUNG
JOHN BOLES


PHONE your FOX exchange and arrange to SEE it for yourself. And you'll KNOW it's the box office smash you've prayed for all your life.

Nov 15'34 pg. 6
The Philadelphia EXHIBITOR

Block Booking Battle Begins

THIS is the time of the year when forces opposed to the industry’s interests line up for battle. Congress will be in session soon. That, to reformers and industry enemies, means plenty of opportunity for reforming, for false accusations. It also opens the season against block booking.

Block booking may be of advantage if it were not for the fact that the present market is a seller’s market. Were there a great surplus of pictures, one might ask for block booking, knowing that it might bring advantages to some. But these days block booking has no place.

It has no place because it solves no industry problems. It will not make film cheaper. If a producer has a click picture, he can demand (and get) enough for it to take care of his losses on the others. By the time competitive theatres stop bidding for it, the producer would probably be glad that there was such a thing as block booking. The public will not benefit because admissions will not get any lower, undoubtedly will have to go higher as distribution costs rise.

The exhibitor is his own worst enemy. His strength lies in his competition. In such manner, distributors would be prevented from working one against the other, getting a price higher than the product is worth. But the theatreman does not trust his competition, will have nothing to do with him.

The argument that block booking will drive sex or crime pictures from the screen and encourage only clean, pollyannish films the sort desired by reform groups is weak. Theatremen know that the pictures they would like to cancel are the weak sisters, the flops. The exhibitor who thinks he can get clubwomen to do a job for him really does not seek the type of pictures which the same theatreman does not trust his competition, will have nothing to do with him.

Records show that most of the cancellations are not of the slightly sex tinge type but rather of a kind which are not necessarily “objectionable.”

Block booking has become a term which seems to be all-inclusive for enemies of the business. The experienced exhibitor knows that under the present set-up he will not gain by it. By encouraging those who want block booking he is lending support to the same sort of people who want federal regulation, federal censorship and stringent control of the business by outsiders who are nothing but meddlers. It might be time to consider well before jumping from the proverbial frying pan into the fire.
Congressman-Elect Dietrich to be Guest of Honor at MPTO Luncheon

Vine Street Headquarters Opening, Adelphia Hotel Meeting Scheduled November 23—Entire Industry Invited for Events

Congressman-elect Elmer Dietrich, Tunkhannock exhibitor, has been invited to the dedication of the new Vine street home of the MPTO and the dedication luncheon to be held at the Adelphia Hotel, November 23.

Dietrich, a popular exhibitor, was recently elected on the Democratic ticket. It is expected that the dedication and film fraternity will turn out for the ceremonies and luncheon.

The Vine Street home, 2nd floor, northeast corner, 13th and Vine Streets, will be completed shortly and will contain the offices of George P. Aarons, secretary and general counsel, MPTO, a board meeting room as well as a social room for members.

Facilities for informal meetings are available but for general meetings, it is expected that the Adelphia will be used, as the 13th Street quarters will only hold about 100.

“All Invited”

All film men and invited guests have been announced as included in the Adelphia luncheon. A banner turnout is expected. There will be brief addresses as well as the usual ceremonies connected with such an affair. President Charles Segall will preside.

IEPA “Night in Hollywood” Looms as Big Social Event

All Industry Invited to November 25 Dinner Dance

A gala night in Hollywood, under the sponsorship of the IEPA, local exhibitor unit, will take place November 25 at the Bellevue-Stratford Hotel, at 6.30 P. M.

The industry has been invited to the affair, which is taxed at $6 a couple, with tables for 10 at $30. It is expected that at least 35 tables will be filled and at least 400 will be present.

There is to be a Thanksgiving dinner as well as a good dance band and a stage show. Dancing will follow.

Features are an Old Timers’ Reunion and a Vine Street Notes Weekly.

Charles Goodwin is in charge of the arrangements for the affair.

No speakers table is scheduled, no invitations will be sent out and checks must be mailed to Oscar Neufeld, 1331 Vine Street.

Committees in charge are:

GENERAL—Charles Goodwin, chairman; Columbus Stamper, George Gravestine, Herb J. Elliott, Lou Berger, Nat Abelow.

FLOOR—Jack Frere, John Bagley, Dave Millgram, Joe Price, J. Becker, Norman Lewis.

GUESTS—Morris Wax, Dave Shapiro, Clarence Hexter, Harry Fried, Bill Butler, Dave Barrist.

REFRESHMENT—Ray O’Rourke, Henry Rosinsky, Ben Green, Leo Posel, St. Sam Smerson.

SOUVENIRS—Ray Schwartz, Charlie Goldfine, Henry Perelman, Sam Waldman, Charles Steifel, Herb Lewis.

The Rose Room, in the Bellevue, will be the scene.

Clifton Theatre, Clifton, has installed new screen, chairs, carpets, etc., from National Theatre Supply Company. Decorations come from Paramount Decorating Company. House is being completely renovated and repaired.

Eddie Sherman starts booking Fay’s shows this weekend. All of which makes manager Sid Stanley and assistant Lester Jere's delightfully happy.

George Sobel bemoans old Doc Taylor days. They were, etc.

Amber Theatre, formerly Castle, is being handled by Richard Nitsche.

November 21 Date

November 21 is the date for the hearing on the permanent injunction against Warners and other distributors to restrain them from enforcing the doubles clause in their contracts. Judge Welsh presides in U. S. District Court.

Harry Perelman is plaintiff. Temporary injunction plea was denied several months ago.

Variety Club Selecting Permanent Local Home

Rittenhouse Square Due to Be Sector of Home

The Variety Club will shortly announce the location of its new clubhouse, somewhere in the Rittenhouse Square sector.

The club is settling preliminary plans, with the membership already expanded to include not more than 100. Leaders in the film and theatrical divisions will be invited.

Gala Programs

A gala program, with ladies’ nights, luncheons and a special New Year’s dinner and dance, is being planned.

Once the first details have been taken care of the Variety Club is certain to be a leader in the industry’s social as well as business life.

To Washington

Many members are planning to attend the November 24 dinner and dance being held by the Washington Variety Club. Earl Sweatert, chief Barker, and others are expected to travel to the Capital City.

“Power” goes into Moe Verbin’s Europa for a run, with a special campaign as well.

Stanley-Warner price slashes resulted in slight pickup in business, Locust Street Theatre met the price cut when “The Scarlet Letter” played there.

Thanksgiving spirit starting to enter local scene. Arnimistice Day was a semi-holiday.

Harry Goodman, Metropolitan Printing, always expanding. Busy, too. Also Jack Weiss.

Leonard Schlesinger, local S-W zone manager, and Herb Copelan, Atlantic City, Warner zone manager, hopped over to New York for a conference on policies with Joseph Bernhard, general manager.

Local “inquirer”, it is believed, is starting a daily movie column in response to requests of readers. Sheet joins all local dailies in adopting such policy, leaving only the “Bulletin” on its own, without any movie news to speak of, except reviews.

Jack Frere is managing Al Boyd’s Colonial Theatre, Lancaster. He retains his interest in the Sobel-Frere exhibition proposition.
Industry Hails Decision of Supreme Body to Pass on Fox Patents Validity

Dizzy, Daffy Len
Leonard Schlesinger, Stanley-Warner zone manager here, is being credited with the Dean brothers, Dizzy and Daffy, making a short for Warners. It seems the baseball finds played an exhibition here. Schlesinger visited them here, urged them to make a Warner short for quick distribution throughout the country to satisfy their prominence and urged them not to go to the coast and make a feature.
He took them to New York, had them signed by Warner Brothers for a short.

Follows Review Refusal October 8—Delays Other Suits As Well—No New Evidence Allowed—Companies Prepare for Legal Argument

The motion picture industry is breathing a bit easier these days following the decision of the United States Supreme Court that it will hear the industry and exhibitors in the contest with William Fox and others concerning validity of the German patents owned in this country by American Tri-Ergon.

On October 8 last the Supreme Court refused to review the cases notwithstanding the request of corporations representing seventeen producers and distributors of sound pictures, operators of developing and printing laboratories and manufacturers of sound reproduction apparatus as well as the Motion Picture Theatre Owners of America, representing 4,000 motion picture theatres.

Recently, Fox was quoted as having said that those who had infringed the patents must pay $100,000,000 for past infringements, and that those who wanted to use the patents must pay him royalty.

In fighting the patents it was contended that they covered methods well known in the industry and did not constitute patentable inventions.

All the large motion picture companies with the exception of Fox Films and KKO Radio are being sued.

On a showing to the court of the great importance of the controversy to the industry, some contending it meant life or death, the Supreme Court reversed its former position and announced that it would grant reviews to pass on the validity of the patents. No date has yet been set for hearing oral arguments in the cases.

No new evidence will be allowed in the hearing of the case before the Supreme Court. Date for the hearing has not yet been set.

While Judge John P. Nields, United States Court, Wilmington, set November 16 as the date for the hearing of the motion of the American Tri-Ergon Corporation and the Tri-Ergon Heating A. G. for a temporary restraining order against Loew's, Incorporated, and Metro-Goldwyn Pictures Corporation, and Warner Brothers Pictures, it was doubtful if the case would be heard at this time.

Hot Wilmington Bowling

Warner bowlers of Chester were so much "burnt up" about Wilmington's "blue laws" which forced them to stop bowling at midnight and thus spoil what they thought was a chance to win, that they forced the posting of a $20 prize for the winners in the next match, but it is to be rolled in Chester and not Wilmington. None of the Wilmington bowlers—Lew Black, Dwight Van Meter, E. I. Lewis and "Morty" Levine were proud enough of their scores to disclose them, but they were ahead of the Chester team, composed of "Pos" Jones, Tom Mangan, Milton Fields and Jack Mulhall, when the midnight hour arrived and it was learned that all bowling would have to cease.

Change Looms

Rumors of the shakeup in the local exhibition sector were heard early this week.

It was said that the developments taking place in New York might result in some announcement affecting the local scene.

Hill Infringement Suits

Quality Premium Distributors announce that anyone infringing on the "Etched Gold" patented process used in the manufacture of etched gold dinnerware will be liable under the law for damages to the patentee.

This, the company explains, refers to the exhibitor who buys any infringing dinnerware. Patent No. is 1641820.

What They Thought of It

(Beginning with this issue, THE EXHIBITOR will record observations of exhibitors at previews. These comments will not necessarily be favorable or unfavorable. They will represent opinions of theatremen directly after seeing the show, usually the best time to get them.)

The Picture—"The White Parade" (Fox). The Place—Locust Street Theatre, Philadelphia.
Reactions:
Jack Greenberg, Roxy Theatre, Northampton—"It looks like a good show for the women. Certainly if the boxoffice is in evidence are any criterion, the picture should draw well."
Eppy Epstein, Atlantic Theatres, Inc.—"It's got the stuff. No question but that it is a woman's show."
Sid Stanley, Fay's Theatre—"Boy, what a show. It looks to me like it's got the stuff for my house. When I cry at a show it has to be good, and I cried at this one."

The Picture—"Kid Millions" (UA). The Place—Vine Street projection room.
Reactions:
Lawton Plow, operator of a string of upstate houses—"That technicolor sequence certainly helps the picture. And Cantor's bidding for the kid trade won't hurt either. I should say the show rates favorably with his other recent pictures."

The Picture—"Elinor Norton" (Fox). The Place—Fox Theatre.
Reactions:
Sid Stanley, Fay's Theatre—"Audience reaction was terrific. The audience laughed when it should have cried, didn't laugh when it might have. After seeing the picture, bromo seltzer can be the only result."
Herb Elliott, Fennock Theatre—"All I can say is that some seemed to enjoy it."
George Nonamaker, publicity representative—"I give up."
Norman Lewis, Jumbo Theatre—"My, my."

Meeting May Affect Local Boycott Situation

Washington Session Being Held This Week

Meeting of bishops and cardinals of the Catholic church, in Washington, this week, was expected to have some effect on the boycott situation which is current in the local territory.

The meeting, one year following that held in Cincinnati, at which time the Legion of Decency drive was begun, is certain to have some concrete developments pertaining directly to the drive was begun, is certain to have some con¬

Rev. Dr. Wilbur V. Mallalieu, Grace Metho¬

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Glancing Everywhere in the Territory

HONEYMOONERS. Hal Horne, advertising and publicity manager, United Artists, and his bride, aboard the Century bound for the coast for a combined business and honeymoon trip. On the coast, Horne will have a series of conferences with Darryl F. Zanuck, in connection with the advertising and exploitation on “The Mighty Barnum.”

IN CHOOSING A MOVIE
Look for the A or F
FOR ADULTS
FOR FAMILY
Patronize Stanley-Warner Neighborhood Theatres. They Serve You!

SELLING TO THE PUBLIC. 24-sheet board used by Stanley-Warner to sell patrons on the A-F idea in classifying neighborhood shows.

ROGERS TIE-UP. When the Wilmer Vincent Embassy Theatre, Reading, Paul E. Glase, played “Judge Priest,” its tie-up with Gulf Refining resulted in this lobby.

GOOD RECORD. Ralph Carman, booking manager for Paramount exchange, is a real veteran. While the above photo makes him look like anything at all, he really doesn’t, looking actually just like Clark Gable. With Paramount for 15 years, he once worked with National Kline Poster Company, hopping into the exchange field later. Married, he is father of boy and girl.

ON CODE BOARD. Lou Krouse, Local 307 president and prominent labor executive, has been appointed a member of the code for the burlesque field. He is a good man for the job.

ALL IN A DAY’S WORK. Regulating chorines, such as indicated above, will be part of day’s work for Louis Krouse. (See left.)

75 YEARS. This seventy-five-year-old Victorian carriage was used by manager Samuel Gilman for a week before “The Merry Widow” opened at Loew’s Regent Theatre, Harrisburg. Lady, accompanied by liveried driver and footman, is dressed to represent “The Merry Widow.”
LIFE AND BEAUTY.....
YOUTH AND LOVE.

Anne of Green Gables

L. M. MONTGOMERY'S
BEST-SELLING NOVEL FOR OVER A QUARTER OF A CENTURY . . . .

THANKSGIVING WEEK ATTRACTION in KEY CITIES
Fiction's most delightful child since "Jo" of "Little Women" in a worthy successor to that immortal screen masterpiece.

with

ANNE SHIRLEY as "ANNE"

TOM BROWN O. P. HEGGIE HELEN WESTLEY


Presented with pride by RKO-RADIO
Stanley-Warner Opens Community Good Will Campaign for the Entire Territory

Downtown Price Reduction, Adult-Family Classification, $2000 Contest Highlights—Business and Social Conditions Cause Move

Stanley-Warner Company has inaugurated a tremendous campaign which will have for its effect an even greater understanding between the chain's many houses and patrons as well as including a drive for additional business.

First move in the campaign came a few weeks ago when the classification plan was announced by Harry M. Warner, president, Warner Brothers. Pictures in neighborhood ads are now classified as to adult or family appeal, noted by "A" or "F", along lines used in reviews in this publication for several months. Response from press, community and trade was encouraging with others certain to follow.

24 sheets announcing the A-F plan are being used throughout the city to publicize the idea. Large ads, institutional in style, were used in dailies.

The second step was the cut in prices at the local Aldine, Boyd, Stanley Theatres. Houses now charge 40 cents from opening until 6 P.M. and 50 cents, plus tax from 6 P.M. to closing. Saturdays a slightly higher tilt is charged. This brings the tariff at these houses down to the lowest state they have ever been. It is believed the reduction will result in more business for the houses.

24 sheets and other ad material were used in this campaign as well.

The third step in the plan was the announcement of a new $2000 contest for a slogan-saying on "What the Movies Mean to Me," $500 is the first prize and there are other prizes as well. Judges will be local newspaper and civic leaders.

Contest is open to all Stanley-Warner patrons except those in the motion picture industry. Announcement of prizes will be made in the theatre. Money will be awarded in time for Christmas shopping.

While Stanley-Warner has always been an advocate of close co-operation between theatre and manager, this new plan will cement the relationship solid. The circuit is doing everything possible to show its indication of working with everyone in advancing the interests of theatre and community group.

Stanley-Warner is also spending a lot of money for its local news reel.

Krouse Appointed

Lew Krouse, local bibliophile and head of Local 307, operators union, has been made a member of the burlesque code authority. He was recently appointed to the post and has already entered upon his new work with unusual vigor.

Welfare Drive Aid

Exhibitors are running special trailers on the Welfare Drive, which ends November 29.

The industry is expected to be as active as usual in aiding the plea for funds.

With exhibitor help, it is expected that the drive will go over the top.

ONCE MORE—A PLEA FOR CO-OPERATION

AT A TIME when it should be united into one combined exhibition fraternity, the Philadelphia district has never been more divided.

Here is the picture:

1—The exhibitors are in three groups, MPTO, IEPA and unaffiliated exhibitors who belong to neither.

2—The IEPA is said to be ready to launch its "fight to the people," showing by trailers, speakers, ads, etc., how perilous the plight of the members of their organization is said to be and the reasons for it. While the actual material is not available as yet, it is expected that the usual charges of unfairness of block booking, preferred playing time, percentage, chain domination, producer monopoly in selling, etc., will be included.

3—The Stanley-Warner Company has begun its own idea of contacting the general public through plans outlined in other columns of this publication. No mention will be made of opposition theatres but Stanley-Warner houses will be sold as an entity.

AT THIS TIME, with drastic need for additional revenue apparent in city, state and national branches of government, one organization is a necessity. Instead, the exhibitors of this territory are drifting farther and farther apart.

ON NOVEMBER 23, the MPTO is having a dedication ceremony and luncheon. On November 25, the IEPA is having a similar industry dinner get-together.

CERTAINLY, this duplication of ideas isn't helping the trade any and is only indicating that the paths of the two bodies are leading farther and farther away.

THE EXHIBITOR wishes to point out to the leaders of the two organizations the necessity of getting together and effect the merger and consolidation as demanded by the members of both bodies. Stanley-Warner has stated it is at all times willing to hear complaints of exhibitors who are just in their complaints.

CERTAINLY, exhibitors who are also intelligent thinkers know that with a split exhibition division, nothing, as regards the relief of the exhibitor, can be accomplished. This is not the time for grinding axes, seeking personal publicity, making the front pages or attaining personal glory. It is one that calls for unity.

THE EXHIBITOR has always been an advocate of unity. Once again, it calls upon all exhibitors to toss aside their marbles and get together for their own good.

JAY EMANUEL
After tremendous week at the Stanley Theatre, Philadelphia, continuing run in Karlton Theatre. First week's business breaks all existing records.

**ONE NIGHT OF LOVE**

Is the first picture of new show season to be booked for full week stands in subsequent run Philadelphia houses:

<table>
<thead>
<tr>
<th>Location</th>
<th>Theatre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uptown</td>
<td>State Circle</td>
</tr>
<tr>
<td>69th Street</td>
<td>Broadway Logan</td>
</tr>
<tr>
<td>Yorktown</td>
<td>Orpheum Midway</td>
</tr>
</tbody>
</table>

And extended time over entire Warner and Comerford Circuits.

This only confirms the phenomenal success of this MAGNIFICENT MUSICAL MASTERPIECE in its first engagements in the territory where new box-office standings were set.

---

**STACY THEATRE, TRENTON, N. J.**

"ONE NIGHT OF LOVE" played to terrific business first week. Picture brought back for a REPEAT engagement within three weeks. First picture to play repeat in history of the theatre. Repeat week grossed within Fifty Dollars of first week's figures.

**PARK THEATRE, READING, PA.**

After smash week's business at increased admission prices, forced by turnaway business to play REPEAT engagement.

Not since "IT HAPPENED ONE NIGHT" has there been anything to compare with the terrific business on "ONE NIGHT OF LOVE".

---

Now ready for booking—look them over

Carole Lombard — May Robson
Roger Pryor — Walter Connolly

**"LADY BY CHOICE"**

Tremendous Four Star successor to "LADY FOR A DAY"

The merriest, maddest comedy-riot ever
—a tidal wave of laughs

**THE CAPTAIN HATES THE SEA**

with Victor McLaglen, Wynne Gibson, John Gilbert, Alison Skipworth, Walter Connolly, Helen Vincent, Leon Errol, Walter Catlett, the Three Stooges

Directed by Lewis Milestone who gave you...
New Deal Will Extend to Censors as Cleanout of Board Is Awaited by Trade

Heads First on List—Democratic Victory Means All Positions May Be Filled with Winning Party Members—No Names Mentioned Yet

The motion picture industry is awaiting a New Deal in the censor situation.

Complete victory of the Democratic party in the recent state and national elections means, undoubtedly, that there will be a cleanout of the censor board with no reason to believe other than the entire censor group, chairman, board members and aides, will be let out with Democrats taking the places. Inasmuch as the usual "to the victors belong the spoils" policy is applied in other departments, the same should hold true here.

Dissmissals

Some of the censor workers, who come under the Department of Education, may not be dismissed until the end of May. There is also a likelihood that some of the more important figures in the department itself, those who have been taking care of the clerical division, may be retained for a time. There is always, of course, a chance that some may be retained indefinitely by the new state administration.

Some Plum

At the present time, with 23,000 state jobs to be filled, it is unknown who may get the plum on the board, the chairman's job. Likewise, it is unknown whether the new administration will be more liberal in its censoring. Meanwhile, the local industry waits. The past censor administration, to judge it generally, turned in a capable job, except for a few rough spots that came up.

Generally, the opinion in the trade seems to be that the fault with the system is the system itself, not the personnel appointed to handle it.

Anchorage Remodelling

Anchorage, River Drive, will be enlarged to 500 seating capacity, will be completely remodeled, redraped and redecorated by Armando Ricci, decorator, and Armand Carroll, architect. This is the same combination that did the Arcadia for the same owner, Arthur Padula.

The new building will be added in the front and rear to allow greater facilities for kitchen and seating. It will open shortly.

"White Parade"

Al Boyd, Sam Gross and Frank Buhler are to be commended for the manner in which they handled the recent trade show of "The White Parade" at the Locust Street Theatre.

With reserved seats, the house avoided a recent difficulty at trade shows, whereby late comers had to go up to the balcony.

Then again, the audience was representative of the exhibition fraternity. The reserved seat idea should be copied by all who are scheduling trade shows.

Picture was well received with general consensus that it will mean money.

RCA Changing

RCA is changing many of its sound installation systems from the flywheel to the pulley.

This is believed getting around any infringement possibility.

Exhibitors Win and Lose in Political Contests

Dietrich Victor, Hunt Defeated Record Shows

Exhibitors won and lost in the state and New Jersey political contests.

C. Elmer Dietrich, Tunkhannock, won in the contest for congressional representative over Representative Louis T. McFadden. Dietrich is a prominent exhibitor upstate and won on the Democratic ticket.

In New Jersey, Assemblyman William C. Hunt lost to Walter Taylor, his Democratic opponent. His opponent is a farmer.

The Wildwood situation had been a particularly bitter one, with Mayor Doris D. Bradley, his chief political opponent. Hunt operates a string of theatres in the Wildwood, Cape May sector as well as the local Rockland.

Frank W. Ruth, Bernville, was re-elected to the legislature. He is a Democrat and has been manager of the Community Theatre there. He comes from the third legislative district, Berks County.

Audio Busy

Frank K. Speidell, director, industrial division, Ace Film Productions, Inc., leaves on his second trip to Hollywood this week. He is supervising the production of a two-reel subject being made at General Service Studios for the B. F. Goodrich Company.

F. Lyle Goldman, director, theatrical division, same company, has just returned from Hollywood where he completed the photographing of a sound motion picture cartoon, utilizing the new Technicolor three-color process.

Delaware Charters

Paramount Films of Guantanamo, Inc., Deal in pictures, photographic films, $100,000.

Swiss Tri-Ergon Corporation, Deal in motion picture projection machines and etc., 1000 shares, no par value.

Russell B. Davis-Howard Hayes, Inc. Operate Theatres and other places of amusement. $100,000.

Visual Okayed

Action was taken recently by the Pennsylvania State Council of Education that will make it necessary for all teachers seeking permanent certificates in Pennsylvania after September 1, 1935, to first complete a laboratory course in visual education.
THE PICTURE WITH A MILLION DIFFERENT EXPLOITATION IDEAS!

THE SCARLET LETTER

MILLIONS HAVE THRILLED TO ITS ABSORBING DRAMA!

NATHANIEL HAWTHORNE'S IMMORTAL CLASSIC

"The Scarlet Letter"

Starring COLLEEN MOORE and HARDIE ALBRIGHT

Supported by H. B. WALTHALL, WM. FARNUM, VIRGINIA HOWELL, ALAN HALE, CORA SUE COLLINS, WM. KENT and a cast of over 200 players — Directed by ROBERT VIGNOLA

Distributed by Masterpiece Film Attractions, Inc.

L. KORSON, Proprietor

Now Playing — AL BOYD'S LOCUST STREET THEATRE, Philadelphia
The Camera Looks at the Industry

NOVEL FRONT. Effective lobby arranged by manager Sam Gilman, Regent Theatre, Harrisburg, for the opening of "Transatlantic Merry-Go-Round," from United Artists.

STREET BANNER. Frolic Theatre, here, used this method to advertise "Tomorrow's Children," recently.

BACK AGAIN. Maurice Chevalier, returning aboard the Île de France and now en route to Hollywood where he will play the leading role in "Folies Bergeres de Paris," 20th Century production released through United Artists.

HEROINE. This is Mara, heroine of "Hei Tiki," new First Division release, produced, directed and supervised by Alexander Markey, with Zoe Varney assisting.

ANNOUNCES HEARST TIEUP. Harry M. Warner, president, Warner Brothers Pictures, has announced the tie-up between Cosmopolitan Productions, William Randolph Hearst producing unit, and Warner Brothers.

IN HOLLYWOOD. The five winners of the national contest conducted by Monogram to discover screen talent arrive in Hollywood. They were selected from 250,000 entrants. The quintet will appear in Monogram's "Women Must Dress."

HERO. This is the native hero of "Hei Tiki," the new First Division exploitation special. The show was conceived and produced on the Isle of Ghosts in the South Seas and has been heralded by critics everywhere as a masterpiece. First Division plans a giant campaign to put it over. A New York City first run will be set shortly.

“ARAN” TIEUP. Gaumont British tied up with Macy's, New York City, to plug "Man of Aran" berets.
WEAK KNEED

or an alert, constructive force?

PUT yourself in Mr. Theatre Owner's chair! Would you rather devote your Trade Reading Hours to ponderous treatises of nation-wide problems and academic studies of appalling trade practices violations in Peoria—or would you rather devote those same T. R. H.'s to a decided, two-fisted attack on your local ills—a pat on the back for a local job well done—all garnished with a flowing, breezy, newsy chatter about the fellows you know and situations with which you are familiar?

Professor Einstein has the world's greatest modern mind, but if you wanted understandable interesting news, you'd rather listen to Lowell Thomas.

Take advantage of Mr. Theatre Owner's T. R. H.'s through the columns of his local Regional.

JAY EMANUEL PUBLICATIONS
HOME TOWN TRADE PAPERS
OF 4600 THEATRE OWNERS
CODE

Set Code Assessments for Producers and Distributors

The NRA has finally approved a plan for assessing distributors and producers. 1/10th of the $180,000 to be raised comes from the independents. The index number 300 and the larger companies 12, with figuring showing 96% of the industry contributing 10% of the funds.

As companies whose annual sales are less than $750,000, which includes substantially all the independents, contribute total exceeding $18,000, excess must be set aside and credited to members of this group pro rata according to contributions.

Credit is to be applied to their assessment for the next budget period for which a revised basis of contributions will probably be substituted.

Minimum assessments for firms with sales less than $12,000 annually is $120, while concerns in the $100,000 class pay $700. There are special measures for protecting small concerns who don't do an annual business of $12,000.

Right of appeal remains, etc. Average contributions, inasmuch as the required $18,000 comes from 300 concerns, reach $60 per company. It is on that basis that the NRA thinks adjustments required by the order will decrease net contributions from the independents.

Equipment Dealers Hold Code Meeting in Washington

Equipment dealers attended sessions in Washington to formulate an equipment code. Many were the objections that came from National Theatre Supply Company. Indications were that a suitable code would be framed.

Shorts Cropping Up As Problem for Code Groups

With the buying of shorts restricted to the proportion of the number of features purchased, there may be some code cases arising from it. Jersey Allied, eastern unit, headed by the president of the national Allied body, seeks to investigate the situation.

Likewise, Pete Harrison, veteran publisher, has been cautioning exhibitors on their rights in shorts purchases.

EXHIBITION

Treasury Gives Ruling On Group Ticket Selling

The Treasury Department has ruled that when tickets are sold at reduced rates, such as in ticket books, if in taxable category, the 10% tax is on the sale value, not their original value.

This should be of interest to theatremen.

Warner Brothers inaugurated an adult-family plan of rating in Philadelphia which may be used by the circuit everywhere. Under the plan, neighborhood ads get a classification of A-adult or F-family, which allows patrons to determine what sort of a picture it is.

The industry is watching the development.

SMPE Seeks to Standardize All Equipment for Theatres

One of the outstanding developments at the Society of Motion Picture Engineers' convention in New York City was the move to standardize all equipment in the business. A sectional committee is undertaking the project. Co-operation with the American Standards Society is expected.

Homer G. Tasker was elected president of the group.

The society now has 930 members, a report showed.

ASCAP Denies Monopoly in Reply to Government's Suit

The American Society of Composers, Authors and Publishers denies that it is a monopoly in its answer to the suit filed by the government against it. It inferred that the government's suit was started because of motion picture and radio interests who wish to pirate music without payment.

In its answer, it indicated also that the Exhibitor Emergency Committee which recently agreed to a compromise settlement was pleased with the arrangement.

Mrs. Gilman Has Her Say on Government Pictures

A new figure has arisen in the "regulate the industry" movement. Mrs. Robbins Gilman, Minneapolis, motion picture chairman, National Congress of Parents and Teachers. She wants government control of theatres and productions and says that the Legion of Decency and the coast production code are of no value.

Meyer Joins Universal As Laemmle's Assistant

Fred S. Meyer, Milwaukee exhibitor, has joined Universal as assistant to Carl Laemmle, Jr. He has been active in MP/TAO ranks, being treasurer of that organization.

MP/TOA Leads Fight Against Motion Picture Research Council

The MP/TOA is battling the Motion Picture Research Council. It seeks to convey the idea that the council is promoting widespread non-theatrical exhibitions in school halls, churches, etc.

MP/TOA leaders are delivering addresses against the Council's plan.

MP/TOA also expects to add several more units.

Companies In Good Condition Various Statements Indicate

Production and distribution units are in good condition, recent financial statements indicate.

RCA showed a net of $18,000,212.67 for the 39 weeks ended September 29. This compared with a loss in the same period last year. Loew may pay an extra dividend. Metro recently paid the regular 7% dividend.

Warner stockholders meet, December 10, in Wilmington, Del., to vote.

Five directors are to be elected for a term of four years. Directors meet December 18 to elect officers.

Harry M. Warner, president, will be re-elected.

Fox Signs Kent to New Contract for 3 Years

Sidney R. Kent will be president of Fox for at least 3 more years. A contract for that length was recently signed. W. C. Michel and John Clark also were given 3-year contracts.

Rules for Agents Opposed By Major Company Representatives

At a hearing in Washington, later adjourned 30 days, major company representatives protested against the rules sought to regulate the agency business. Sol A. Rosenblatt heard the session, attended by only a few.

Harold Baredfoot, Warner Brothers, represented the major producers and as a result of various arguments, the hearing was adjourned. It was protested that the rules seemed to favor western agents and that interests of producers were not protected.

Screen Actors Guild Part Of Actors' Equity Association

Screen Actors Guild, coast unit, has joined the American Federation of Labor and has become an affiliate of Actors' Equity Association.

This brings together the legitimate theatre as well as the screen division of players into one union and marks the successful entry of Actors' Equity into the coast situation.

Guild's total membership is 4104, with a Class A group of more than 400, consisting of stars and feature players. Guild will work as a unit but co-operate with Equity.

DISTRIBUTION

Lee Signs to Handle GB Reins in This Country

Arthur A. Lee, well known member of the distribution and importation division of the trade, is the new vice-president and general manager for Gaumont British Pictures of America. He has been in the business 24 years.
Comerford Amusement Company has purchased the Smouther-Flynn properties adjoining the Hazle Street theatre, reviving reports that expansion is contemplated.

Globe property, Public Square, Wilkes-Barre, taken over by the Comerfords when there was talk of another theatre, remains unrented.

Fred Hermann, Capitol, devoted most of the past two weeks to the first road show that the Comerfords have brought to town. Capitol was open on a Sunday when the American Legion posts conducted Armistice Day services.

If John Galvin were not a good theatre manager, he might have carved out a career for himself as master of ceremonies. The way he squelched a heckler at the Penn during Amateur Night last week caused considerable talk.

Al Cox, Irving, had a page in the Sunday sheet to promote "Happiness Ahead."

Fred Hermann featured local endorsements to advertise "One Night of Love."

State, Nanticoke, entertained the Nanticoke high school football squad in connection with the showing of the feature, "Pro-Football."

Fred Hermann was named major of the theatre employees division in the Community Welfare Federation campaign this week.

Change in Name and Capital Stock
Wesco Corporation to National Theatres Corporation, N. Y. and increase in capital from 1,000 to 1,800,000 shares, no par value.

Who's Afraid of the Bold Bad Winter?

Not New Jersey exhibitors because they know that New Jersey Messenger Service has made good its promises. Even in last year's terrific cold, not one exhibitor was inconvenienced and none had to worry. They knew their shipments were protected.

Never a Missout Always on Time

The record of New Jersey Messenger Service speaks for itself. Ask their customers what they think and there is only one answer. NEVER A MISSOUT. ALWAYS ON TIME. And when emergencies arise, New Jersey Messenger Service is on the job to take care of all problems.

Save yourself from worrying about printing

Don't be like the exhibitor above. He doesn't know that placing his printing contract with National Penn Printing Company will save him a lot of thinking as well as a lot of worries. Printing is more than a mechanical process. It involves a lot of catering to the particular needs of the client. Because National Penn Printing Company has done this successfully for many years it can rightfully boast of being the industry's leader in that field.

National Penn Printing Co.
1233 Vine Street
Philadelphia

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AL BLOFSON
Simon Libros

National Kline Poster Co.
1307 Vine Street
Philadelphia

OSCAR LIBROS AL BLOFSON SIMON LIBROS
THE CODE • CASES • HEARINGS • RULINGS

GENERAL RELEASE DATES

RADIO
By Your Leave, November 11-13; Anne of Green Gables, November 29.

PARAMOUNT
Menace, October 30-November 1; Mrs. Wiggs of the Cabbage Patch, October 25-27; Ready for Love, October 17-19.

METRO
Evelyn Prentice, November 12; Merry Widow, November 8.

WARNERS
I Sell Anything, November 10; The Firebird, November 16; Dr. Monica, November 2; Kansas City Princess, November 3.

FOX
Music in the Air, November 27; Hell in the Heavens, November 7; White Parade, November 16; Elinor Norton, October 26; Gambling, October 28.

UNIVERSAL
One Exciting Adventure, November 2.

COLUMBIA
The Captain Hates the Sea, November 10-13; That's Gratitude, November 1-3.

SCHEDULE
November 16
Hamilton Theatre vs. Stanley-Warner theatres (West Philly), Paramount Publix houses (West Philly), Apollo Theatre, Frolic Theatre, Mayfair Theatre.

November 17

Decision
Board finds that the two theatres are competitive and that the clearance is not unfair; and the case is therefore dismissed.

Mayfair Theatres Corporation, Mayfair Theatre, vs. Lessy Amusement Company, Cedar Theatre.

Decision
Board finds that the two theatres are competitive and that the clearance is not unfair. Case, therefore, is dismissed.

Ritz Theatres Corporation, Ritz Theatre vs. Warner Brothers Theatres, Lindley and Felton Theatres.

Decision
Protest of the Ritz Theatre Corp. coming before the board and it not appearing that the clearance enjoyed over the Ritz Theatre is greater for this season than the last season, and it further appearing that under the report of the Code Authority for the Motion Picture Industry, dated August 30, 1934, that the hearing of this matter comes within the discretionary power of the local board, it is the conclusion of the local board not to hear the matter.

Lessy's "Ir-REL-evant"

George Lessy has been involved in so many legal cases before the code board he speaks their language.

When a question was asked of him, George said it was "Ir-REL-evant," par-}

lance usually associated with lawyers. It handed the board a laugh.

IEPA Code Complaint Answered by Rosenblatt

Deputy Administrator Replies in Unfairness Charge

Deputy Administrator Sol A. Rosenblatt has answered a charge of local code board's unfairness presented to him by the local Independent Exhibitors Protective Association.

Reorganization of the boards, as requested, was refused by Rosenblatt. Inferences to effect that three exhibitor members of the boards might be biased because of Stanley-Warner's being a member of the MPTO were presented by IEPA.

Morris Wax, chairman of the IEPA board, signed the letter. The body claimed it had no representation on the board. With rezoning coming up, the IEPA wrote, the organization could not be a party to rezoning without what it termed "adequate representation." No objection was made to exchange members.

Rosenblatt replied that when the boards were appointed, exhibitor members were approved by the exhibitor body, the MPTO, and that if the members were suitable then they were okay now until specific information as to maladministration was available. Rosenblatt also indicated that non-membership in IEPA should not be taken as an indication of the three exhibitor members not being qualified to serve on the boards.

The IEPA blast was not unexpected.

Examination of cases concerning IEPA members does not reveal any unfairness in decisions. Harry Perelman mentioned to the board members does not reveal any unfairness in decisions. Harry Perelman mentioned to the board.

A flareup occurred last week when the zoning board met in session.

Lewen Pizor, a member of the board, asked, at the opening of the meeting, that certain charges of the board be "fixed" be explained. He addressed his inquiry to David Barrist, who was bringing certain cases. Barrist asked that the matter not be discussed at that time. Pizor did not go into specific details of the charges, but it was indicated that the "fixed" charges had been made previous to the meeting. Barrist answered that if he had thought anything were "fixed" he would not bring cases before the board.
Roxy Deal Set

Reports were current this week that the deal for Roxy to operate the Mastbaum for Stanley-Warner, as reported in the November 1 issue, was set. Roxy will present new type stage shows in the theatre.

House will re-open for holiday period. Rumor also included a salary and percentage deal for the maestro, although this was not confirmed.

Ludington Heads First Division Producing Unit

Nicholas S. Ludington has been elected president of First Division Productions, newly-organized affiliate of First Division Exchanges, Inc.

Other officers include Henry Hobart, vice-president and producer, John Curtis, vice-president and treasurer, William Fiske, III, vice-president, and Frank Look, secretary.

MORE SPACE

Headquarters will be maintained in Hollywood. Additional space has been taken on the 23rd floor of the RKO Building to be used for eastern executive offices. Leased space will be connected with the offices of First Division Exchanges. Further expansion is planned whereby this company and its affiliates will occupy a total area of about 10,000 sq. ft.

Curtis, Look and Hobart will fly to the coast in a few weeks to take initial steps in establishing studios in Hollywood. Plans are under way to make eight pictures during the 1934-35 season, with shooting expected about the first of year. Stories, casts, director, etc., will be announced in the near future.

TRENTON

Hightstown voters approve Sunday movies. By a majority of 27 votes in a hotly contested election question of theatres operating on Sunday was disposed of at the general election November 6 on referendum.

Operators to appeal NRA decision. Trenton Local Union International Alliance Theatrical Employees and Movie Operators plan to appeal decision of the NRA Labor Relations Board calling for reinstatement of two operators, members of Independent Projectionists Union, at the Victory Theatre.

Lost

LOST—One marquisite pin, very valuable as keepsake and otherwise. Lost somewhere on Vine Street. Initials E. S. R. Reward if returned to Miss Etta V. Segall, First Division Exchange.

Abe Halle, Capitol, used a personal endorsement of “One Night of Love,” to attract patrons, inserting it in the daily newspapers over his signature and displaying it in the lobby.

Cleon Miller, Strand, has started to issue a weekly house organ, plugging the stage and screen attractions for the following week.

Will he come back to your theatre again?

A pain in the back doesn’t help your box office. People won’t endure uncomfortable chairs. Easy, restful seating builds “come-back-again” patronage.

Ask Us,

“How can I reseat and pay for new chairs conveniently?”

American Seating Company

Makers of Dependable Seating for Theatres and Auditoriums

General Offices: Grand Rapids, Michigan

BRANCHES IN ALL PRINCIPAL CITIES
Apex Garage has the honor of being the custodian of Governor-elect Earle's car these days. It seems that the car is a bright, new model, just from the factory, and Apex was chosen as the best garage in the locality, all of which made J. Becker very happy.

Gold Medal exchange is awaiting "Little Men," the Mascot production of the Louisa Alcott novel, of the same order as "Little Women." Tony Lucchese thinks that the show will be very good and it will break for Xmas and the holidays. The exchange also is receiving "The Marines Are Coming" and "In Old Santa Fe," from Mascot, soon, "Marrying Widows," and "House of Danger" are in the house.

Masterpiece is all enthused over the Fox Locust booking of "The Scarlet Letter." The show got plenty of attention. Meanwhile, "Night Alarm" and "She Had to Choose," both from Majestic, are doing a fine business. Exhibitors are pointing to good grosses on each. "The Perfect Crime" also is due in soon.

Hollywood with John Golder at the helm, is pointing to record business with "Tomorrow's Children," an exploitation picture. Happiness throughout the territory are doing holdover business with the picture. "High School Girl," another exploitation opportu-nity, is due soon. The Liberty productions are also getting plenty of time.

Jerry Wolff, sales manager, Rasin Productions, Inc., has just returned from a very successful trip, on which he closed a number of engagements for distribution on "Are We Civilized?" with Capitol Film, Eddie Gabriel.

Farewell dinner was tendered to Mrs. Harry Lieberman (nee Yetta Weiss), and Elsa Chan of the office working gals of Paramount, November 8, at the Club Latimer.

Yetta is California bound and Elsa is going to Texas, which to her is "Home on the Range." Bill Mansell, Warner branch chief here, is plugging the new campaign book on the "See America First" series from Warners. Shorts have a big group of ideas which can help sell them. Exhibitors can help by sending their box offices a proper sales campaign.

Joe Conway says that if business gets any worse, they will be having gala closings of theatres along the lines of those being opened. The idea will be to hold the audience in the theatre and get them rush out to the street, reversing the usual proceedings.

Frank McNamee, Radio manager, is being congratulated on the manner in which he helped in the opening of the new Hollywood Theatre, Atlantic City. Charlie Segall helped handle the crowds, as well.

Eddie Golden was a visitor in town. The Monogram sales manager was concerned with the local first run of "Girl of the Limberlost." Election sentiment on the street was divided. Particularly happy over the Democratic victories were Clark, Sam Waldman, Charlie Steifel, Whitey Motlisch.

Death of Al Blofson's father brought condolences from trade.

Little Theatre, Market Street, as predicted, is re-opening. Thomas M. Dougherty is operating.

Morris Spiers is associated with Lewen Pizor in the operation of the Hip, Pine Grove.

Earle Sweigert and the local Paramount contingent are all set to go in the new Paramount drive for business and dates. A $750 first prize is in the offer at the end of the 3-months' contest. Earle wants all exhibitors to co-operate and it is quite certain that they should, what with the strong line-up of the program.

Al Davis, Fox, went hunting in Bridgeton, Maine, had a successful trip, almost sold a couple of contracts as well.

Joe Engel is awaiting a print of "Imitation of Life," which looks big on the Universal line-up.

Harry Weiner, Columbia, points to the three week run of "One Night of Love" at the Karlton as an indication of the pulling power of Columbia pictures. And after a first run at Stanley, at that.

Harry Bodkin screened "KidMillions" for the employees, everyone enjoying it immensely.

Football enthusiasts these days at the UA office are Harry Levine, Miss Betty McCaffrey, Basil Ziegler, code board secretary, wants his furniture repolished. Please apply directly to the office. His secretary, Miss Mollkoff, is as busy as ever.

Marion Widener, aide at Gold Medal, is also quite busy these days.

A load of New York execs are expected over for the Army-Navy game.

Herb Given is waiting for a print of "Even-song," which is due in town, soon. "Chu Chin Chow," "Power" have been doing well, he says. Other Gaumont British product has been getting a high rating.

Paramount girls gave a dinner to Yetta Weiss who left for California, and Elsa Chan, who left for Texas.

It's Mr. and Mrs. George Beattie now.

West Philly exhibit and a female employee of a local exchange are interested.

Handsome Joe Burke, Fox auditor, is back in town again. All the girls are thrilled.

Anna Kraftsow is back after a lengthy illness.

Jack Engel and Sam Diamond traveled to New York, saw fleas.

RKO young lady is heading for the altar soon.

Gene Fishman and wife hold hands.

Lord Gasborough Ginberg is the new name for the Gaumont British salesman.

Herman Wobber and John Clark, Fox execs, came into town to check up on the drive which ends November 17.

Sam Rosen is quite enthused over "Girl of the Limberlost." The FD head points to a repeat engagement at the Academy, Lebanon, after an initial 6 day run; Strand, Allentown, booking; Ritz, Scranton, etc., with a local first run to be set this week.

The Technicolor reels are going good, with Loew houses in the territory, 17 A. Com- erford houses as well as several Boyd houses buying the subject. "Return of Chandu" plays the State, Scranton, making two FD releases in town one week. Sam speaks well, too, for "The Curtain Falls," with a new peak.

Jim Clark, Sam Waldman, Charlie Steifel, Whitey Motlisch.

Death of Al Blofson's father brought condolences from trade.

Harry Weiner, Columbia, went into New York to hold a pre-drive conference on "Broadway Bill."

P. A. Blech came back from a district managers' meeting, predicted great things for Paramount product.

Al Smith, dressing Broad Theatre, Souderton, manager, is still a bachelor, joins the Dave Barrist, Jack Greenberg list.

New offices of George P. Aarons, 13th and Vine, are quite dashing. New furnishings, drapes, etc., and a complete painting job aided in the miracle. George says the transformation gives him new vigor and MIPTO service and results will reach a new peak.

Lewen Pizor hopped over to New York City.

Fred Warren was a visitor in town on Control Corporation business.

Duke Rogen, Fox Theatre, Riverside, N. J., manager was a visitor on the street.

So was former manager Heckman, Laurel-dale. House closed down because of heating trouble.

Spike Kennedy, Horlacher executive, is preparing for a busy winter. So is Bill Clark, custodian of the Horlacher trucks. Charles Ansach, Horlacher aide, has put on winter underwear.

Tom Lark, Horlacher's, busy these days with the Horlacher house organ.

Griff Boardman, golfer de luxe, was a visitor on the street.

Ben Kassoy, Quality Premium, has returned from a business trip in the middle west. He opened a few offices and had a good trip generally. Bill Madison, Quality, is preparing for the winter snows when he goes upstate.

Universe/Live Levine buys anti-freeze preparation by the carload. He must be looking for a cold winter.

First snow fell upstate, which chilled prospective upstate climbers to the bone.

M. E. Comerford dropped down from Scranton to see the local fights.

Trade Show held by the IEPA at the Fox Theatre, Sunday night, November 11, was attended by a packed house and what was thru the picture. Proceeds helped swell the IEPA treasury to a large measure.

J. H. Murphy and H. M. Davis, home office, visited Universal this week for a few days.

Miss Viola Porreco, assistant cashier, Universal, had a birthday.

Miss Dorothy Carson, Universal, won an election bet, treated the office to candy.

Mrs. Evelyn Pennock, former FD poster clerk, entertained exchange girls Hallow- een Favor.

A Jersey exhibitor gave Etta V. Segall, FD, a gallon of apple cider. And she doesn't drink.

Rose Forman, FD, is getting popular again, tis said.

Generator for Sale

General Electric generator, supplying direct current, frame 7.5; type FF; form 2t, 10 KW; speed, 1500 RPM; normal full load volts, 180; normal full load volts 65, 70 amp.; intermittently duty for 2 lamps alternately, volts 130; 70 amp.

Address Box GEN, THE EXHIBITOR.
First Division All Set to Shoot on Sensational “Hei Tiki” Program

Company Plans Big Things for South Sea Epic—Markey Produced It

First Division, the new major, is all set to go with “Hei Tiki,” the romance drama of the South Seas, created, produced and directed by Alexander Markey, with Zoe Varney as assistant.

The picture, which has been heralded by critics and shownmen who have seen it, as one of the biggest exploitation opportunities of all time, will get a bangup campaign of the kind that made “Goona Goona” a national institution.

“Hei Tiki” was produced by Alexander Markey on the Isle of Ghosts, New Zealand, with an all native cast.

Markey, noted author, traveler, lecturer and adventurer, spent five years on this island making “Hei Tiki” which centers around the love of a beautiful native Polynesian girl and the handsome son of a rival Maori chieftain. A sensational battle between the two rival tribes forms a thrilling climax to the picture.

The film boasts of a symphonic musical score with a motif of native New Zealand melodies as a background for its modern musical arrangement.

“Hei Tiki” is an authentic symbol worn by all the native girls of that romantic land. It is a small ornament of jade, mother of pearl, or silver, supposedly the unborn child of a god, and the wearing of it brings luck, keeps all harm from the wearer; and maidens wear it to attract the object of their love.

Perry Gets Behind “We Live Again” Here

Charlie Perry, publicity manager, Aldine Theatre, didn’t waste any time selling “We Live Again,” from United Artists.

The campaign included:

1. Plenty of newspaper publicity, extra ads in all papers, advertising and publicity stories in Jewish newspapers;
2. 30,000 package slips in Gimbel store packages; special window displays displaying Anna Sten dresses, neckwear, Russian jewelry; display in Gimbel’s cinema shop; copies of the McBride drawing in hotels and store windows; Ridgeway tea streamers;
3. Book store tie-ups; plenty of heralds in business district; a flashy front; trailers, lobby displays; and a radio tie-up where the advance outline of the story was used.
4. As a result, picture opened to good business.

Wilmington Election Service

Ben Schindler, manager, Avenue, Washington, was right in the thick of high pressure newspaper action election night. Arriving early Ben in order to give his patrons first-hand election news, soon found himself “glued” to a telephone for awhile before help arrived, answering election queries. He probably was the earliest with the news for theatre patrons.

Joe DeFiore, manager, Park, got his flashes from Clara Nutter, a young woman of the News-Journal office who handles theatre “ads.” Warner theatres used WDEL service. All Wilmington theatres gave out returns.

Local S-W Shots

Stanley-Warner is taking silent newsreel shots of local events and exhibiting reels in theatres in zone affected.

Recently, a Logan military post had a big celebration, with the truck a centre of attention. Billing on side of truck said shots could be seen at Uptown, Logan, Colney and other theatres.

Wilmington Football

Jack Mulhall, Wilmington-Chester district manager and Lew Black, manager, Arcadia, Wilmington, turned “producers” the other day, turning out a “hit” with local school football fans. It was Lew’s idea. He got Philadelphia office to have a camera man assigned to the Wilmington High School-Woodrow Wilson High School football game. Wilmington High and Salesianum game is also to be shot. Lew is to present a silver cup to the winning team in this game, with big doings on special night at the Arcadia.

“Limberlost” Lebanon

Academy Theatre, Lebanon, in a tie-up with local daily awarded books to patrons. Copies of “A Girl of the Limberlost” were given away daily.
“Judge Priest”

Reading

Paul E. Glase, Embassy Theatre, Wilmer and Vinecrest house, effected a very good tie-up with the Gulf Refining Company for “Judge Priest.” Jumbo window cards were placed on all Gulf company trucks in city and county. Inserts and 22x28 multicolored cards were posted at all Gulf stations, and photos of Will Rogers, star of the picture, were distributed to all purchasers of Gulf gasoline and oil. In the lobby of the theatre was shown a Gulf tank, calling attention to the Rogers broadcast. Extra inserts and 22x28 multicolored cards were posted at all Gulf stations, and photos of Will Rogers.” Jumbo window cards were placed on all Gulf company trucks in city and county.

“Merry Widow” Gets a Strong Harrisburg Boost

Sam Gilman, manager, Loew’s Regent Theatre, Harrisburg, and his able assistant, Bob Eichberger, put across “The Merry Widow.”

Outstanding attraction was the appearance in the city streets daily for a week prior to opening of picture and during showing of a horse-drawn carriage of the Victorian era in which a beautiful woman, dressed to represent the merry widow of the play role, Lettering on the back of the carriage stated, “Official carriage for ‘The Merry Widow,’ now playing at Loew’s.”

At the start of their campaign Sam and Bob visited the newspaper offices and arranged for advance newspaper publicity.

Among the novel stunts, started a week prior to opening of picture, included the lowering on the Loew stage before the picture and after each show of cut-out flittered letters, well illuminated, forming the title of the picture and announcing the day it would open. While these letters were shown music was played from “The Merry Widow.”

Through a public address system, which was being used to advertise “Transatlantic Merry-Go-Round,” which preceded “The Merry Widow,” the latter picture was announced at regular intervals.

A special front consisting of a turn-table around the upper portion of the box office with raised letters on each side attracted considerable attention. Every available space in the outside lobby was covered with specially-built, push-covered, red frames. The six-sheet was used on the lobby floor for a week in advance.

Since poles in the entire city bore pictures of candidates for political offices, Sam took advantage of the situation, placarded poles with copy and included many trees for good measure.

Arrangements were made with management of city’s largest five and ten cent store to feature a “Merry Widow Sunshade.” Peanuts advertising the picture were placed throughout the store. Every store employe wore a silk badge also advertising the picture. Store featured songs from “The Merry Widow” in a beautiful music counter display.

Scores of private automobiles were moving advertisements for the picture the morning after Sam and Bob placed “bumper” cards on every automobile that came within reach. Tire covers also were supplied for cars of employees, other motorists who would accept them and taxi's.

Newboys appreciated one stunt in which gummed labels advertising the picture were placed on each side of common building bricks and distributed to every newboy in the city for use as paper weights. Newboys also wore the silk badges. As a result everyone of the city’s 150 newstands advertised the picture.

“Belle of the Nineties”

Philadelphia

Tower Theatre has been getting out some good pieces on current pictures. One on “Belle of the Nineties” is especially attractive. Likewise, that on “Now and Forever” and “Scarlet Empress” show the house is keeping on its toes as far as pieces are concerned.

MOVIES and CANDY—

Still the same thrill supreme to young and old

Keep it so—By giving them

“America’s Best Candy” through a BERLO CANDY VENDOR

Your patrons expect this convenience

DO NOT DISAPPOINT THEM

* * * (F-i-a-s-h) * * *

Berlo Installations Made in Finishes to Harmonize with Your Interior

BERLO VENDING COMPANY

1518 N. Broad St., Phila.

POPLAR 6011

Specializing In Candy Vending Equipment for the Theatre Trade!

BOOKING THEATRES EVERYWHERE

HONEST :: RELIABLE

BOOKING THEATRES EVERYWHERE

HONEST :: RELIABLE

EDWARD SHERMAN

VAUDEVILLE AGENCY

Bookings to Harmonize with Your Interior

FINISHES TO HARMONIZE WITH YOUR INTERIOR

1518 N. Broad St., Phila.

PoPlar 6011

Specializing In Candy Vending Equipment for the Theatre Trade!

BOOKING THEATRES EVERYWHERE

HONEST :: RELIABLE

BOOKING THEATRES EVERYWHERE

HONEST :: RELIABLE

EDWARD SHERMAN

VAUDEVILLE AGENCY

Real Estate Trust Bldg.

PHILADELPHIA

Pennypacker 7595

MayFair THEATRE BLDG., NEW YORK

BR. 9-1905
“Happiness Ahead”
Wilmington

Dwight Van Meter, manager, Adelaide, Wilmington, faced with the abandonment of vaudeville, struck out with a half dozen or so gags and ballyhoo that brought back the crowd for “Happiness Ahead.” Here are a few things he did to “bring them back”: inserted open letter in the newspapers to Mayor Speer asking him to issue proclamation for “Happiness Week” and to decree one way traffic for Market Street during the week; stirring up a lot of dummelies too dense to catch the gag; sold 4,874 lines of co-operative space in newspapers and publications and landed 1,561 lines of telling why. Hooked up with stores to have Jerry Rennick, pose as mystery man and be present at certain stores on certain hours with two passes to the 50 people to whom the store manager had designated as the “happiness man”; had a number of citizens tell over WDEL in the lobby Friday and Monday at 7 P. M., why they were happy and refer to the picture; posted 300 snippets, showing arrows guiding to “Happiness Ahead”; hooked up with drug stores on “All on Account of the Strawberry Sundae”; song of the films; swaying Dick Powell pictures in a number of stores advertising shirts; had a hook up in the store on Josephine Hutchinson’s new style hat.

Harrisburg
Jack D. O’Rear, manager, Majestic, Wilmer and Vincent Theatre, Harrisburg, assumed the prerogative of the mayor of Harrisburg during showing at the Majestic of “Happiness Ahead” and proclaimed a Happiness Ahead Week for all Harrisburgers. To exploit “Happiness Ahead” manager O’Rear obtained the cooperation of a daily newspaper conducting a movie column. A large picture of Miss Hutchinson, leading lady in “Happiness Ahead,” appeared at the head of the column. Readers were instructed to name her and receive free tickets from a local theatre manager. More than 250 persons furnished the correct name of Miss Hutchinson, which not only amazed Jack but placed him in the predicament of paring with too many free tickets. Contest was followed by another in which participants were instructed to write a 50-word essay, or less, telling why they were the happiest man or woman in town.

Venetian Folders
Venetian size folders given out by the Warner theatre men in Wilmington, giving programs at each of the theatres for each day for the week are becoming popular.

“Six Day Bike Rider”
Atlantic City

Taking advantage of Warner Bros.’ national exploitation tie-up with Quaker Oats on “Six Day Bike Rider,” Sid Blumenstock, advertising and publicity manager, Warner Atlantic City theatres, turned in a cracker-jack campaign when it played the Virginia Theatre.

In the trailer, which was run during the ten days in advance, Quaker Oats was given a frame mention of their national contest, “A Bike Stunt Contest” consisting of a “slow race,” a “plank” race and a coasting race were held. Lobby space was given, being stocked with Quaker Oats cut-out and 40x60 lobby cards about the local race. Quaker Oats also posted 250 one-sheets with theatre name and play date. Five thousand heralds were distributed by a local bike dealer. A local bike dealer also tie in on the meet, giving window displays and mention of the picture.

“Tomorrow’s Children”
Philadelphia

Rivoli Theatre put on a big campaign for “Tomorrow’s Children.” Show was advertised as “not for children.” A banner, carried in the Halloween parade of the 52nd and Girard Business Men’s Association, was seen by thousands of people. Business was good.

“Transatlantic”
Wilmington

Rocco Drissel, manager, Loew’s, Wilmington, was host to 25 members of the White Eagle football team together with officials of the Wilmington Football Association, at a theatre party. White Eagles won the right to see “Transatlantic Merry-Go-Round” by defeating the Defense Bulldogs.

“A Box Office Smash!”

“TOMORROW'S CHILDREN”
A VITAL DRAMA OF HUMAN STERILIZATION
With Diane Sinclair, Crane Wilbur, Sterling Holloway and others
A SHOWMAN’S SPECIAL BACKED BY ROAD SHOW ACCESSORIES,
BIG BALLYHOO EXPLOITATION AND A CLEAN, SATISFYING STORY

WILMER & VINCENT
Who played it in the State, Reading, to Big Business and then booked it to the Victoria, Harrisburg, and Rialto, Allentown.

BROADWAY, CAMDEN, N. J.
Where it did Top Business only to be brought back two weeks later to break its own record.

RIVOLI, PHILADELPHIA
Where it broke all records and is being Held Over.

ASK ANY OF THESE EXHIBITORS
FOR THESE EXHIBITORS
AND IN PHILADELPHIA
Benson Royal Mayfair
W. Allegheny Lehigh Grand
Great Northern Tioga Susquehanna
Prolec Point Breeze
Benson Regis Girard

Produced by FOY PRODUCTIONS, INC.
Distributed by HOLLYWOOD FILM EXCHANGES, Inc. John Goldar, Prop.
1220 Vine Street, Philadelphia

THE PHILADELPHIA EXHIBITOR
**BOOKING GUIDE**

(A concise and speedy schedule of releases past, current and future, with special attention to type of picture and casts. In each case the list includes pictures that have been recently released, are to be released shortly or are completing production. Using this listing in co-operation with the 6-Point Reviews and The Check-up gives exhibitors everything they wish to know about all productions.)

Key:
- AD—Action Drama
- C—Comedy
- CD—Comedy Drama
- COD—Costume Drama
- CL—Classical Drama
- D—Drama
- F—Farce
- MD—Melodrama
- MU—Musical
- O—Operetta
- RD—Realistic Drama
- SP—Spectacle
- W—Western
- MY—Mystery

Ches terfield—Invincible

The Curtain Falls—CD—Henrietta Crosman, Dorothy Lee, John Darrow, Natalie Moorhead, William Bakewell.
The Last of the Fighting Men—AD—D–Vivienne Tobin, Dickie Moore, Cara Sue Collins, Russell Hopton.
The Port of Lost Dreams—MD—Billy Boyd, Allen Alatriste, George Marion, Sr., Ed Gargan, Robert Elliott.
My Son Is Yours—AD—Charles Starrett, Jacqueline Cochran, John Darrow, Donald Calthrop.

Columbia

One Night of Love—MU—Grace Moore, Lyle Talbot, Mona Barrie, Tulio Carman, Jesse Ralph.
That's Gratitude—C—Frank Craven, Charles Sabin, Sheila Manns, Mary Carlisle.
A Call to Arms—MD—Steffi Duna, Ben Lyon, Noah Beery, Willard Mack, Esther Ralph, Robert Bosworth.
Fugitive Lady—AD—Neil Hamilton, Florence Rice, Clara Blandick, Matt McHugh.
Quicksands—AD—Tim McCoy, Jacqueline Wells, Steve Clarke, Charles Middleton, John Darrow, J. Farrell MacDonald.
Men of the Night—AD—Bruce Cabot, Judith Allen, Charles Sabin, Arthur Rankin, Ward Bond.
Prescott Kid—W—Tim McCoy, Sheila Manns, Alden Chase.
Burnt Ranch—W—Tim McCoy, Marion Shilling, Hoover Atchley.
Jealousy—CD—Nancy Carroll, George Murphy, Donald Cook, Inez Courtney, Clara Blandick, Arthur Hohl, Ray Walburn.
Carnival—CD—Sally Eilers, Lee Tracy, Jimmy Durante, Fred Keating, Florence Rice.
The Depths Below—MD—Jack Holt, Edmund Lowe, Florence Rice, Mike Tellegen, Monte Carter.
Sure Fire—C—Ann Sothern, Gene Raynor.
Feud—AD—Tim McCoy, Billie Seward, Robert Allen, Harry Todd, Guy Usher.

Gaumont British

Chu Chin Chow—SP—Anna Mae Wong, Fritz Kortner, George Robey, John Garrick.
Man of the Sea—C—Eoin King, Maggie Dine, Michael Dillane.
Evensong—MU—Evelyn Laye, Emily Williams, Alice Delysia, Fritz Kortner.
Jack Aboy—C—Jack Hubert, Nancy O'Neill, Tamara Desni.
Evergreen—M—Jessie Matthews, Sonnie Hale, Betty Grable.
The Iron Duke—COD—George Arliss, Gladys Cooper, Emlyn Williams, A. E. Matthews.
Prince Charming—MU—Evelyn Laye, Yvonne Arnaud, George Grossmith, Max Miller, Henry Wilcosson.

First National—Warner

Gentlemen Are Born—D—Jean Muir,Franceschino, Nick Foran, Charles Starrett, Margaret Lindsay, Ann Dvorak (FN).
The St. Louis Kid—CD—James Cagney, Patricia Ellis, Allen Jenkins, Dorothy Dare (W).
The Firebird—D—Verree Teasdale, Ricardo Cortez, Anita Louise, Lionel Atwill (W).
Bordertown—MD—Paul Muni, Betta Davis, Margaret Lindsay, Hobart Cavanaugh, Robert Harrat (W).
Maybe It's Love—C—Gloria Stuart, Ross Alexander, Frank McHugh, Phillip Reed (FN).
Mural in the Clouds—AD—Lyle Talbot, Ann Dvorak, Gordon Westcott, Robert Light (FN).
I Am A Thief—MD—Mary Astor, Ricardo Cortez, Dudley Digges, Irving Pichel (W).
Babadit—C—Guy Kibbee, Aline MacMahon, Maxine Doyle, Claire Dodd, Minna Gombell (FN).

Sweet Music—MU—Rudy Vallee, Ann Dvorak, Nes Sparks, Joe Cawthon, Allen Jenkins, Alice White, Robert Armatrong, Helen Morgan (W).
Sweet Adeline—MU—Irene Dunne, Donald Woods, Hugh Herbert, Ned Sparks, Joe Cawthon, Louis Calhurn, Nydia Westman, Don Alvarado, Noah Beery, Jack Mulhall (W).
Devil Dogs of the Air—CD—James Cagney, Pat O'Brien, Margaret Lindsay, Frank McHugh, John Arledge, Ward Bond, Russell Hopton (W).
Red Hot Wheels—AD—Lyle Talbot, Mary Astor, Roscoe Karns, Frankie Darro, Harry Kolker, Gavin Gordon (FN).
North Shore—D—Barbara Stanwyck, Gene Raymond, Genevieve Tobin, Nan Gray (W).

Fox

Caravan—O—Charlie Boyer, Loretta Young, Jean Parker, Phillips Holmes, Louise Fazenda, C. Aubrey Smith, Eugene Pallette, Noah Beery.
Elinor Norton—D—Claire Trevor, Hugh Williams, Norman Foster, Gilbert Roland, Henrietta Crosman.
Peck's Bad Boy—C—Jackie Cooper, Thomas Meighan, Jackie Sears, Dorothy Peterson.
The White Parade—D—Loretta Young, John Boles, Dorothy Wilson, Muriel Kirkland, Astrid Allwyn, Frank Conroy, Jane Darwell, Frank Melton, Sara Haden, Joyce Compton.
Marie Galante—MD—Spencer Tracey, Ketti Gallian, Ted Sparks, Helen Morgan, Stepin Fetchit.

THE PHILADELPHIA EXHIBITOR

Nov. 15'34
East River—CD—Edmund Lowe, Victor McLa-
gen, Marjorie Rambeau, Charles Bick-
ford, Grace Bradley, Roger Imhof, George Walsh, Olin Howland.


Lottery Lover—CD—Lew Ayres, Pat Pat-
terson, Peggy Fears, Sterling Holloway, Reginald Denny, Alan Dinehart, Walter Woolf, Eddie Nugent, Nick Foran.


Bachelor of Arts—CL—Tom Brown, Anita Lang, Akim Tamiroff, Aline Judge, Frank Albertson, George Meeker, Bertmore Churchill, Ste pinch Fechich.

Gambling—MD—George M. Cohan, Wynne Gibson, Dorothy Burgess, Theodore New-

The First World War—Compilation of films from secret archives of war powers.

County Chairman—C—Will Rogers, Evelyn Venable, Kent Taylor, Jan Duggan, Louise Latham, LaVerne Therese.

24 Hours a Day—D—Mona Barrie, Gilbert Roland, John Halliday, Herbert Mundin.

Charlie Chan in Paris—MD—Warner Olander.


Liberty
Cheaters—CD—Billy Boyd, Dorothy Mac-
kail, June Collyer.

No Ransom—D—Leila Hyams, Phillips Holmes, Jack Holt, George Meeker, Reginald Owen.

Take the Stand—MD—Jack La Rue, Thelma Todd, Gail Patrick, Russell Hopton.

When Strangers Meet—MD—Richard Crom-
well, Aline Judge, Lucien Littlefield.

Once to Every Bachelor—CD—Marion Nixon, Neil Hamilton, Aileen Pringle.

Without Children—D—Marguerite Churchill, Bruce Cabot, Evelyn Brent, Dickie Moore, Cora Sue Gold Denny.

School for Girls—MD—Sidney Fox, Lois Wil-
son, Paul Kelly, Lucille La Verne, Toby Wing, Dorothy Lee, Lona Andre, Russell Hopton, Kathryn Burke.

Two Heads On a Pillow—CD—Neil Hamil-
ton, Miriam Jordan, Henry Armetta, Hardie Albright.

Sweepsweep Annie—CD—Marion Nixon, Wil-
liam Janney, Lucien Littlefield.

Majestic


She Had To Choose—CD—Buster Crabbe, Isabel Jewell, Regis Toomey, Sally Bannerman.

Mascot
Crimson Romance—MD—Ben Lyon, Sari Marita, James Busch, Hardie Albright, William Bakewell, Eric Von Stroheim.

In Old Santa Fe—W—Ken Maynard, Eva-

Mystery Mountain—W—Ken Maynard, Verna Hillie.

The Marines are Coming—MD—William Haines, Conrad Nagel, Armida, Esther Ralston, Edgar Kennedy.

Little Miss Cheerleader—CL—Frankie Darro, Ralph Morgan, Erin O'Brien-Moore, Buster Phelps, Dickie Moore, Cora Sue Collins.

Metro
Treasure Island—CL—Wallace Beery, Chic Sale, Jackie Cooper, Lewis Stone, Lionel Barrymore, Dorothy Peterson.

Student Tour—D—Jimmy Durante, Maxine Doyle, Charles Butterworth, Douglas Fow-
ley, Monte Blue, Betty Grable.

What Every Woman Knows—CD—Helen Hayes, Brian Aherne, Lucille Watson, Madge Evans, Dudley Digges, David Tor-
rence, Donald Crisp.

Barretts of Wimpole Street—D—Norma Shearer, Maureen O'Sullivan, Charles Laughton, Frederic March.

Outcast Lady—D—Constance Bennett, Hugh Williams, Herbert Marshall, Henry Stephenson, Red Skelton.

The Merry Widow—MD—Maurice Chevalier, Jeanette MacDonald, Edward Everett Hor-
ton, Una Merkel, Sterling Holloway.

David Copperfield—CL—Lionel Barrymore, W. C. Fields, Elizabeth Allen, Fred Bar-
kolomew, Roland Young, Hugh Williams, Edna May Oliver, Madge Evans, Basil Rathbone, Lewis Stone, Elsa Land-
caster.

The Night is Young—MD—Evelyn Laye, Raman Navarro, Charles Butterworth, Stuart Erwin, Edward Everett Horton, Una Merkel.

Forsaking All Others—CD—Clark Gable, Joan Crawford, Billie Burke, Robert Mont-
gomery, Ted Healy, Charles Butterworth.

Sequoia—AD—Jean Parker, Russell Hardie, Paul Hurst.


The Band Plays On—AD—Robert Young, Maureen O'Sullivan, Ted Healy.

Babies in Toyland—MD—Walter Connolly, John Halliday, Herbert Mundin.

Here is My Heart—CL—Walter Connolly, John Halliday.

It's A Gift—MD—Joan Crawford, Donald Meek, Walter Kingsford, Jean Parker, William Lampell.

Red Dead—CD—Bruce Cabot, Grace Brad-
ley, Bertmore Churchill, Regis Toomey.

Lost in the Stratosphere—MD—June Collyer, William Cagney, Eddie Nugent, Edmund Breese, Pauline Garon.

Mysterious Mr. Wong—MD—Bela Lugosi, Wallace Ford, Dorothy Lee.

Flirting with Danger—CD—Robert Arm-
strong, Maria Alba, William Cagney, Edgar Kennedy.

Girl O My Dreams—CD—Mary Carlisle, Ed-
die Nugent, Tommy Dugan, Gigi Parris.

Sing Sing Nights—MD—Bela Lugosi, Con-
way Tearle, Hardie Albright, Boots Mal-
ley, Mary Doran, Bertmore Churchill.

Million Dollar Baby—D—Arline Judge, Ray Walker, George E. Stone, Eddie Kane, Jeanette Loff, Willard Robertson, Paul Por-
asi.

Successful Failure—CD—Wm. Collier, Sr., Lucille Gleason.

Lawless Frontier—W—John Wayne.

'Neath Arizona Skies—W—John Wayne.


Paramount
Ready for Love—CD—Richard Arlen, Mar-
jorie Rambeau, Ida Lupino, Junior Durkin, Henry Travers.

Mrs. Wiggs of the Cabbage Patch—CD— Pauline Lord, Zasu Pitts, Evelyn Venable, Charles Middleton, W. C. Fields, Kent Tay-
lor, Donald Meek, Jimmy Butler.

Menace—MD—Paul Cavanagh, Gertrude Michael, Henrietta Crosman, John Lodge, Raymond Milland, Bertmore Churchill, Halli-
well Hobbes.

Pursuit of Happiness—C—Francis Lederer, Joan Bennett, Charles Ruggles, Mary Bo-

Enter Madame—C—Elissa Landi, Cary Grant, Lynne Overson, Sharon Lyne.

Lives of Bengal Lancer—MD—Gary Cooper, Franchot Tone, Richard Cromwell, Sir Guy Standing, Kathleen Burke, Monte Blue.

Here is My Heart—C—Chester Morris, Rayli Young, Kitty Carlin, Reginald Owen.

Home on the Range—W—Jackie Coogan, Randolph Scott, Evelyn Brent.

Limehouse Blues—MD—George Raft, Jean Parker, Anna May Wong, Kent Taylor, Bily Bevan.

College Rhythm—D—Joe Penner, Lanny Ross, Jack Oakie, George Barbier, Lydia Roberti, Mary Brian.

Father Brown, Detective—MD—Paul Lukas, Gertrude Michael, Walter Conolly.

Wings in the Dark—MD—Myrna Loy, Cary Grant.

Caprice Espagnole—MD—Marlene Dietrich, Joel McCrea, Lionel Atwill, Edward Ever-
ett Horton, Alison Skipworth.

The President Vanishes—MD—Arthur Byron, Janet Beecher, Paul Kelly, Edward Arnold.

It's A Gift—C—W. C. Fields, Joan Rouverol, Kathleen Howard, Baby Leroy, Morgan Wall-
ace.


Me Without You—CD—Joe Morrisson, Helen Twelvetrees, Conrad Nagel, Arline Judge, Toby Wing.
Once in a Blue Moon—CD—Jimmy Savo, Whitney Bourne, Cecilia Parker, Michael Dalmatto.

Mississippi—MU—Bing Crosby, W. C. Fields, Joan Bennett.

Ruggles of Red Gap—C—Charles Laughton, Mary Boland, Charles Ruggles, Baby Leroy.


Kids on the Cuff—C—Max Baer, Gertrude Michael, Alison Skipworth, David Niven.

The Vanishing Pioneer—W—Randolph Scott, Chic Sale, Ann Sheridan, George Marion.

The Man on the Flying Trapeze—C—W. C. Fields.

Radio

The Gay Divorcee—MU—Ginger Rogers, Fred Astaire, Edward Everett Horton, Eric Blore, Alice Brady.


Wednesday's Child—D—Edward Arnold, Karen Morley, Franklin Thomas, Jr.


Kentucky Kernels—F—Wheeler and Woolsey, Mary Carlisle, Sparky MacFarland, Noel Beery, Lucille LaVerne.

Anne of Green Gables—CL—Anne Shirley, Tom Browne, O. P. Heggie, Helen Westley, Sara Haden, Murray Kinnell.

Woman in the Dark—CD—Fay Wray, Ralph Bellamy, Melvyn Douglas, Roscoe Ates.

Gridiron Flash—CD—Eddie Quillen, Betty Furness, Grant Mitchell, Robert McWade.

Red Morning—MD—Regis Toomey, Steffi Duna, Raymond Hatton, George Lewis.


West of the Pecos—MD—Dana Andrews, Nancy Carroll, Ray Hatton, Riley Hill, Ethel Shannon.

Lightning Strikes Twice—C—Ben Lyon, Pert Kelton, Thelma Todd, Laura Hope Crews, Chic Chandler, Walter Catlett, Skeets Gallagher.

Romance in Manhattan—CD—May Robson, Mary Carlisle, Alan Hale, Frank Morgan, Katherine Alexander, Reginald Owen.

The Mighty Barnum—CD—Walter Pidgeon, Robert Young, Edward Arnold, James Cagney, Jack Oakie, George Beban.

Kid Millions—MU—Eddie Cantor, Ethel Merman, Ann Sothern, Block and Sally.

Charles Chaplin No. 5—C—Charles Chaplin, Paulette Goddard.

Our Daily Bread—CD—Mae Clarke, Tom Keene.

Transatlantic Merry-Go-Round—MU—Jack Benny, Nancy Carroll, Gene Raymond, Sydney Howard, Sid Silvers.

Private Life of Don Juan—CD—Douglas Fairbanks, Merle Oberon, Benita Hume.

We Live Again—D—Anna Neagle, Fredric March, Sam Jaffe.

The Call of the Wild—MD—Clark Gable, Fay Wray.

The Silver Bullet—W—Noah Beery, Jr., Bill Patton, Pete Morrison, Buffalo Bill, Jr., Sally Dolling, Wally Wales.

The Silver Bullets—CD—Tomy Tyler, Jane Regan, Lafes McKee.

Romance in Budapest—MU—Hungarian musical comedy.

First Division

Convention Girl—CD—Rose Hart, Weldon Heyburn, Sally O'Neil, Herbert Rawlins.

Hei-Tiki—RD—Native drama of the South Sea, produced on the Isle of Ghosts.

Principal

The Return of Chandu—MD—Bela Lugosi, Maria Alba, Clara Kimball Young.

Foreign

Broken Melody—D—John Garrick, Merle Oberon, Margot Grahame, Austin Trevor (British).

Bella Donna—D—Conard Veidt, Mary Ellis, Cedric Hardwicke (British).

Bride of the Lake—D—John Garrick, Gina Malo, Stanley Holloway, Sara Allgood (British).

Are You a Mason—F—Sonnie Hale, J. Robertson Hare, Davey Burnaby (British).

Autumn Crocus—D—Ivor Novello, Fay Compton (British).

Crime on the Hill—CL—Sonnie Hale, Sir Nigel Playfair, Anthony Bushell, Phyllis Dare (British).


Loyalties—D—Basil Rathbone, Heather Thatcher, Miles Mander, Philip Strange (British).

The Youth of Russia—CD—Tale of Jewish life (Russian).

Scotland Yard Mystery—MD—Sir Gerald Du Maurier, George Curzon, Belle Crystal (British).

Miscellaneous

Inside Information—AD—Marion Shilling, Rex Lease, Tarzan of the Dog, Philo McCullough, Charles King, Vic Peltz.

Thunder Over Texas—W—Glen Williams, Marion Shilling, Claude Payton, Helen Westcott, Philo McCullough.

The Fighting Hero—W—Tom Tyler, Ed Hearn, Renee Borden, Ralph Lewis.

Mudrner in the Museum—MD—Henry B. Walthall, Phyllis Barrington, Johnny Haron.

White Heat—MD—David Newell, Mona Maris, Virginia Cherrill, Hardie Albright.

Tomorrow's Children—D—Helen Westcott, Sterling Holloway, John Preston, Sara Siddons, Nanged His Name.

The Oil Raider—AD—Buster Crabbe, Gloria Shea, George Irving.

Ticket to a Murder—MD—Ralph Graves, Lois Wilson, Lola Lane, James Burke, Charles Ray.

Federal Agent—AD—William Boyd, Irene Ware, Don Alvarado, George Cooper.

Five Bad Men—W—Noah Beery, Jr., Bill Patton, Pete Morrison, Buffalo Bill, Jr., Sally Dolling, Wally Wales.

6-Point Reviews

**COLUMBIA**

**Against the Law** (5040)  
Family Drama 62m.


Story of an ambulance driver who refuses to sell out to the gang, "Against the Law" is suitable for the blood and thunder houses. As an action drama it moves along at a breezy clip with the proper atmosphere of gangsters, etc. Of course, there is a girl, etc., and it all winds up with the chief gangster being put behind the bars.

Estimate: Programmer.

**Broadway Bill**  
Family Comedy Drama 90m.


Another triumph from Frank Capra and a dough show that should be a worthy member of the "Lady for a Day," "It Happened One Night" family. Story of a man, a horse and a girl who has faith in both, the show is a race track yarn that ought to be in the money. Players are well cast, perfect Capra direction and an ace script are combined, a punch horse race is inserted and the show looks headed for top honors. Comedy predominates, although other notes are hit. Picture is okay for all houses.

Estimate: Top notch.

**Fugitive Lady** (4023)  
Family Melodrama 65m.


Melodrama of a girl who is convicted falsely, who gets into an accident, who is mistaken for another man's wife, and who is protected by his husband because of his growing love for her, "Fugitive Lady" is entertaining melodrama that doesn't make any pretensions to greatness but should satisfy. Mix in some crooks and the fake wife's desire to protect the husband and you have a plot that should hold interest. Of program school, picture satisfies.

Estimate: Satisfies.

**MONOGRAM**

**Girl of My Dreams** (3015)  
Family Comedy with Music 70m.

Mary Carlisle, Eddie Nugent, Creighton Chaney, Arthur Lake, Sterling Holloway, Gigi Parish, Tommy Dugan, Jeanie O'Brien.

Pleasant little comedy about college life with some songs that will get a lot of help from the fact that it can be billed as a successor to "Sweetheart of Sigma Chi." Show lacks name lustre but is suitable for family trade. There are enough laughs to satisfy even if college type story lacks originality. As a show for the family trade, it is satisfactory.

Estimate: Pleasant.

**FOX**

**Gambling** (512)  
Adult Melodrama 83m.


Melodrama starring a name that has become more valuable since his radio conquests. "Gambling" is George M. Cohan. Picture has other marquee attractions but the business will depend upon Cohan. As a melodrama, it has been well produced and holds interest all the way for adult audiences. Appeal of the picture combined with George M. Cohan's name, should make for better than average grosses. When his daughter is murdered, the father (Cohan) determines to find out the murderer, finally does.

Estimate: Better than average.

**Hell in the Heavens** (517)  
Family Melodrama 80m.


Action drama of a squadron of air aces, "Hell in the Heavens" is familiar program material enhanced by some good performances. Outside of Baxter's role, the femme angle isn't any too strong. Selling the war stuff might suffice in some spots and handicap in others. Individual portrayals of fears of members of the unit are well presented.

Estimate: Sell Baxter.

**Marie Galante** (511)  
Adult Melodrama 90m.

Spencer Tracy, Ketti Gallian, Ned Sparks, Helen Morgan, Siegfried Ramann, Leslie Fenlon, Arthur Byron, Guy C. Flippen, Stephen Fretwell.

Ace melodrama with a new name to sell, backed by plenty of suspense, intrigue and showmen's angles. Mix in spies, a plot to blow up the canal, a lass who is the centre of attention for all the men, a lot of capable players and "Marie Galante" is the result. Spencer Tracy is up to par, while the newcomer makes a good impression. In her first show, however, she will not be a definite asset until audiences get to know her.

Estimate: Okay melodrama.

**Music in the Air** (513)  
Family Operetta 105m.

John Boles, Gloria Swanson, Douglas Montgomery, Reginald Owen, Al Shaw, June Lang, Joe Caithorn, Robert Benchow, Ola Herlin.

Transcription of the stage operetta and likely to satisfy where they desire their entertainment planned along those lines. Picture has been well produced with names to se1, but results will probably show best in the classic type of houses. There are several songs to plug as well as an impressive score. Of the type, the screen can do so well, show falls into a definite category although selling of names may attract mass trade.

Estimate: Worthy.

**METRO**

**The Gay Bride** (509)  
Adult Comedy Drama 82m.

Carole Lombard, Chester Morris, Nat Pendleton, Zach Pinta, Leo Carrillo, Sam Hardy, Walter Walker.

With one name to draw and a gangster background, primed for laughs, picture is nothing to write home about but passes muster as fair programmer. Laughs have been well planted, overcoming gangster elements, with the female star a gold digger who goes from her husband, eventually, to the fellow who is regular. In the end love conquers all and both give intention of conforming with moral standards and the production code. Pace is fast moving throughout.

Estimate: Laugh show.

**Evelyn Prentice** (508)  
Adult Melodrama 78m.


The Powell-Loy starring combination, on the strength of "Thin Man" should help in putting this courtroom melodrama across in most spots. Loy is the wife of Powell, who becomes attorney for a lass accused of killing a blackguard. The felon has blackmailed the attorney's wife. Punch comes in when the attorney gets the accused girl acquitted after she is found to have really killed the man in question.

Estimate: All Powell-Loy.

**The Painted Veil** (415)  
Adult Drama 75m.

Greta Garbo, Herbert Marshall, George Brent, Warner Oland, Jean Hersholt, Beryl Bond, Katharine Alexander, Cecilia Parker, Parnell Harvey.

Another personal triumph for Garbo, "Painted Veil" will have to stand on her draw and not so much the production itself. Picturization of the Somerset Maugham story was a difficult job but where it lags Garbo steps into the breach. As the daughter of a scientist who can't decide between two loves, she is again at her peak and turns in a good job. Grosses will have to depend entirely upon her.

Estimate: All Garbo.

**The First World War** (519)  
Adult Compilation 71m.

Compilation of library and scattered shots of World War preliminaries and actual fighting.

Well edited by Laurence Stallings, with running talk by Pedro de Cordoba, Fox's contribution to the series of authentic world war pictures will suffer the same fate as the others. In other words, it should prove a swell grosser in some spots and make no impression in others. No question that as far as makeup is concerned, one rate's favorably, but grosses in a case like this depend on selling.

Estimate: Depends on selling.
PARAMOUNT

College Rhythm (3417) Family Comedy
Joe Penner, Jack Oakie, Lanny Ross, George Bar¬
bour, Ludwig Roberti, Mary Brian, Franklin Pangborn, Joe Sawyer, Helen Mack, Robert McWade.

Ace laugh show backed by names, radio draw and a comedy script, "College Rhythm" looks like a happy picture for all exhibitors who play it. Joe Penner scores with Goo-Coo, his duck, the comedy cast is studded with stars, the foot-
ball atmosphere won't hurt, and a couple of songs will send them out humming. Plot con-
cerns football rivalry between two department store owners, a couple of romances and Penner.

Estimate: Dough show.

Limehouse Blues (3415) Adult Melodrama
George Raft, Joan Parker, Montagu Love, Kent Taylor, Anna Mae Wong, Eric Blore, Billy Brennan, Wyndham Standing.

Familiar yarn of Chinese intrigue in a Lon-
don setting but nothing to write home about, "Limehouse Blues" ought to do okay in the blood and thunder houses but not so much in the higher notches. Raft is a semi-Chinaman who gives up all for the girl who loves someone else. As a gangster leader he has a stereo-
typed role, plays it much the same way. Some houses, however, ought to do well with the show.

Estimate: Strictly melodrama.

FIRST NATIONAL

Flirtation Walk (752) Family Musical

Another Warner musical ace, to click at all box offices because of the Powell-Keeler com-
bination, the West Point background, the usual Warner flair for something new in musicals and a good supporting cast. Powell is a regular army private who rises to become big time at West Point. There is a girl and everything else that comes with her, romance, etc. Show should do a more than satisfactory business everywhere.

Estimate: Box office delight.

Gridiron Flash (511) Family Action Drama
Eddie Quillen, Lucien Littlefield, Edgar Kennedy, Betty Furness.

Football picture with a new angle, "Gridiron Flash" is saleable during the football season. A young convict is taken from jail, placed on the college eleven, fights everyone and everybody until he discovers they are really his friends, makes good. Show is decidedly of program grade but where the football stuff is valuable should be made of some account. There is comedy as well.

Estimate: Seasonal.

RED RIVER

National

Radio

Are You a Mason? Family Farce
Sonnie Hale, J. Robertson Hare, Davey Barnaby, Gwenneth Lloyd.

English farce that won't make any impression on this side of the pond, this new entrant is not attractive enough for American audiences. British accents prevail, pace is slow and humor doesn't always score.

Estimate: Missout.

AUTUMN CROCS

Foreign

Freedom of the Seas Comedy Drama
Zelma O'Neal, Cill Millian, Wendy Barrie, H. F. Maltby, James Cavan.

English production which starts off as a comedy and ends with spy and U-boat war intrigue. Picture lacks names to sell except Zelma O'Neal who will prove of doubtful value here. Where they don't shop this may prove of some value.

Estimate: Average importation.

Universal

Cheating Cheaters (8022) Adult Comedy Drama

Programmer about crooks trying to outwit crooks and a light entrant. Show has some laughs, introduces a newcomer with talent in the person of Cesar Romero, has a saleable title but won't make much of an impression. Stage hit was pretty well known in its day but doesn't turn out to be so much in the movie line. Sell-
ing title and laughs may help.

Estimate: So-so.

Imitation of Life (7003) Adult Comedy Drama

Well handled screen transcription of a yarn that sold plenty of copies, with the result being a picture that will bring in the dough at the box office. Fannie Hurst story, characteriza-
tions by Colbert, William et al are mixed togeth-
er in a picture that should boost Universal's stock. Story of a mother who becomes a busi-
ness success and who eventually faces the prob-
lem of having the man she loves become in-
fatuated with her daughter, picture is built for women. Side plot, involving colored cook who helps her, and who has a problem with her own daughter, is also well handled.

Estimate: Looks good.

What Do You Think?
It is the aim of this publication to give its readers every possible service. Revision of the page is an attempt to offer a concise reviewing form that will help every exhibitor. Your suggestions and criticisms are welcome. Write in now and tell us whether you like this or not.
The Broken Melody

Adult Drama

67 m.

John Garret, Merle Oberon, Austin Trevor, Margaret Graham.

Story of a composer who kills his wife's lover, is sentenced to Devil's Island, escapes and starts life anew with her real sweetheart. "Broken Melody" is nothing to cheer about. Picture is another of the so-so British productions that have been coming here and show hasn't much for domestic audiences. Picture is generally average.

Estimate: So-so.

STATE RIGHTS

Five Bad Men

Family Western

60 m.

Noah Beery, Jr., Bill Paton, Pete Morrison, Buffalo Bill, Jr., Wally Wales, Art Mix, Sally金奖, William Demond, Billy Frawley, Mrs. Jack Hazzle, Lew Mechan.

Suitable western which starts in a night club and which winds up on a ranch with a battle between sheepshearers and homesteaders, this one has an attractive title and some familiar western names to sell. It packs plenty of action and should satisfy the western fans.

Estimate: Satisfactory western.

The Silver Bullet

Family Western

56 m.

Tom Tyler, Jane Regan, Lufe McKee, Franklin Farnum, Charlie King.

This time our hero becomes sheriff, finds out he has to battle the town's banker who is also the leader of the crooks. Thanks to the plot, the hero-must-win-out-in-the-end policy and a familiar western story, he does win out and saves the day. Where westerns are popular they won't be any complaint about this one even though not so original.

Estimate: Average.

The Youth of Russia

Comedy Drama

65 m.

Scottish Yard Mystery

Adult Mystery

70 m.


English mystery show that holds interest but which lacks names, it is of little value to domestic audiences except in the title which looks valuable to houses whose audiences go for the thrill stuff. Plot concerns a plan to kill people for insurance money and then re-store them to life.

Estimate: Sell the title.

BETWEEN THE PARAGRAPHS

CLASSIFICATION OF FILMS SHOULD BRING MIXED REACTION

Introduction of the A-adult, F-family classification by Warner Brothers in some of their theatres may meet with a mingled reaction. Some neighborhoods may feel that an A-classification may brand that picture as something that might even be offensive to some adults. An A picture wouldn't necessarily have to be salacious or sexed. It might indicate that problems that children wouldn't understand would be included. Then again, there might be A pictures that children might see and still be unaffected.

The A-F idea isn't a sure cure, by any means. It will remain for each individual theatre to solve its own problems. But by inaugurating the idea, Warner Brothers have indicated that they are ready to meet the women's club and Legion of Decency more than half way. Such a spirit must be commended.

COMPANIES ARE LINING UP BIG ONES FOR HOLIDAY SEASONS

There is no doubt that regardless of the run of the mill pictures, each company is preparing at least one headliner that should bring prestige as well as added dollars to each. Such fare as "The Little Minister" (RKO); "David Copperfield" (MGM); "The Good Fairy" (Universal); "Flirtation Walk" (Warners); "Here Is My Heart" (Paramount); "Broadway Bill" (Columbia); "The Great Barnum," "Kid Millions" (United Artists); "The White Parade" (Fox) are of the sort that will find no objections from conscientious objectors to films as well as providing box office magnets for theatres.

Most companies can be depended upon to deliver sock pictures around the holiday season. The trouble is that in between the socks there are holes when the weak sisters come along.

Someone has been spreading the rumor that the majors intend to jump into the fast-production field by turning out pictures designed for the double feature and daily change houses, figuring that if there is revenue there they may as well get their share. Without definitely announcing such a policy, it appears as if much of the current fare could fall into that classification.

Pictures are not bad, but there aren't enough good ones. This observation may not be new, but, unfortunately, it is true.

ALL SEEMED HELPLESS WHEN FOX PATENTS MATTER BROKE

When the Fox patent case broke in the trade, there was a decided lack of attention from exhibitor organizations. Not that anyone expected any exhibitor leader to provide any rosy statement on the situation, but one would naturally expect some note of reassurance from exhibitor units to their members.

It took a while for the electrics to provide statements which served to indicate to exhibitors that they weren't alone in any trouble that might arise.

INDUSTRY STILL AWAITS THE LEADER FEATURE COLOR FILM

Although the Silly Symphonies have done much to place color pictures back in their former good graces, the industry is still waiting for a feature to come along in the three-color process and cause a rebirth of the color work. The "Kid Millions" technicolor sequence may prove of advantage as did the reel in "House of Rothschild," but until the feature is made, one won't know whether the box office prowess of the three-color camera has returned.

Disney has an exclusive on the process for cartoons for one year, with three-color privileges open to feature producers who want it.

HOBART MANN.


**WILMINGTON**

**Hunting Season is Here**

E. I. Lewis, new manager, Queen, shows Wilmington theatre men how they can beautify and dignify the appearance of a dumb looking lobby, by the introduction of very exhibit ribbed composition paper which, made into four columns against each side of the lobby wall and illuminated gives the effect of a rose tinted glass front.

Dwight Van Meter, Aldine manager, is trying to get a party of Wilmington theatre men to take a trip to New York some Sunday soon to look over Radio City, the NBC studio and other ultra modern theatre properties for new ideas.

Jack Flynn covered the Wilmington-Chester-West Chester area for Jack Mulhall while the latter and his wife took a trip north.

Joe DeFiore, manager, Park, puts on a 15-minute program every Wednesday over WDEL now.

Sam Ferarzo, projectionist, New Rialto, took a 3-day visit in Hershey. Strand, seems to have made peace with Mrs. Frances Merchant.

Harry Brubaker, New Rialto treasurer, is doing a lot of hunting.

John Reader, Warner artist, did a pastel portrait of Miriam Hopkins' interesting face for the Arcadia, which would fit well in a gallery exhibit.

D. C. Drissell's new attraction sign over the marquee, Loew's, is the talk of the town.

Dwight Van Meter, Aldine manager, had dancing schools teach the "Continental." A. Rosenblatt, Master Arts, I am told, has been negotiating in Wilmington with Warner Brothers.

Charley Albert 15 years artist in Wilmington Warner shop, tells friends "back home" he's getting used to Chester.

Dwight Van Meter attended a Philadelphia meeting.

Dr. Carl E. Millikin, the new "Czar" of the movie industry made a hit with Wilmington theatre man during the supper given by the clubwomen. Those who met him were Lew Black, Dwight Van Meter, D. C. Drissell, A. B. Belair, A. B. Seligman, A. J. McHugh, Jack Mulhall, Morton Levine, E. I. Lewis and Earle G. Finney.

"The Merry Widow," Loew's, and "Judge Priest" were the latest films to be held over for a second week.

Ben Schindler, Avenue, swings in double features now and then.

New Rialto front has been painted green and gold.

Clyde M. Hoffinz has been added to the Park staff as publicity and advertising man full time.

Morton Levine, Opera House, has a new office on the second floor.

Nello V. Nai, chief of service, Park, made a 3-day visit in Hershey.

Edman Devenney, assistant manager, Aldine, set a record by selling by himself 4,874 lines of cooperative advertising space.

W. R. McClintock, assistant manager, Arcadia, with paint and brush and some help, has salvaged discarded chairs, and made the mezzanine rest rooms for both men and women look 100 per cent better.

Richard Hayden, doorman, Arcadia, has bought a car. He only paid $20 for it.

Alfred Kitselman is the new man, Aldine doorman.

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**Millikin in Wilmington**

Dr. Carl Millikin, secretary, Motion Picture Producers and Distributors of America, speaking in Wilmington, November 7, before several hundred members of the City Federation of Women's Clubs and managers of the Wilmington theatres, said: "What we of the Motion Picture Industry ask of you is that you tell your friends what you like about a motion picture but tell us what you don't like.

"The motion picture industry is faced with adjusting the program to the wants of the public," said Dr. Millikin. "Not a small group of which are the children. Their desires for a picture are the same as that which induces an adult to attend a picture. You cannot attract a group of children to what seems to them a dose of spinach any more than you can attract a general audience by announcing that you wish to educate them or that you wish to raise their moral standard. If we are to have motion pictures at all we must have box office appeal and we have the producers code."

Mr. and Mrs. Edmund Barsham, the latter reviewer of films for the clubwomen, and chairman of Motion Pictures for the State Federation, entertained Dr. Millikin while he was in Wilmington. Mrs. A. P. Tanberg, president, City Federation, presided.

Morton Levine, Opera House manager, is hoping the scaffolding for the repair work for fire damages will soon disappear.

"Million Dollar Ransom" shouted six newsboys, not too loud for the police to hear, as they distributed a "phony" newspaper for Morty Levine ballyhooing the picture of that name.

Irving Martin, assistant manager, Loew's Parkway, Wilmington, has been transferred to Loew's Theatre, Richmond. George Shopp, Loew's Columbia, Washington, has taken his place in Wilmington under D. C. Drissell.

Ben Schindler, manager, Avenue, Wilmington, put on a one-day all-Jewish program recently at his theatre with fair success. All of the Jewish organizations were contacted.

Stockholders meeting for Warner Brothers Pictures, Inc., will be held in Wilmington December 10. Five directors are to be elected and other business transacted. No clash of stockholders as of old is expected.

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**Local No. 98 Nominate**

For the eighth consecutive year William S. McKay, jr., electrician at Loew's Regent Theatre, Harrisburg, was nominated for president of Harrisburg Local No. 98, International Alliance of Theatrical Stage Employees and Moving Picture Operators of the United States and Canada.

Others nominated were: Lester Firing, vice-president; Charles J. Jones, corresponding secretary; Harry W. Wilson, financial secretary and treasurer; W. A. Davis and J. M. Ryan, business agent, one to be elected; Harry O. Beck, sergeant-at-arms; H. Rudy and H. Parsons, members of the executive board, two to be elected; and Charles Mader, James Blessing and Charles Herbert, trustees, three to be elected.

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611-615 W. 43rd St.

New York, N. Y.
THE SCARLET LETTER. Colleen Moore and Hardie Albright are aided by Henry B. Walthall in the Majestic show. Masterpiece distributes.

EARL Courtright, Court Theatre, Shickshinny, went on the stump for his old pal Elmer Dietrich, elected to Congress.

Frank Loftus, managing the Rialto, Scranton, is back with his old pals again.

Willis Close, Summit Theatre, Clark's Summit, has a good service station. Get your batteries fixed up.

George Beatty was given a party at the Hotel Casey before his recent marriage.

Tom Colango, Doc Spiegel, Johnny Gibbins, Harold Sohns, Sam Ridiam beat the Electric City Lunch bowlers just the way the two Dean boys took Detroit.

John Banko, Neutral, Simpson, is still operating one day a week, Sunday. One night is plenty, he says.

Joe McKenna, Horlacher representative here, should be named "around about Joe." Wherever you go, no matter what time, you find him.

Mike Segal dropped into town with a new Buick.

Sander Engel, father, Jerome Engel, Family Theatre, Glen Lyon, was very ill following an operation.

Marvin Tannenbaum, Roxy Theatre, Olyphant, and Astor Theatre, Allentown, is a fast moving exhibitor.

Lou Favini, Favini Theatre, is doing a nice job, Good personality.

Steve Smith, Grand Theatre, is all set. This is his weather and he takes to the woods, hunting.

November 8 meeting was held as usual.

Oscar Brown, assistant district attorney, delivered an address on "Co-operation." 50 men were present.

Abe Resnick, Hamilton Theatre, Max Steinhouse, Overbrook Theatre; Louis Cohen, Wissahickon Theatre are new members. All independent theatre managers are always welcome to weekly meeting held every Thursday morning at 11 A. M., at 1313 Vine Street.
ALL FOR EDUCATIONAL. Recent additions to the Educational shorts roster are Alice Jefferson, Frances Woodward and an unnamed damsel.

HARRISBURG

Ah's and oh's are heard in the lobby of the Majestic, Harrisburg. Sounds emitted by moviegoers who view manager Jack O’Rear's exhibit of bundling.

Mrs. Florence Heck, Majestic cashier, says bundling still a custom in parts of Huntingdon County.

During showing of "Caravan," a woman artist, dressed in Gipsy costume, made sketches of theatre patrons in lobby of Majestic.

Is Bill Manahan, superintendent, Majestic, Harrisburg, proud? Bill borrowed to officiate as doorman at State for "Roberta." It was the 400th stage performance at which Bill officiated in this capacity since 1928 without a miss.

Julius Slumberg has been named assistant superintendent at the Majestic.

Henry Houck, Majestic doorman, has been promoted to floor manager.

West wall of the Majestic, Harrisburg, in full public view, has been adorned with attractive bill board.

Manager Harry Lambert, Colonial, Harrisburg, erected in the outside lobby for use during showing of "Mrs. Wiggs and the Cabbage Patch," an unique shanty over the door of which appeared a sign inviting theatre-goers to enter.

On Halloween shanty was mounted on a truck and an effort was made to place it in Harrisburg's Halloween parade, but advertising vehicles were barred.

Whitney Church, member Harrisburg Community Theatre, has been made floor manager at the Colonial.

For "Demon Patrol" Jerry Wollaston had man ride a horse through the city streets, dressed to represent Bob Steele.

Frances DeVerter returns to the State as assistant.

David R. Scheer has equipped his Strand Theatre, Hamburg, with Photophone High Fidelity sound apparatus.

Lyceum Theatre and four nearby buildings destroyed or damaged by fire at Sunbury, loss estimated at $50,000. Blaze origin not determined.

Hollywood Opening
Atlantic City Triumph

Many Film Men Attend Waxman's House Debut

Opening of the Hollywood Theatre, Atlantic City, was a big social and successful event.

Many film men attended the November 2 festivities, with all exchanges, etc., present.

Local civic leaders, etc., were present and there were speeches as well as many other congratulatory remarks. Harry Waxman, operator of the new citadel, came in for much praise.

Harry Biben is booking vaudeville in the house. This is believed one of the most important spots in the territory and acquisition of the house is quite a feather in his cap. He plans to bring in headliners from every branch of the entertainment division.

American Heating and Ventilating Company installed the heating and ventilating apparatus and equipment in the building.

David Supowitz was the supervising architect.

BY YOUR LEAVE. Radio's comedy has Frank Morgan, Neil Hamilton, Genevieve Tobin in the cast.
LETTERS TO THE EDITOR

(Ed. Note—The following letter, from a former exhibitor of many years' good standing in this business has been received, with a request that it be published. Inasmuch as it discusses a topic which is pertinent to the business, it is being published at this time.)

His Eminence,
The Most Rev. Archbishop,
225 N. 18th Street,

Your Eminence:

It is with regret that I advise you that when you placed the ban on motion picture theatres, you succeeded in putting me out of business. For twenty years I have operated the Clifton Theatre in Clifton Heights, Pa., and have always been able to make a substantial living for myself and family. Even with the depression I managed to struggle along and keep my head above water. But since the ban was placed I managed to struggle along for at least three months. I actually lost a $40,000 cash investment. The Sheriff sold my theatre. I am now without a business, and have no money and six children to support. The oldest of whom is thirteen years and the youngest three months. Actually I lost a $40,000 cash investment. I am now without a business, and have no money and six children to support. The oldest of whom is thirteen years and the youngest three months. Some of them make a pretense of selling chewing gum, candy or newspapers—often old editions—but in every case it's a begging racket. A plan to organize clubs for these children, to keep them away from theatre doors, is proposed.

Liberal legislation for theatres, giving them the same rights, at least, as baseball and football, is in prospect. Reading theatre men say as result of the election.

Rhea Gipson, spirit medium, filled a week's engagement in the Embassy, appearing as a "psychic hostess."

Roscoe Ates, stuttering comic, appeared in his theatre program of Paul Frailey.

J. Donald Edwards, manager, Edwards Theatre, Myerstown, gave the use of his theatre to the American Legion.

WE Scores

For the first time in steamship service, passengers of all classes will be given talking picture entertainment on two ships of the United States Line, S. S. Manhattan and the S. S. Washington will now have Western Electric Sound System installed for entertainment of the third class passengers. These installations will be in addition to the first and tourist class installations that have been in operation for some time past.

Theatre Lease Wanted

Responsible exhibitor wants a theatre to lease. Is interested in house of any size anywhere in the Philadelphia or surrounding district. Address box Lease, THE EXHIBITOR.

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THE PHILADELPHIA EXHIBITOR

Nov 15 '34

THE CHECKUP

Columbia

The Most Precious Thing In Life 2-June
The Merry Waiter 2-May
Ladies Love 2-June
The Thin Man 2-June
The First World War 2-Nov.
Gambling 2-Nov.
State vs. Elinor Norton 1-Nov.
Getaway 2-Nov.
Take the Stand 2-Mar.
Two Hands on a Pillow 2-July
When Strangers Meet 2-Apr.
Dude Ranger 1-Oct.
She Was a Lady 2-Aug.
Judge Priest 2-Aug.
Pursue Your Bride 2-Aug.
Charlie Chan in London 2-Sept.
Peek's Bad Boy 2-Sept.
Dude Ranger 1-Oct.
Love Time 2-Oct.
The White Parade 1-Nov.
State vs. Elmer Norton 2-Nov.
Gambling 2-Nov.
Hell in the Heavens 2-Nov.
Marie Galante 2-Nov.
Music in the Air 2-Nov.
The First World War 2-Nov.

First National—Warner's

The Circus Clown 1-June
The Merry Waiter 1-June
Dr. Monica 1-June
The Key 1-June
He Was Her Man 2-June
Man With Two Faces 2-June
Return of the Terror 2-June
Friends of Mr. Sweeney 2-June
Madam Du Berry 2-June
The Personality Kid 2-June
Here Comes the Navy 2-Aug.
British Agent 2-Aug.
Kansas City Princess 2-Aug.
Dorian Gray 2-Aug.
Dames 2-Aug.
Housewife 1-Sept.
Big Hearted Herbert 1-Sept.
Desirable Young Man 1-Sept.
A Lady Lost 1-Sept.
Case of Helen Dog 1-Oct.
Happiness Ahead 1-Oct.
Six Day Bike Race 2-Oct.
The Fighting 6th 2-Oct.
St. Louis Kid 1-Nov.
I Sell Myself 1-Nov.
Gentlemen Are Born 1-Nov.
Flirtation Walk 2-Nov.

Fox

Grand Canyon 1-July
She Learned About Sailors 1-July
Charlie Chan's Courage 2-July
The World Moves On 1-Sept.
Service for the Cotton 2-Sept.
Caravan 2-Aug.
Judge Priest 2-Aug.
She Was a Lady 2-Aug.
The Cat's Paw 2-Aug.
Pursue Your Bride 2-Aug.
Charlie Chan in London 2-Sept.
Peek's Bad Boy 2-Sept.
Dude Ranger 1-Oct.
Love Time 2-Oct.
The White Parade 1-Nov.
State vs. Elmer Norton 2-Nov.
Gambling 2-Nov.
Hell in the Heavens 2-Nov.
Marie Galante 2-Nov.
Music in the Air 2-Nov.
The First World War 2-Nov.

Liberty

No Ransom 2-Apr.
When Strangers Meet 2-Apr.
Tie the Stakes 2-Mar.
Once Every Bachelor 2-Mar.
Two Heads on a Pillow 2-July
School for Girls 2-July
Without Children 1-Nov.

Metro

Tarzan and His Mate 1-May
Laughing Boy 2-May
Sadie McKee 2-May
Operator 13 1-June
The Thin Man 1-June

Murder in Private Car 2-July
Stamboul Nights 1-July
Treasure Island 2-July
Barretts of Wimpole Street 1-Aug.
Girl from Missouri 1-Aug.
Paradise Lost 2-Aug.
Hideout 2-Aug.
Chained 1-Sept.
Have a Heart 1-Sept.
Iris Mask 1-Sept.
Student Tour 2-Sept.
Death in the Desert 2-Sept.
The Merry Widow 2-Sept.
What Every Woman Knows 2-Sept.
The Gay Bride 2-Nov.
Evelyn Prentice 2-Nov.
The Painted Veil 2-Nov.

Monogram

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Start Packer 2-July
Happy Landings 1-Aug.
Shook 1-Aug.
The Moonstone 2-Aug.
Girl in the Limbo 1-Sept.
King Kelly of U. S. A. 1-Oct.
A Successful Failure 2-Oct.
Tommy's Youth 2-Oct.
The Trail Beyond 2-Oct.
Lost in the Stratosphere 1-Nov.
Girl of My Dreams 2-Nov.

Paramount

You're Telling Me 2-Apr.
Double Door 2-Apr.
The Scarlet Empress 1-May
The Witching Hour 1-May
We're Not Dressing 2-May
Little Miss Marker 2-May
Many Men 1-Sept.
Mistress of Vanity 1-Sept.
Mystery of the Wax Museum 1-Oct.
Thirty Day Princess 2-Oct.
Kiss and Make Up 2-Oct.
The Great Garibaldi 2-Oct.
Here Comes the Groom 2-Oct.
Notorious Sophie Lang 2-Oct.
Dance Til You Drop 2-Oct.
Private Property 2-Oct.

Radio

Skin Game 2-May
Cockeyed Cavaliers 2-June
Mud in the Blackboard 2-June
Vertebrata 2-June
Bachelors Ball 1-July
His Greatest Gamble 1-July
Let's Try Again 1-Sept.
We're Married Again 2-Oct.
Of Human Bondage 2-July
Fat and Gloves 1-Oct.
The Big Moment 1-Oct.
The Falcon's Age of Innocence 2-Sept.
Man's Last Chance 2-Sept.
Riches Girl in World 2-Sept.
Dangerous Corner 1-Oct.
The Gay Divorcee 2-Oct.
Anne of Green Gables 1-Nov.

United Artists

Looking for Trouble 2-Feb.
Valentine in Time 2-Feb.
House of Rothschild 2-Mar.
The Affairs of Cabinet 2-Mar.
Bulldog Drummond Strikes Back 2-May
The Last Gentlemen 2-May
Born to Be Bad 2-June
Our Daily Bread 2-July
Neil Dray 2-July
For Love or Money (Cash) 2-Aug.
Glory of Monte Cristo 2-Sept.
Private Life of Don Juan 2-Oct.
Two Tramps and Me 2-Oct.
We Live Again 2-Oct.
Kid Millions 1-Nov.

Universal

The Uncertain Lady 1-May
Affairs of Gentleman 2-May
Affairs of Miss Captain 2-May
The Black Cat 1-June
Embracing Moments 2-May
Little Man, What Now? 1-June
I Give My Love 1-June
June Bride 1-June
Million Dollar Ransom 2-Aug.
One More River 2-Aug.
Romance in the Rain 2-Aug.
The Hunted 2-Aug.
Rocky Rhodes 2-Sept.
There's Always Tomorrow 2-Sept.
Wake Up and Dream 2-Sept.
Gift of Gam 1-Sept.
There's Nothing New 1-Sept.
One Exciting Adventure 2-Oct.
Imitation of Life 2-Nov.
Cheating Cheaters 2-Nov.

First Division

(CHESTERFIELD)

In Love with Life 1-May
City Park 2-May
City Park 2-Sept.
Green Eyes 1-Sept.
The Curtain Falls 1-Oct.
Fugitive Road 2-Oct.

Gold Medal

Laughing at Life 2-June
Curtain at Eight 1-Dec.
You Made Me Love You 2-Dec.
The Charming Deceiver 1-Jan.
Sin of Nora Moran 1-Jan.
Enlighten Thy Daughter 2-Mar.
Texas Terror 1-Apr.
The Perfidous Paly 1-Apr.
You Made Me Love You 1-May
Little Damozel 1-Sept.
Return of Chandu 2-Oct.

Masterpiece

Where Are My Men? 2-Feb.
Back Page 1-Apr.
The Fighting Hoolie 2-June
The Shadow 2-June
The Scarlet Letter 1-Aug.
She Made Me Choose 1-Aug.
Night Alarm 1-Oct.
Picture of a man finding out what's going on in the Motion Picture Industry

MEMO TO THE PUBLISHER:

I believe Mr. Cantor looks too surprised in the picture. Think readers will get the idea that he never knew there was such a magazine.

Paul

MEMO TO THE ADVERTISING MANAGER:

That's the idea, exactly; Mr. Cantor is of the opinion that there never was such a magazine. In an interview which accompanied the picture, he deemed the publication "bright," "breezy," "informative," "up to the minute," "of real service.

Jay

MEMO TO THE PUBLISHER:

Okay. Suggest we make up some sort of institutional copy to show readers what the nation's leading radio star, entertainer and motion picture comedian thinks of it.

Paul

MEMO TO THE ADVERTISING MANAGER:

Go ahead with it. Don't forget to mention somewhere that it only costs $2 per year, or $5 for three years and that other exhibitors are adding to the subscription lists daily. Point out services in the Check-Up, Production Guide, General Release Dates, 6-Point Reviews, Code Boards Activity, Local News Coverage, Trade in Review, etc., and the most fearless editorial page in the industry. Tell them to send in their subscription if they haven't subscribed already.

Jay

MEMO TO THE PUBLISHER:

Consider it taken care of.
It’s there! . . . profit, and plenty of it . . . . for showmen . . . . in Educational’s Short Features . . . . the one line you can always count on for that ideal short subject combination . . . . big star names, big production value and real entertainment that sends them out smiling and happy . . . . and that means dough, boys!

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SYLVIA FROOS and FRANK LUTHER
two of radio’s most famous singers
See them in the single-reel Song Hit Story
"The House Where I Was Born"
and in the two-reel Musical Comedy
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with N.T.G. and the Paradise Revue
Produced by Al Christie

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OF EDEN . . . . . ON THE ISLE OF GHOSTS!

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THE PERFECT HOLIDAY ENTERTAINMENT

THERE WAS A BROKEN HEART For Every Frat Pin She Wore!

MARY CARLISLE

GIRL O' MY DREAMS

STERLING HALLOWAY
EDDIE NUGENT
ARTHUR LAKE
CREIGHTON CHANEY
GIGI PARRISH

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Will Please Audiences 100% - - - Showmen's Round Table

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SAM ROSEN, Manager
the whole country will join in the chorus as these wilful lovers laugh...kiss...love...quarrel
to music

- MELODY to keep your audience singing gayly for a year...
- MERRIMENT to keep them smiling happily for months...
- MAGNIFICENCE to keep a sparkle in their eyes for days...in this resplendent FOX production of the champion stage hit of years.

Music by Jerome Kern.
Lyrics and libretto by Oscar Hammerstein, 2nd

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and JOHN BOLES
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JUNE LANG

Al Shean  •  Reginald Owen
Joseph Cawthorn  •  Hobart Bosworth
An Erich Pommer Production. Directed by Joe May.
Continuity by Robert Liebmann, Screen play by Howard I. Young and Billie Wilder. Dances by Jack Donahue.

A Parade of Praise
A Parade of Patrons
A Parade of Profits

"THE WHITE PARADE"
LORETTA  JOHN
YOUNG  BOLES
Jesse L. Lasky's biggest box-office production

THE SONGS: "I've Told Every Little Star"..."I Am So Eager"..."There's a Hill Beyond a Hill"..."One More Dance"..."We Belong Together"

"LITERARY DIGEST" RATES "THE FIRST WORLD WAR"—"A A A A"
The gifted pen of the writer who gave you one of the screen's big hits traces a new story of blazing human emotions ... of a woman with a past and of men outside the law ... of mystery, thrill, and vivid drama!

DASHIELL HAMMETT'S

WOMAN IN THE NIGHT

With Fay Wray
Ralph Bellamy
Melvyn Douglas
Roscoe Ates

Directed by Phil Rosen. Associate producer Burt Kelly. Produced by SELECT PRODUCTIONS.

RKO-Radio Picture
A contract for the air-conditioning with Chrysler equipment and the heating and ventilation of Charles Segall's new 1000-seat Bromley Theatre, Philadelphia, has been signed by F. B. Warren's Control Corporation of America. Installation begins at once, concurrently with the erection of this handsome structure.

The Chrysler conditioning equipment is automatic in operation, maintaining economically the year around, ideal temperatures and regulated humidity so necessary for the comfort and enjoyment of patrons.

Mr. Segall, president of the Eastern Pennsylvania M. P. T. O. A. and one of the earliest participants in the development of the original Stanley Company of America, has dealt with F. B. Warren for twenty-five years, as did all of the Stanley founders then, and all of the survivors now. This contract represents a mature business choice, but we are glad to read into it a note of sentiment, as well.

The design and plans of the Bromley are by Thalheimer & Weitz, R. A., of Philadelphia and the construction by United Building Construction Corporation, Nicholas J. Brandolini, president; Control's planning and engineering by Andre Merle.

We invite theatre owners contemplating air-conditioning in all its phases to send us blueprints of their theatres for computation and estimates.

Control
CORPORATION OF AMERICA
250 West 57th Street
New York City
TELEPHONE Circle 7-0077

Authorized by AIRTEMP INCORPORATED, World Distributors of Air Conditioning Products of Chrysler Motors
Leave Out the Trailers

NOW THAT the various newsreel companies have gone to great pains to instill new, different ideas in handling news events, it would seem only logical that theatres cooperate in much the same manner by giving special stress to newsreels.

In line with that thought, then, the usual custom of inserting trailers of forthcoming attractions into a newsreel should be abolished. For a while, the practice of mixing trailer and newsreel was novel, caused some interest. But the novelty has passed, idea no longer is valuable, indicating, too, that the audience is in no better frame of mind when it is shown a trailer as part of a newsreel than separately.

Newsreel editors create each issue as entities, some even departmentalizing. Much money and effort are developed to create the right thing which is then spoiled by some unthinking exhibitor. By thrusting trailers into a newsreel, continuity is destroyed.

Re-Designation

THE CLAUSE in film contracts which allows the distributor to designate a picture as a special or high percentage is obnoxious to the exhibitor, but the privilege of re-designating appears like nothing more than the rubbing-in process. Certainly, if the distributor has one chance to designate a picture for what he considers greater chances of return to himself, he should not have a second right to change his mind about it, contract provision or not. It wouldn't be surprising if still a third designation period might be a natural result from this condition. If the distributors need two attempts to try to milk every possible money maker, why not give them need two attempts to try to milk every possible money maker, why not give them

On Block Booking

OFTEN THE WAYS of a proofreader are more curious than those of the proverbial male. No other explanation can be given for the apparent lack of similarity between the notes on block booking in the last issue and the editorial drawing which accompanied them.

It was the intention, then, not to attack block booking but to rap attempts to destroy it. Where block booking was mentioned, the intent was to mention "death of block booking."

To put it definitely, this department is opposed to the end of block booking under the present scheme of things. If conditions were changed, then, perhaps, the end of block booking would be welcomed. At this time, however, the fight against block booking is just a weapon for reform elements and not a means to end all industry evils as many would think.

Jay Emanuel
The test case to determine the right of certain distributors to insert a clause in their contract barring double featuring of their product has developed into a general inquiry into the interests of the public in matters pertaining to film practice.

That much was certain this week after several days of testimony which saw independent exhibitors and exchangemen on the stand giving information as to local zoning, buying and other trade practices beginning November.

The case took an unexpected turn when Judge George A. Welsh insisted that the public had an interest in the case and over objections of Morris Wolf, attorney for the 9 defendants, allowed testimony pertaining to that to be introduced. During the first few days testimony was given by Columbus Stamper, Sam Waldman, Morris Wolf, defense attorney, who objected strenuously. Judge Welsh asserted that double featuring of major product was given by Columbus Stamper. Sam Waldman, Columbia Stamper. Trio spoke of their experiences in wishing to buy first run pictures in their zone. Testimony, second day, also gave more emphasis to any restraint features than the double feature clause.

Third day’s testimony was highlighted by the plaintiff questioning was along the line of whether doubles would increase production and whether or not each theatre had a separate operating problem.

Judge Welsh seemed intent on bringing out the interest of the public and asked Chadwick whether cultural place of the motion picture was checked by doubles restriction. Chadwick said yes. Chadwick also said independent field was the beginning for many famous directors and producers. Judge Welsh called it the “bush league,” with Chadwick agreeing.

Chadwick also told details of a meeting held in Los Angeles, May 1, 1934, at which time Louis B. Mayer, Metro, is supposed to have said that majors were prepared to find ways and means to restrict growth of doubles. Mayer was quoted as saying that if exhibitors wanted independents they could have them and if they wanted majors they could have them but they couldn’t have both on the same bill.

Judge Welsh overruled the dismissal.

Testimony, Wednesday, was given by witnesses for the defense.

Walter Vincent, Wilmer and Vincent circuit, declared doubles were a menace to the business and that he believed they hurt the industry. He also declared against 10 cent houses. As a veteran in the business he said that doubles led to cheaper pictures and more problems for the business. He urged their extinction in order to save the industry from being entirely on the downward path. He said he was ready to buy any pictures, major or independent, if they were good, at all times.

He was on the stand for two hours.

Following Vincent was Edward Jeffries, Roxborough exhibitor, who declared against doubles and said his patrons, after being asked, didn’t want them. He said local school officials were also opposed to the practice.

In the afternoon, Fred Leopold, Iz Hirschblond, W. P. Wilson, Herb Elliott, George Lessy, Marcus Benn, Al Fisher, Luke Gring, Mike Lessy, Sam Somerson, C. Stiles, Abe Sabolsky, George F. Weilland, George Kline, Ben Fertel all gave testimony to the effect that they were opposed to doubles.

The plaintiff questioning was along the line of whether or not doubles would increase production and whether or not each theatre had a separate operating problem.

Defense witnesses generally declared that sale of shorts would be killed.

Case rested until Monday morning, December 3.

Execs Due

At the close of testimony, November 28, it was revealed by defense counsel that it would have, December 3, exchange heads as well as New York City home office executives to refuse testimony as to the conspiracy charge.

It was expected that the case would wind up December 3 or the following day.

S.O.S. Reports

S.O.S. Corporation reports a gratifying increase in installation of its Wide Fidelity sound systems, soundheads and amplifiers. Many exhibitors are now renewing their old equipment, either in part or complete, which indicates a growing preference in the public’s taste for better reproduction. New York City installations include N. Y. Catholic Protectory, Bronx, St. Camillas Hall, Rockaway Beach, Starr Institute, Rhinebeck.
Local Industry Given Most Efficient Booking Service in History of Trade

**MPTO to Elect**

Election of the MPTO leaders and board for the new year is due at the December meeting, when the body will meet to take such action.

At this writing, no slate had been designated, with the expectation that there will be definite rivalry for the various places.

**Schlesinger S-W Zone Chief with Weshner Aide**

**No Change in Local District Setup**

Leonard Schlesinger is still Stanley-Warner zone manager, all reports to the contrary being incorrect.

Untrue rumors circulated through other media were effectively squelched recently when Joseph Bernhard, general manager of all Warner houses, arrived in Philadelphia and stated that Schlesinger was still on the job as zone chief here.

Dave Weshner, from Milwaukee and Newark Warner districts, will direct the Stanley-Warner first run theatres under Schlesinger's direction.

Death of the Schlesinger-removal rumors was greeted with pleasure by film men and friends here who have been impressed by his ability and his co-operative spirit with all divisions of the trade.

Weshner's Milwaukee district will be placed under Chicago's direction.

**What They Thought of It**

**Picture—"Flirtation Walk."**

**Place—Vine Street projection room.**

Eppy Epstein, Atlantic Theatres: "A honey. It has everything."

Jack Greenberg, Roxy Theatre: Northampton: "It comes like manna from heaven. Credit Warners with another hit."

Lewen Pisner, indee circuit head: "What I mean to say is that it ought to do good business everywhere. A sweet job."

**Picture: "The Port of Lost Dreams."**

Place: Vine Street projection room.

Bill Heenan, Cities Theatres, Inc., "It's much better than most pictures of that type."

**Picture: "Great Expectations."**

Place: Universal projection room.

Duke Rogen, manager, Fox Theatre, Riverhead: "It ought to be a natural for the children as well as grownups. Universal has made a good picture."

**New Musicians Union Head**

Trade gossip indicates that Adolph Hirschberg may be returned to the presidency of the local Musicians' Union at the next election.

While the administration of Romeo Celli has been satisfactory, some say that Hirschberg may be returned to the presidency of the local Musicians' Union at the next election.

While THE CHECKUP will make every attempt to give the correct running time, it is not responsible for errors. Exhibitors are cautioned, wherever possible, to secure correct running time from their exchanges.

Listings will be by producer. In the case of independents, their pictures will be listed separately. In the case of independent distributors who may also produce, their productions will be listed under their own name, while independent productions which they distribute for other producers will be found under the producer's name.

Release dates for each territory will always be found in the Code Department in each issue.

This publication urges all to use THE CHECKUP. It answers the needs of exhibitors for a complete, concise, compact service. In formulating THE CHECKUP after several months of discussion and experimentation, it is believed that it answers all purposes. A type easy to read was selected, rather than one which might save space at the expense of eye strain. Criticism or reaction from exhibitors will be invited.

As always, 6-Point Reviews will be continued with a fast reviewing service, both east and west, contributing pictures as soon as previewed. Read the review first, in 6-Point Review. And then use THE CHECKUP.
Glancing Everywhere in the Territory

HOW IT LOOKED AT NIGHT. When Charlie Perry, publiciteer, and Harry Tarrante, manager, Aldine, decided to have an electrical display at the Aldine, here is the effect they got for the United Artists picture. Perry had a big campaign on the show.

10 YEARS. Jack Greenberg has been secretary of the local Film Board of trade for 10 years. The exact anniversary comes in January. He is now also an exhibitor, having an interest in the Roxy Theatre, Northampton, as well as a shore operation in the summer. During his many years in the local film world he has made an excellent impression everywhere and is generally looked upon as the best chairman and treasurer for Vine Street charitable and social affairs.

IRON DUKE. George Arliss, starred in the Gaumont British production of that name, has returned to this country.

BOWS IN. S. L. Rothafel, "Roxy," will direct the new Roxy-Mastbaum Theatre when he re-opens it for Stanley-Warner, December 24.

HOST. Harry Weiner, Columbia exchange chief, will be host to exhibitors at a trade show and luncheon to be held here December 4.

BEARS PRINT. Eddie Cantor brought Leonard Schlesinger, Stanley-Warner zone chief here, a print of "Kid Millions."

NEW STAR. Local exhibitors will soon have a chance to sell a new star in Merle Oberon, United Artists.
142 out of 150 Western Electric Sound Systems—installed seven years ago—operate today in the same theatres, with unmatched quality.

* Unit design—highest possible standards of manufacture — ERPI Service — have made this possible.
Schlesinger Tendered Testimonial by S-W Chiefs

District Leaders Attend Warwick Affair

Leonard Schlesinger, zone manager, Stanley-Warner, was tendered an informal testimonial by S-W district managers and department heads here, at the Warwick Hotel, November 19, at 11.30 P. M. Special guests were Roxy, George Sidney, Ed Lowry, Eddie White, Harry Biben, Joe Feldman.

Brief addresses were made by Ellis Shippman, Roxy, George Sidney, Ed Lowry, Jack Flynn, Lou Davidoff, Harry Goldberg, Eddie White, Joe Feldman and Sol Hankin.

Schlesinger was presented with a beautiful cigarette case, solid gold and silver, with the following inscription: Commemorating your first anniversary as Warner Brothers' zone manager, Philadelphia, November, 1934, from your Philadelphia organization.

Wires were read from leaders in the business, also commenting on the reassurance recently given by Joseph Bernhard, general manager, on the fact that Schlesinger would not be supplanted as zone chief here. The wires were pleased to note that he would continue.

**FLASHES FROM COAL FIELDS**

By BIDU

Arthur Hyman's dinner, at Drake Hotel, Scranton, November 19, was a fine affair. Attending were M. B. Comerford, Harry Spiegel, Mr. and Mrs. John Roberts, (Pop) Korson, Kitty McCue, Kitty Haggerty, Eleanor Nealon, Agnes Bingham, Mr. and Mrs. Frank Brennan, Nat Sherman, Charlotte Nallin, Mike Segal, Jack McMadden, Jesse Levine, Phil Duffy, Al Spiegel, Doc Spiegel, Jack Moore, Moe Sherman was a hit as m. c. He explained Hyman's connection with the business for the past many years and reason for being honored was a hit as m. c. He explained Hyman's record. It is always a pleasure to see him.

Frank Loftus, Rialto Theatre, is very busy at his house.

Doc Spiegel, Al Spiegel and Johnny Gibbs are the three little men who run up the big bowling scores.

Matt O'Keefe helped sell "Girl of the Limberlost," with some good ideas.

Willard Mathews, Granada Theatre, Olyphant, has made a host of friends in town. He sells well.

Louis Pilosi is opening his Institute Theatre, Forty-Fort, soon.

Sam Scavo, Home Theatre, Old Forge, finds Tuesday his busy day. Lots of callers.

Louis Favini, Favini Theatre, Scranton, is always doing something to keep the people of his neighborhood theatre conscious.

Benjamin Roberts, son of Johnny, is squadron commander, Scranton airplane club. He recently visited the Camden airport to get new ideas. He was in the air with several of the pilots.

Exhibitors of the territory want to know when Jim Clark's clambake is to be held. As correspondent for this territory, I want to congratulate Arthur Hyman and hope that the same crowd that attended his recent banquet will sit in on his next anniversary.

Death of John McTague, Coal Dale, was mourned by the trade. While decorating the McTague Theatre in 1930, he slipped and fell, breaking both legs. He was ill from that time on.

**Heard In**

Harry Tarrant is doing a good job managing the Aldine Theatre.

New high was reached when a house double featured and gave away premiums. That still leaves triple featuring as an added inducement.

Frank Nirdlinger, well known in the business, passed away and friends mourned.

Reports are current around town that music may be back in a lot of Stanley-Warner houses around the holiday time. Some houses use acts while others may feature orchestras.

RKO-Radio and S-W played host to clubwomen at the Boyd Theatre Sunday night with "Anne of Green Gables" shown. House was filled with those interested in better films.

Kemwick Theatre has been running special programs for the kids. House also bills its programs a week in advance in ads.

Oxford Theatre has a Sunday kiddies' radio hour over WTEL.

Erlen Theatre ran a WCAU radio review. Artie Cohn, Earle Theatre, all busy with Amos and Andy as well as Waring's Pennsylvanians. Joe Feldman's arm is better. House is reported cutting prices when Roxy opens.

Locust Street Theatre and Arcadia Theatre both cut price as result of Stanley-Warner slash.

Allen Benn hopped to New York, also hopped down to Washington.

Jim Clark and Tom Lark, Horlacher Delivery, are both receiving congratulations because of the excellence of "Horlacher," the new house organ of the company. Breezy, informative, departmentalized, the publication is awarding a prize for the best permanent title. Tom Lark edits.

**MUSSOLINI'S $2,000,000 ROMANTIC SPECTACLE! NOW BOOKING**

ENGLISH DIALOGUE — ITALIAN VERSION ALSO AVAILABLE

**A ROADSHOW PICTURE**

**MAN OF COURAGE**

EUREKA PRODUCTIONS, Inc.
723 Seventh Ave., New York — Bryant 9-0545

Now in its 3rd Big Week

Gaity Theatre, New York
Film Men Throng New MPTO Offices and Attend Impressive Dedication Luncheon

Censor Interest Up

The local industry is still wondering who will be on the next censor board.

Harry Hirsch, exhibitor, has been bearing a petition, seeking exhibitor support for the job, while it is believed that Jim Byrne, former exchangeman, has been recommended by the IEPA for the job. He has had experience with several exchanges on the street.

Roxy-Mastbaum Due to Open Before Christmas

Stanley-Warner Arranges Deal with Impressario

Roxy has come to Philadelphia.

In a move to establish the Mastbaum Theatre as a centre of Philadelphia’s film activity, Stanley-Warner has made a deal with S. L. Rothapel to manage the Market Street playhouse, 4800 seater, closed many months, on a salary and percentage arrangement. A new corporation has been incorporated in Delaware for that purpose.

House will be known as the Roxy-Mastbaum. It will reopen December 24.

Theatre will have a film-stage show policy, with Roxy staging the shows, assisted by a staff which he brings over. He will have entire direction of the house. Assisting will be Charles Griswold, house manager, Mrs. J. D. Williams, secretary, and others.

A luncheon for press and trade was held last week to introduce him.

Roxy will take his ushers, doormen, etc., from new faces. He ran an ad in the local dailies last week and the police were called to regulate the crowd. If the same thing applies to the regular ads—business should be good.

In the past, he has been associated with the Strand, Rialto, Rivoli, Capitol, Roxy and Music Hall Theatres, New York City. He is son-in-law of Exhibitor Freedman, recently deceased, in Forrest City, upstate.

While welcoming Roxy to the local territory, observers still feel that Stanley-Warner’s problem will not be solved. Overseating has always been a downtown headache, with the Mastbaum turning in a big gross when offering big screen and stage shows in the past. How¬ever, when the Mastbaum has been doing a business, the Stanley, Aldine and Boyd suffers.

Theatremen point out that the only solution would be in creating new audiences, and more trips downtown to first run houses. By introducing new type programs, Roxy may be able to do it.

While it has been denied that business at the Stanley, Boyd or Aldine picked up appreciably when the Mastbaum closed, it is certain that the grosses at the trio will be affected. This problem will probably be one of the first to be solved by Dave Weshner, new downtown zone first run chief, under Leonard Cheslinger.

Roxy had a terrific success in New York City. His first de luxe house, the Capitol, gave him national fame. From that point he went to the Roxy, which has financial trouble directly following his departure. His stay at the Radio City Music Hall also was no bed of roses, with questions of policy leading to his departure. Following that, he went on the stage with a troupe.

Stanley-Warner has settled its differences with the musicians’ union and will employ 55 musicians at the Roxy Mastbaum, paying $70 weekly.

This will include charge for using musicians at weekly Sunday broadcasts from the Roxy-Mastbaum, with admission charged going for benefit of musicians.

Stanley-Warner is also using a lot of musicians in neighborhood houses.

Judges Kuhn, Glass, Congressman Dietrich Address Trade, Industry’s Regulation Attempts Praised—Greater Accord Seen

Official dedication of the new offices and clubrooms of the Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware and special luncheon held at the Hotel Adelphia, here, November 23, turned out to be a significant success.

Chabroom opening, at 13th and Vine, was attended by several hundred theatremen, members of the MPTO, IEPA, exchangemen, and affiliated film people.

Following ceremonies there, the luncheon at the Adelphia interested film men and invited guests.

A fine address was made by Congressman C. Elmer Dietrich, Tunkhannock, who told of his first days as an exhibitor in this business. He scored with an excellent talk and made a splendid impression. Judges Kuhn and Glass also spoke to the body and praised the regulation machinery which has been set up to take care of industry problems. Self-regulation was important, it was stated. Judge Kuhn spoke of the first days of censorship in the business.

Mike Egan also made a brief address. George P. Aarons was toastmaster.

Among the guests attending were Mrs. Arthur Goldsmith, Samuel Schwartz, Raymond Rau, David Palfryman, John McGuirk and others.

President Charles Segall, secretary George P. Aarons and Lewen Pizor were active in the arrangements.

Bondholders Foreclosing

Bondholders are reported foreclosing on the first and second mortgages on the Uptown (S-W) Theatre. Morris Wolf is chairman of the bondholders’ protective committee.

Foreclosure would probably result in a new set-up as regards present financing and returns from the house.

AC Union Trouble

Atlantic City theatres picketed by union operators of late, finally had a break in the ranks when the Hollywood Theatre signed with the unions. House had a bottle of acid thrown in it recently. Responsibility for the occurrence was not centred.

Warner Vote Soon

Meeting of Warner Brothers stockholders will be held in Wilmington, December 10. Corporate matters and elections will be taken up.

Re-election of Harry M. Warner is expected.

Flask Found

If the gentleman who placed the flask in Joe Conway’s coat pocket by mistake at the IEPA dinner-dance calls at the Egyptian Theatre, Bala, he can have the flask back.

There are no matinees daily but house is open at night.
Variety Club Chooses Rittenhouse Square Home

No. 1910 Headquarters for Film Group

The Variety Club, Tent No. 13, will make its home at 1910 Rittenhouse Square.

That was the expectation this week after several weeks of searching for a suitable headquarters.

Because of the current legal battle, the local organization has been temporarily checked in its rapid advance. However, it is expected that the hall will be started rolling again with members able to give full time to details.

A New Year's eve celebration is being planned for the end of the year with the site still to be selected.

Messrs. Bill Lee and Dave Supowitz, architect members, will supervise remodelling of the house.

as in many other states, Indiana, Iowa, New York, Melbourne, Australia, etc. Many exhibitors are buying the product.

Edmund Z. Spiers, son of Morris Spiers, local exhibitor, has opened an office for the practice above the Vine Street Post Office for Harry M. Miller and Clarence M. Freedman.

George Mailard, formerly with Pathe, is quite alive and in good health. This will put at rest any rumors that he has passed into the great beyond.

Al Davis, Sam Gross played host to Governor-elect Earle and Senator-elect Guffey and Attorney-General Margiotti recently when they viewed Fox newwalred shots of the recent funeral of political victims uptown. Davis had quite a conversation with the trio, introduced them to exhibitors who were present and urged the governor, in appointing the censor board, to see that the industry had representation.

Joe Engel had a cold, got a sore throat as well.

Charles Rosensweig, FD sales manager, Jules Chapman, FD home office, Eddie Golden, Monogram sales manager, Ed Finney, Monogram manager, all hopped into town same day. First two stayed several days, last not so long.

Frank McNamara, Radio chieftain, hopped to Scranton for a short business trip.

Sam Schwartz, censor chairman, is going to California for a three weeks' vacation. Joe Rossehill has been ill for a while. He's back now, but lost some weight.

Miss Segall, FD reporter, visited when her daughter, Carol, called. Miss Peggy Mason lost her appendix, is supposed for the while by Miss Freda Leberman at First Division.

Tom Loftus, FD, celebrated a wedding anniversary.

Clara Fineman has been married one year. She's a Whitey now buying lunches.

Harry Perelman says it is his intended brother-in-law who is in the premium business above the Vine Street taproom. Rumored that Jack Lito's engagement will be announced soon.

Who did the chairman of the censor board take to the theatre?

Joe Leon says he is engaged, but to whom? Dave Milgram's brother, the Cariocaer, may open a dancing school.

THE PHILADELPHIA EXHIBITOR

Joe Burke was a fine party.

Several Universities attended Charley Goldfine's Wonder Bar opening.

Xmas parties are in the offering.

B. Zeeman, Universal auditor, is stationed here for a spell.

Mary Shankolitz, Universal, has been secretly married since June.

Vine Street interested in the suit over the river involving Broadway Amusement Company name. Warners involved.

Edward Hulse, formerly Mt. Holly, has reopened the Community House, Morrisville. House has been improved with new RKO sound, seats, screen.

Lincoln Theatre employees averted a panic at evening show, November 20, when short circuit in fire extinguisher system caused an alarm to be registered at fire headquarters.

William C. Hunt, who was active in the election of Harold Hoffman for governor of New Jersey is talking for either a place on the Court of Errors and Appeals Bench or the Public Utility Commission.

Control System in Bromley

Complete air-conditioning contract for cooling, heating and ventilating the new 1000-seat Bromley Theatre, Philadelphia, has been signed by Control Corporation of America for the installation of Chrysler equipment. Announcement of this was made by F. B. Warren, Control's president.

Bromley is owned and is to be operated by Charles Segall, president of the MPTO. Bromley is now being constructed by United Building Construction Corporation, Nicho's J. Brandolini, president, from designs and plans of Thalheimer & Weitz. Most of Control Corporation's sub-contractor work on this job will be performed by Philadelphia firms and workmen.

General Register Installs

Business at General Register Corporation is picking up.

Some of the theatres in the eastern sector which have installed ticket registers sold by this company recently are:

Pennsylvania—Ardmore, Ardmore; Earle, Philadelphia; New York City—Dorset; Gates, Brooklyn; Lyric, De Luxe, Woodside; New York State—New Family, Batavia; Roxie, East Syracuse.

Weeks High Record

George Weeks, Gaumont British sales executive has made a high record in setting distribution and deals for that product in this country.

Due back in New York December 1, after setting up sales forces and making product deals in Detroit, Chicago, Des Moines, Omaha, Denver, Salt Lake City, Seattle, Portland, San Francisco, Los Angeles, Dallas, Kansas City and Buffalo, he looks forward to a big season.

Formerly general manager of Paramount many years ago and recently a coast producer he has all the requisites for making good at the job.
MEET PETE!

Pete is P. S. Harrison, Editor Harrison's Reports ... Pete's unique in the industry ... A lone wolf ... with the heart of a lion ... His sincerity is generally acknowledged. Pete praised "Evensong" "Chu Chin Chow" "Little Friend" which means they had to be good ... And they are good. And making good. Everywhere

BOOKED EARLY JANUARY—RADIO CITY MUSIC HALL

JESSIE MATTHEWS in "EVERGREEN"
GEORGE ARLISS in "THE IRON DUKE"
CODE

Code Authority Releases

Regular Financial Statement

The Code Authority is keeping within its budget. Financial statements from January until November 1 showed a cash balance of $27,171.11. Receipts from producers were $100,500, from exhibitors $83,502. Total disbursements were $157,019.89. October disbursements were $20,840.49. October disbursements under budget were $928.49. In only one month, June, were the disbursements over the budget to the extent of $153,51.

Code Assessment Plan

Now In Effect

After several months of wrangling, the code assessment plan is now in effect. William P. Farnsworth, deputy administrator of the NRA, announced the signing. This ends the issue after several months of discussion.

Kansas City Zoning

Gives a Lot of Trouble

Kansas City zoning problems brought out several members of the Code Authority, who hopped to the middle west to see what could be done. Recommendations were to be submitted to the Code Authority by the members in question.

The Chicago setup, under which the district has been functioning for quite a while, was sent back.

It conflicted with Code Authority basic regulations.

Code Authority Disposes

Of Plenty Cases

The Code Authority isn’t wasting any time as far as appeals are concerned. With fewer and fewer appeals coming before it, the body is rapidly cleaning up its docket.

Generally, appeals result in original decisions being upheld.

Serials Not

Short Subjects, Ruling

Serials are not short subjects. Thus ruled the NRA in an interpretation requested by the Code Authority.

Installments may not be included in computing the number of shorts that exhibitors are required to buy from a distributor.

Mail Bills for Second

Half Code Assessments

Bills have been mailed to nearly 10,000 exhibitors for second half code assessments. This will cover operation for the rest of the season.

Rosenblatt Appointed

Compliance Co-ordinator

Sol A. Rosenblatt, division administrator for the motion picture industry, is now also co-ordinator of compliance for the NRA. The promotion came to him because of his good work.

He will retain his industry place as well.

PRODUCTION

Agree on Directors for
New Paramount Company

It is generally agreed that the following faces will be included in the new board of directors of the reorganized Paramount company.

Among those suggested are Adolph Zukor and George Schaefer, Paramount; Frank A. Vanderlip and Dr. Julius Klein, Vanderlip bondholders protective committee; Duncan Holmes and Maurice Newton, Holmes stockholders’ protective committee; Percy Johnston and George D. Davidson, Paramount bank creditors group. Other names will be added, it is believed.

The reorganization plan is believed ready to go into effect by the end of January. All the largest claims against the company are believed in the settlement stage.

Catholic Meeting Results

In Clean Film Affirmation

Meeting of 78 members of the Catholic hierarchy, including 3 cardinals, 9 arch-bishops and 66 bishops, at Washington, resulted in two resolutions regarding films. First was to the effect that the Legion of Decency campaign be continued and a Chicago list of classified pictures be used as a national basis for selected pictures, while the second said:

“If the motion picture industry’s pledge to the Legion of Decency to maintain decent standards in production was not observed, the bishops of all the dioceses would be requested to have the faithful of all localities remain away from all and every motion picture for the period of at least one week.”

The two-day meeting reviewed the work of the Legion.

Cohen Comes Out

With Own Newsreel Ideas

Emmanuel Cohen, Paramount News editor, recently came forward with a statement on what a news should be. He said in part:

“Paramount News is designed only to serve as a news medium. It wants news—not propaganda or commentary. If it isn’t the kind of news that a metropolitan newspaper would headline or feature, Paramount News doesn’t want it.

“Neither will Paramount News stoop to shout ‘scoop’ by tricking up library material with a new sound track thus bringing an old story up to date.”

He declared that Paramount will keep to its straight news policy.

Deny Rumors of

Successor to Hays

Rumors which flew around New York City for a while had Edward J. Flynn, Democratic leader succeeding Will H. Hays as president of the MPPDA. These were denied quickly, but it took a couple of days before the reports vanished entirely.

Every few months, new names are mentioned to succeed Hays, but Hays still remains as president of MPPDA.

A. T. and T. Investigation

May Include Movie Angles

 Proposed 1935 investigation into the structure of the American Telephone and Telegraph Company and its affiliates may result in some light being shed on the movie activities of that organization. Federal Communications Commission has ordered public hearings to start after January 1.

EXHIBITION

Classification System

Adopted by Many

Many theaters and also some magazines are adopting the A-F, adult and family, classification for pictures.

The Literary Digest has been circulating the trade, while from all parts of the country sentiment indicates that the move may find some favor. In the trade, all publications are gradually adopting reviews following the same lines.

Increased Taxes Asked

In Several States

First of the bombardments against the box office comes in Connecticut where a selective admission tax was included in a report of the State Special Tax Commission. The recommendation would broaden the present tax.

Other states are expected to fall in line with similar ideas.

10,263 Theatres Showed

$414,468,000 1933 Gross

U. S. Census Bureau comes forth with the announcement that a total of 10,263 theatres showed $414,468,000 box office receipts last year, 9,499 were motion picture houses with receipts of $386,316,000 and 642 were vaudeville houses with receipts of $48,541,000. Legitimate theatres showed but 2% of the total.

Slightly more than one quarter of all the theatre receipts were taken in by houses in the 7 largest cities.

MPTOA to Decide

On 1935 Convention Place

One of four cities, New Orleans, Milwaukee, Memphis and Los Angeles, is to get the 1935 MPTOA convention.

Decision will be made shortly.

DISTRIBUTION

Loew Shows Big

Profit for the Year

Loew’s, Inc., came through as expected when a profit of $7,479,897 was shown for the year ended August 31. This equals $4.50 a share on the common stock after preferred dividends.

Pathé Exchange, Inc., showed a profit of $188,787 for the 39 weeks ended September 29.

Fox Sets Releases For

The Entire Season

Fox Film Corporation has come forward with list of titles for the rest of the season.

While titles and release dates are subject to change, Fox is the first company to announce the rest of the year’s program.
NEWS FLASH

PICTURES THAT ARE DOING TREMENDOUS BUSINESS IN THE TERRITORY

- "CRIMSON ROMANCE" sustained the judgment of that Master Showman, Harry Spiegel at the Family, Scranton and turned in a phenomenal week.

- "CRIMSON ROMANCE" opened to tremendous business at Notes’ Strand, Washington, D.C. and was immediately booked to the rest of his theatres.

- "YOUNG AND BEAUTIFUL" following its sensational opening at the Steel Pier, Atlantic City is turning in creditable grosses in all the following runs.

- "YOUNG AND BEAUTIFUL" after opening big at the Family, Scranton now playing the Entire Comerford Circuit.

- "IN OLD SANTA FE" bought by the Warner Circuit and booking fast to Class Theatres.

- "MASCOT’S First Three Releases are all hits. Believe it or not three out of three for an Independent Producer. And watch the rest!

- "THE MARINES ARE COMING"—Coast Reviews claim this laugh special to be biggest Box Office Bet offered to date.

"YOUNG AND BEAUTIFUL," Starring WM. HAINES, JUDITH ALLEN and the WAMPAS BABY STARS.

"CRIMSON ROMANCE," Starring BEN LYON and SARI MARITZA in an Action Drama of Air Warfare.

"IN OLD SANTA FE," Starring KEN MAYNARD in what has been called the "Best Western Ever Made."

"THE MARINES ARE COMING," Starring ARMIDA, WM. HAINES, CONRAD NAGEL, ESTHER RALSTON.

All distributed by
GOLD MEDAL—MAJESTIC EXCHANGES
A. LUCCHESE, Prop.
1236 VINE STREET
PHILADELPHIA, PA.
KUYKENDALL BOMBAST ON ZONING INTERESTS TRADE

When Ed Kuykendall, president, MPTOA, came forth with a tirade against current zoning methods and lack of activity on the part of the Code Authority in forcing the issue, he surprised a lot of folks. Hitherto, a large part of the exhibition fraternity had felt that the MPTOA had been satisfied with code progress. While Kuykendall didn't rap the code, generally, he did take it to task for the fact that not one single maximum clearance and zoning schedule has been established. Individual cases have been heard in many instances.

Kuykendall, along with MPTOA ideas, would like to see double feature houses checked and set back in zoning schedules, inferring that the Code Authority's independent members are opposed to that practice.

Regardless of his ideas on zoning, he is right in his contention that more speed is needed. Zoning is one of the most important parts of the code. Efficiency in this department would help gain further support for the code set-up.

LEGION OF DECENCY CONTINUES AS CATHOLICS MEET IN CAPITAL

Apparently Catholic leaders aren't any too convinced that the code production idea of the producers will result in continually clean pictures. While it was evident, at their Washington conference, that they have been impressed by the industry's efforts, it is interesting to note that a silent threat was introduced when the resolution advocating a week's boycott on the part of the Legion of Decency if producers fail in their clean-up efforts was approved.

Philadelphia's complete boycott is still in force, with the other bishops and cardinals failing to support the complete boycott idea.

In some sectors, the Legion of Decency is very strong, while in some sections, the clean-up drive has affected business very little.

ALL LEGISLATURES MEETING TO FIND NEW REVENUE SOURCES

According to recent advices, practically every legislature will convene soon, with further financing a big headache.

Once again, it becomes a necessity for exhibitors to keep close contact with their legislators. Regardless of faction fights, a combined front to protect the business against further taxation is a necessity.

For a graphic picture of the way in which exhibitor units are cooperating to fight legislative threats, this department refers the reader to the editorial cartoon in the earlier part of this issue. It is a good view of the situation and hasn't changed a bit for the past many years.

ADULT-FAMILY CLASSIFICATION GOT START IN THIS PUBLICATION

Regardless of whatever anyone else says, the A-F classification for pictures began in this publication as early as February of this year. It was quite apparent at that time that the classification idea was gaining strength and that such service to exhibitors would be of some value.

Due credit must be given to Pete Harrison. Pete has been telling his readers for years what sort of a picture each is. He indicates whether young children, adolescents or grown-ups can see it, and when he doesn't think it okay, says so.

Patting one's self on the back is too familiar a sight in this business, but taking credit where it isn't due is something that can't be overlooked.

HOBART MANN
Catholic Churches Show Films While Boycott Is On

Upstate Institutions Not Affected by Cardinal’s Edict

While the Catholic boycott instituted by Cardinal Dougherty continues in the local area, Catholics are requested to refrain from attending motion picture theatres.

But that doesn’t stop Catholic institutions from showing pictures.

The following churches have been showing films:
- Sacred Heart Church, New Philadelphia;
- Our Mother of Sorrows Church, Bridgeport;
- St. Mary’s Church, Keiser;
- Mother of Consolation Church, Mt. Carmel;
- St. Stanislaus Church, Shamokin.

These are a few, discovered by The Exhibitor. There are undoubtedly others which are showing pictures.

Some of the pictures shown recently are “The Showoff,” “His Greatest Gamble,” “Hold the Press,” “Murder on the Blackboard,” “Shoot the Works,” “Little Miss Marker,” “Black Moon,” “Treasure Island,” “Counselor at Law,” “The Party’s Over,” “This Side of Heaven,” “Old Fashioned Way.”

None of the pictures is included on the banned list set up by the Chicago or Detroit Catholic groups although several were included on lists for adults only. This list intimates that pictures may have suggestive sequences making them unfit for children or adolescents.

One church, it is known, showed “Trumpet Blows,” an objectionable picture.

Generally, the trade has been of the opinion that the boycott is total but with the knowledge that the complete boycott be encouraged, but the body took no such action.

It was voted to continue the Legion of Decency campaign and if the motion picture industry broke faith a national one-week boycott be instituted.

Locally, there have been no new developments in the boycott. Business in some sections is still greatly affected by it.

Philadelphia remains the only diocese in the country with complete boycott.

In Rome, it is reported that the Pope has refused to permit motion pictures of himself or his functions from appearing on public theatre screens. He ordered that certain films reproducing functions be shown in Catholic halls approved by church authorities.

Trans-Lux Action

Chancellor Jesiah O. Wolcott, Chancery Court, Wilmington, issued a rule, returnable by November 28, on the Trans-Lux Daylight Picture Screen Corporation to show cause why the appointment of a master and the holding of an election of directors.

New Warner Sound

The United Research Corporation, subsidiary of the Warner Bros., Inc., which has developed its own sound devices has installed the systems in the Grand Opera House, Savoy, Wilmington, and both are reported to be working more satisfactory than the one there before, particularly at the Opera House.

Washington Meeting Has No Effect on Boycott

Catholic Situation Here Still Unchanged

Meeting of Catholic cardinals, archbishops and high members of the church at Washington, a fortnight ago, had no effect on the local boycott situation.

Cardinal Denis Dougherty did not attend the session in person but sent a representative.

It is reported that the local delegate expressed the opinion that the complete boycott be encouraged, but the body took no such action.

It was voted to continue the Legion of Decency campaign and if the motion picture industry broke faith by encouraging a national one-week boycott be instituted.

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House Available

A local house is available, in neighborhood section, and open for leasing or any sort of deal to anyone desiring to open it up.

Address Box DR, THE EXHIBITOR.

Columbia Host at “Broadway Bill” Showing

Sales Manager Montague Guest of Local Branch

Columbia’s local branch, headed by manager Harry Weiner, will host to invited exhibitors and film folk, December 4, at a trade show and luncheon.

Trade show of “Broadway Bill” will be held at the Locust Street Theatre at 11 A. M., while the luncheon will follow in the Clover Room of the Bellevue-Stratford immediately after.

Sales Manager Abe Montague, Columbia, will also be a guest at the luncheon and will meet exhibitors here for the first time.

“Broadway Bill,” with Myrna Loy and Warner Baxter, has been heralded as a triumph and is certain to receive the same endorsement from local exhibitors.

Tickets have already been sent for individual acknowledgment.

Reading

Al Nowitsky, one of the three brothers of theatrical note in Reading, Allentown and Richmond, Va., has been promoted from the managership of the State, Reading, to a similar position in a larger Richmond house.

Arthur F. Jahn, scenic artist and stage builder in Reading theatres for many years, died at his country home near here.

Capitol will present Walter Hampden in “Richelieu.” Paul E. Glase is managing.

State’s new manager is Spencer Bentley.

Rajah, 10-cent theatre, announces double bill for Sunday nights and Tuesdays.

Chester A. Mohn, rural Berks assemblyman who voted against Sunday amusements, was defeated. With the Rev. Frank W. Ruth, Reformed clergyman and manager of a community theatre in his town, Bernville, and Mohn’s successor, Mahlon F. LaRue, all of Berks’ five members of the lower House at Harrisburg will be liberals.

Park cut price for children to 10 cents, adults 25 cents, until 6 P. M., after 6, 15 for children, 30 for adults.
Free Color Cartoon on Street Safety Ready

A unique achievement in using motion picture entertainment to teach street safety is presented by the Metropolitan Life Insurance Company's new three-color Technicolor cartoon comedy reproduced by Audio Productions, Inc., entitled "Once Upon a Time."

In accord with current public interest in pictures with a fairyland setting, this type of presentation has been utilized in this new film. The film was produced under the direction of F. Lyle Goldman, internationally known for his work in animation. Following the completion of the animated drawings each of the 12,000 was colored by hand, more than 100 different colored shades being utilized. The backgrounds of the picture were painted by Louis Jambar, well-known artist and painter of murals.

Musical accompaniment was especially written by Edwin Ludig, formerly musical director of the animated drawings each of the presentation has been utilized in this new film. The film is one of the most entertaining subjects recently completed, and should be of interest to the entire movie-going public.

There is no advertising in the picture whatever and a complete line of accessory material has been prepared, which is available along with the picture, absolutely free of charge, from the welfare division of the Metropolitan Life Insurance Company.

Helping Kiddies

The less fortunate among Harrisburg children received their share of Thanksgiving Day pleasure through the kindness of Harrisburg theatre managers.

On Thursday morning at 9 o'clock all underprivileged children of the city and vicinity were admitted to all downtown theatres in Harrisburg for an admission price of four potatoes.

Approximately 300 orphans from Syvlan Heights and the Children's Industrial Homes, Harrisburg, Jordania, Middletown and Shiremanstown were the guests at a Thanksgiving party given at Loew's Regent Theatre, Harrisburg, by manager Samuel Gilman at showing of "Kid Millions." Each child received ice cream and candy.

Narberth Junior Guild

Narberth Theatre, Narberth, has started a Junior Theatre Guild which presents a Variety program Saturday mornings as well as other novelties. Shorts and other oddities and novelties are used to attract the children.

The idea has attracted a lot of attention.

"Little Minister"

Radio is getting behind "The Little Minister" with a letter campaign to heads of better film committees, high school principals, ministers, clergymen, school superintendents, Catholic schools, colleges, private schools etc.

Fan magazine campaigns will also help.

Finney Sets Campaign on "Girl of Limberlost"

Ed Finney, Monogram advertising and publicity manager, hopped into town last week to aid Harold Freeman in selling "Girl of the Limberlost" at the Locust Street Theatre.

Ed got the radio tie-ups, a hook-up with Gimbel's whereby dresses worn by Marian Marsh were plugged in the cinema shop, plugged women's club tie-ups and wound up by having 40,000 circulars distributed at the Temple Villanova game.

Putting in two days, here, with the aid of the Locust Street Theatre staff, he made the town "Limberlost" conscious.

Harrisburg Guests

Manager Jack O'Rear, Majestic Theatre, Harrisburg, was host to 200 student nurses from the Harrisburg, Polyclinic and Keystone Hospitals at a pre-showing of "The White Parade."

Capt. Wilson C. Price, superintendent, State Highway Patrol, Mayor George A. Hovertier, Chief of Police George J. Shueemaker and a number of other traffic officials and authorities were the guests of manager O'Rear at the pre-screening of "The White Parade" for the purpose of obtaining from them comments on a special production dealing with traffic accidents and violations.

Night Alarm"

Wilmington

Morton Levine, manager, Opera House, Wilmington, secured a discarded fire truck for street ballyhoo for "Night Alarm," with employment on it dressed up in firemen's uniforms. He also sniped fire hydrants and telephone boxes with stickers saying "In Case of Fire see 'Night Alarm' at the Grand Opera House."

Wilmington Xmas Party

Following the success of the Young Timers' Hallowe'en party at the Avenue Theatre, Wilmington, Ben Schindler, manager, and assistant, G. Park Weaver, have begun to make plans for a big Christmas party. Party will be held the Monday before Christmas. There will be a tree; maybe a Santa Claus; treats for the kiddies and etc. Another feature that the Young Timers are working out is a "toy mountain." One spot in the theatre is designated for cast-off toys to be piled. They will be turned over to the firemen for renovation and distribution.

We Live Again"

Reading

For "We Live Again" at Loew's Reading, manager Robert Suits put over an effective exploitation campaign.

Newspaper publicity, radio plugs, merchant tie-ups and numerous window displays were among the highlights of the campaign. A few days before the opening a group of papers played up the engagement with stories and photos of both Sten and March. Two broadcasts, giving the picture, playdate and theatre full credit, were arranged over stations WEEU and WRAW.

Suits tied-up with his local bakery and got out 500 22x28 cards reading: "Everyone is saying 'We Live Again' since they changed to Mairs Kee-Bee Bread and will enjoy seeing 'We Live Again' with Anna Sten and Fredric March at Loew's Theatre." Co-operative ads were secured on the Russian angle in cards and dress with Croll and Keck store. Both Kresge and Grant stores arranged counter displays on music tying up the old-time songs with "We Live Again."

Wilmington Toys

Every theatre in Wilmington, including both chains and independents, are in the Christmas toy hook up with The Journal-Every Evening, endorsed by Mayor Speer. Program was due to start November 30 and continue until December 20. Each theatre manager was allowed to choose his own plan for collection of toys. Some of the theatres were to have designated days when a discarded toy would be worth the price of admission. The toys were to be collected, turned over to the firemen for repairs, renovation and repainting, and distributed to children of the poor through the family society.

"Pursuit of Happiness"

Reading

To boost "Pursuit of Happiness," with its "homing" theme, Bill T. Mangan, Reading Embassay, Wilmer & Vincent theatre, used a display window of a large furniture store opposite the theatre. A modern bed fitted with a centerboard, of the kind supposedly used in the days when bundling was an accepted social custom, is shown in the window, with plenty of advertising matter calling attention to the Embassy attraction.

"Kid Millions"

United Artists is sending out booklets on the New York première of "Kid Millions" first run accounts. Service is also available at exchanges. Exhibitors seeking further information on this "Kid Millions" sendoff are urged to contact exchanges.

"Hell in the Heavens"

Harrisburg

Harrusbgers witnessed an unusual spectacle on the night of November 16 when an airplane appeared suddenly in the sky above the city with guns booming from its cockpit and bayonet-tipped harpoons being flashed. Those who had read Harrisburg newspapers that day knew the plane had been engaged by Harry Lambert, manager, Colonial Theatre. Harrisburg, to herald the opening at the Colonial, "Hell in the Heavens."
“Tailspin Tommy”
Harrisburg

For “Death Flies the Mail,” first episode of the “Tailspin Tommy” serial, which opened November 23 at the Victoria Theatre, Harrisburg, manager Jerry Wollaston arranged a contest tie-up with the Harrisburg Telegraph, evening daily newspaper, which Tailspin Tommy comics appear every Saturday.

On the sporting page of the newspaper opening of the serial picture contests were announced. Boys and girls were instructed to buy or build their own planes and practice making records for height and distance. To guide them in the construction of their plane, an exhibit of the latest designs was placed on display at Murphy’s Department Store, where the opening of the serial picture was appropriately advertised with banners and cards. Guests of manager Wollaston at the first episode on Saturday morning, newsboys employed by the Harrisburg Telegraph wearing Tailspin Tommy hats and armed with signs and banners stating “We’re on our way to see Tailspin Tommy at the Victoria,” paraded behind a sound truck.

Victoria Theatre Junior Club, membership of which now exceeds 1800, turned out nearly 100 per cent for the first episode. A pair of Harold Lloyd glasses were presented to the first 500 members to enter the theatre.

“We Live Again”
Harrisburg

A feature of an excellent publicity campaign put on by manager Sam Gilman and his assistant, Bob Etchberger, Loew’s Regent Theatre, Harrisburg, for “We Live Again,” was a tie-up with Liberty Magazine.

Liberty cover cards containing announcement of showing of picture were placed in 3000 Liberty magazines sold in Harrisburg and vicinity. The Liberty cover cards were distributed to all magazine dealers and tied to posts on street corners where newsboys sold Liberties.

Three trucks operated by the Harrisburg News Agency were harnessed with appropriate picture copy which they carried throughout the city and neighboring towns. Despite the theme of the picture, Liberty magazine boys insisted upon seeing it so they were marched through the streets from the headquarters of the news agency to the theatre carrying hammers with picture copy.

“Red Rider”
Wilmington

“Morty” Levine, manager, Opera House, ballyhooving his new serial “Red Rider,” for Saturday kiddies shows, has a man dressed up like a cowboy on horseback to visit schoolyards to distribute 5000 heralds. Theatre managers are not allowed to circularize schoolyards but the “cowboy” on horseback in the street brings the “schoolyard” to the circulars.

“Now and Forever”
Philadelphia

Berny Seaman, manager, Ogontz Theatre, arranged with a neighborhood photographer and a local weekly to have pictures of Shirley Temple types taken in the mezzanine of the theatre. All mothers who wanted to could have their darlings’ photos taken free, with Seaman promising to send prints out to the coast. Idea clicked. Free photos of Shirley were also given out.

S-W Phone Service

Telephone service of all of the S-W Theatres for patrons is becoming popular. Printed blanks are placed in the lobby of each theatre for names of patrons and telephone numbers. The patron checks the day and hour, he or she wants the theatre management to phone details of the program.

Wilmington Loew Band

Manager D. C. Drissel, Loew’s Parkway, Wilmington, in line with managers of other Loew theatres, is organizing a band, which is to be an innovation in theatre ballyhoo in the city. He has sound call for from 75 to 100 boys to bring their instruments to the theatre for organization and training under Capt. J. B. McKenzie, who is going about the country doing such work for Loew’s.

Teachers “Gables” Manual

A special teacher’s manual on “Anne of Green Gables” is available for all accounts. It has been prepared so that it can be used in an educational manner as well as bring out the possibilities for plugging the picture.

Contact the exchange.

SAVE YOURSELF FROM worrying ABOUT PRINTING

DON’T be like the exhibitor above. He doesn’t know that placing his printing contract with National Penn Printing Company will save him a lot of thinking as well as a lot of worries. Printing is more than a mechanical process. It involves a lot of catering to the particular needs of the client. Because National Penn Printing Company has done this successfully for many years it can rightfully boast of being the industry’s leader in that field.

PRINTING programs, heralds, etc., is only part of the battle. Rental of posters and paper, etc., is another division which is highly important to the exhibitor. Here, National Kline Poster Company is without a peer. Not only effecting economies for exhibitors but providing them with an efficient, quick means whereby they can obtain all necessary paper, National Kline Poster Company has grown because exhibitors need it. Long lists of satisfied customers testify to this.

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Simon Libros
IEPA Bucks Local Zoning Boards; Calls Conference

Refused by Rosenblatt, It Still Goes Ahead

Refused when it threw charges of unfairness on the part of the local zoning board before Division Administrator Sol A. Rosenblatt and asked for a new set-up on the board, the Independent Exhibitors Protective Association is going ahead anyway.

In a letter sent to all independent exhibitors, claiming that the independent exhibitor has had no voice in arrangement of clearance and zoning set-ups, being compelled to accept such clearance whether satisfactory or not to him, the IEPA goes on record as opposed to any move will have is problematical.

While discussing one of the local code board cases, the following point arose during the conversation:

If an exhibitor is granted an earlier run, through a zoning decision, thus changing the contract, is an exchange entitled to more money because the exhibitor gets the picture earlier?

The exchange angle was to the effect that an earlier run is more valuable. If a contract charge is ordered by the board as regards price, certainly the exchange would demand more money because the exhibitor picks up the show earlier.

The point is one which is quite a subject of debate.

Exhibitors Hop to Code Authority Premium Hearing

Jersey Theatremen Want Change in Vote

Jersey theatremen hopped over to New York this week to register protest against the recent vote on premiums in the mid-Jersey sector.

Basil Zeigler, code board secretary, and David Barrist, exhibitor and premium distributor, were also present, with the Jersey exhibs leading the hearing protest.

The Jersey exhibs claimed that certain houses included as independent were affiliated, that some were closed at the time and that the premium vote should apply to the entire territory, not one particular zone. They also claimed right to change their votes after once recorded.

In Kansas City, recently, the grievance board allowed six local exhibitors to withdraw their names from a petition favoring abolition of premiums. A previous decision had ruled premiums banned but when the exhibs changed their minds, the board reversed its stand.

Nationally, there are very few sections which have voted against premiums.

Estate Hearing Up

At the hearing held in City Hall before Special Masters John Blessing, Jr. and Donald Hamilton, appointed by the respective Orphans' Courts of Philadelphia County and Delaware County, Lionel Friedmann, real estate broker, disclosed that the offer of Warner Brothers for the four theatres in the estate of William Frehofer and Fred G. Nixom- Nirdlinger, deceased, was $1,645,000, $240,000 in cash and balance on mortgages. Friedmann testified that Warners had placed a $25,000 cash deposit as earnest money, with understanding that Warners would close the deal.

When the hearing was adjourned, Friedmann said that, if the sale proceeds, the money would be placed in escrow at the solicitors.
Forum Luncheon Attended by Exchangemen, Exhibs

Film Men Guests of Clubwomen This Time

Film men, exchange and exhibitors, were guests of Philadelphia clubwomen, November 26, when the Philadelphia Motion Picture Forum at the Warwick Hotel.

Guests of honor were Roxy, Mrs. Bertha Gunczy, National Board of Review, and others.

Seated on the dais were Jack Greenberg, Earle Sweigert, Bob Lynch, Frank McNamee, Larry Mackey, Leonard Schlesinger, Roxy, Frank Bulder, Jay Emanuel, Sam Gross, Bill Mansell, and others. Mrs. Fritz and Mrs. Owens, active in the movement, were prominent, with Mrs. Owens toastmistress for the day.

About 200 women turned out for the affair, with the general opinion one of complete cooperation.

Roxy said he was tired of New York, had turned to Philadelphia to sell a homely kind of theatre, and asked for aid from Philadelphians.

Leonard Schlesinger expressed every cooperation for the clubwomen. Mrs. Gunczy spoke on movies, in general.

Mrs. W. Wallace Fritz and Mrs. Charles T. Owens were co-chairmen of the forum, with Mrs. C. M. Strafford chairman of the luncheon. The general public was invited, with the women guests of Warner Brothers at a special motion picture matinee.

Rothenberger Up

Preparatory to expanding the company’s activities in the sound re-enforcement, centralized radio and multiple antenna systems field, G. K. Throckmorton, executive vice-president, RCA Victor Company, announced the appointment of W. L. Rothenberger as manager, Centralized sound department.

Rothenberger, who has been identified with the communications and house entertainment phases of radio for the past 14 years, was formerly the Atlanta, Ga., district sales manager of the centralized sound department. Plans are being formulated for developing the sales potentialities in many fields where centralized sound products are finding increasingly wider application.

NRA Upholds Master

Al Williams, secretary of the projectionists local, Wilmington, is authority for the report that Deputy Administrator Sol A. Rosenblatt, NRA, has upheld the master’s findings in the New Rialto Theatre cases and has ordered the management of that theatre to make salary adjustments in accordance with wage agreements between local theatres and the American Federation of Labor under the code.

Welfare Help

Local theatres lent support to the annual Welfare Drive in the form of trailers and general contributions.

With CANDY HANDY “The Show’s a Wow!”

Your Patrons will appreciate this added Service

Your Account will welcome this added Revenue

Berlo Installations Made in Finishes to Harmonize with Your Interior

BERLO VENDING COMPANY
1518 N. Broad St., Phila.
POPLAR 6011
Specializing in Candy Vending Equipment for the Theatre Trade!
An Important Statement

Scenting the demand by theatres using premiums of a deal, consisting mainly of high class large flash pieces, QUALITY PREMIUM DISTRIBUTORS have closed an exclusive contract with the largest factory of its kind in the world, for the MOST COLOSSAL PREMIUM DEAL EVER PRESENTED; one that will REVOLUTIONIZE premium giving in theatres from coast to coast!

A sample set is now on display at our office, and owing to the demand that this premium will create, we reserve the right to give our regular accounts first option to purchase it.

CHAS. H. GOODWIN

WILKES-BARRE

Re-seating of the Capitol was completed during the week. American Seating Company of New York was in charge.

John Galvin banded a dozen turkeys over the footlights Tuesday night as part of the annual Thanksgiving program at the Penn. Fred Hermann provides a gala mid-night show Thanksgiving eve at the Capitol.

John Comerford returned to the full week schedule with the showing of "Mrs. Wiggs of the Cabbage Patch."

Kingston ran a Thanksgiving eve show. Premium Night was observed Wednesday at the Luzerne. Glassware was given away. Rex, Nanticoke, gave away eight turkeys. Roosevelt, Swoyerville, is featuring Ladies' Gift Night.

Stanley, Larksville, gave away dinner sets Tuesday and Wednesday night.

Thomas Dunne, Avoca's first movie house, died in Washington, last week.

Fred Hermann was in charge of the theatre division of the Community Welfare Federation. He was assisted by Paul Burke, Joseph Mossbacker and E. N. Jacobson in the capacity of captains.

Al Cox offered a song and dance revue on the stage last week as an added attraction.

Strand was menaced by fire last week when damage, estimated at $1,000, was done to the Campbell building in which it is located.

HAZLETON

Grand Theatre, Hazleton, Chris Weber, manager, ran a special matinee with the Girl Scouts. Admission was a can of food. 1100 special articles of canned food were received and turned over to the Community Chest. Eddie Krapf is assistant.

Chris Weber also aided the Chest drive with a special trailer. Incidentally, he is president of the Middle Coal Building and Loan Association, in existence for over 45 years and very successful.

Harry Weiner, Columbia exchange chief, was a visitor in town.

H. A. Hersker, Jr., is managing his dad's Family Theatre, oldest in town. Charlie Woodin, manager, Mauch Chunk Capitol, has been ill in the hospital.

Herb Bayison was a visitor in town.

Capitol Theatre, George Nevins, manager, and Henry Stebling, assistant, plugged "Gay Divorcee" by broadcasting song hits over local station. Ann Goren, theatre organist, aided. For "Count of Monte Cristo," he got the endorsement of the Hazleton Better Movie Council to endorse the picture. It had a good effect. Other stunts pulled were a special midnight show for "Flirtation Walk," Thanksgiving eve, a special show for crippled children, personal endorsements for "One Night of Love." George also tipped off Paramount news to the recent murder in the Kelayres section.

George Nevins is the proud father of a baby girl, Nancy Ann, the second lassie. His wife is the former Edith Capps, vaudevillian.

Nevins and Stebling aided the local Community Chest drive.

Feeley Theatre, Lou Hartman, manager, and Henry Rokosz, assistant, ran a special Halloweeen spook show with "Case of the Howling Dog."

THE SMALL MONTHLY SUM WILL SURPRISE YOU

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Wilmington

THE PHILADELPHIA EXHIBITOR

Dec 1 '34

25

 Heard In

WILMINGTON

Lew Black, manager, Aldine, has decided to
hark back to the old idea of a cheaper bal¬
cony price. He will charge 30 cents.

E. I. Lewis, new manager, Queen, made a
2,000 mile trip in four days to St. Louis, Mo.,
to bring his wife and two sons, "Buddy," who is a junior, and Bobby
back to a new home.

Miss Pauline Joyce, box office girl, Opera
formerly manager, Queen, Lew Black,
manager, Aldine, has decided to
manager, Park, was planning to
has entered into a contract with
Master Arts
E. I. Lewis, new manager, Queen, made a
Milton Montague,
usher, Avenue, who was "sent packing" by stick¬
ing to her job during a fire in the build¬ing, is on the job again.

Dick Hiltshire, formerly manager, Queen,
now learning the funeral business, was
looking up old friends.

"Morty" Levine, Opera House, is getting his
downstairs office painted.

James R. Bourgeois, projectionist, Park, is just
out of Delaware Hospital where he under¬went an operation.

Master Arts has entered into a contract with
the Arcadia to furnish lobby art.

Al Williams, projectionist, Opera House, went rabbit hunting last week with Alex
Errickson, another projectionist.

Joe Finnegan, projectionist, Park, was planning to
open at noon on Thanksgiving Day.

Ben Shindler, manager, Avenue and also
operator of the Rosenly, West Grove, was
preparing to give the employees of the two theatres their annual Thanksgiving
dinner treat.

Milton Montague, usher, Avenue, who
Shindler found at the Avenue, will be one of the new guests at the "family" dinner this
year.

Dwight VanMeter, manager, Aldine, was
planning a midnight premier of "Flirtation
Lane," Thanksgiving eve, with kleig lights outside, probably a parade, with band.

Gorman Walsh and Lonnie Star, WDEL, are
giving Dwight VanMeter a lot of co-opera¬tion in tie-ups these days.

Jack Kelleher and Al Wilson, electricians, Aldine, are sporting new second-hand cars.

William Penn Frank, former EXHIBITOR
correspondent and "budding columnist" has added the Hollywood "Times" to his
attentions.

D. C. Drissel, manager, Loew's, has made
Thursday this new show day instead of
Friday.

Defiance and the White Eagle football teams
attendance en masse at Loew's theatre
looked like "standing room only" rush.

Johnnie Gibbs, usher, Savoy, is telling the
boys he's going to get married.

Lew Black, manager, Aldine, with the aid of
W. R. McClintock, assistant, has certainly
brightened the house up a lot with paint.

E. I. Lewis, manager, Queen, has a son
Buddy, who is destined to follow in his
dad's footsteps.

Kiddies' matinees at the Queen Saturdays
with opening at 9.30 are sweetened a bit
with a bag of candy.

Breaded paper giving the effect of corrug¬ated glass used so effectively by manager
Lewis in the Queen for columns in the
lobby brought such praise that the whole lighting is now going to be covered
with such shades.

Morton Levine, Opera House, was giving thought to Chinese lantern costumes for a
street ballyhoo for "Chu Chin Chow."

Personnel of the Aldine Theatre, Wilming¬ton, is planning a pre-Christmas party to be
held at the Village Barn, December 2.

Assistant manager, Thomas Devenney,
George Sapna and Stanley Zabrowski are
arranging the affair.

Warner Bros.' managers found the local
newssheet film so popular that arrange¬ment has been made for the assignment of
a special camera man all of the time to
leading events of the Wilmington area.

Lew S. Black, manager, Arcadia, receives
suggestions from the public, and at once
the camera man is on the job if the "shots"
seem worth the trouble.

Miss Helen Tindall, box office girl, Arcadia,
is the proud possessor of a commendatory
letter from Ellis Shipman, contact man¬ager, as a result of her alertness in detect¬ing a counterfeit $20 bill and nearly cap¬turing the man who tried to pass it.

E. I. Lewis, new manager, Queen, Wilming¬ton, is bringing east from St. Louis some
very practical and sensible theatre tactics.
Heretofore it has usually been a set policy
towards the development of modern
screens is the president of the concern.

Wilmington Warner managers lost the $20 pool staked for the bowling match with the
Chester managers, but they are not
ashamed of their defeat. E. I. Lewis had
high score for the Wilmington team, with
Lew Black, Dwight VanMeter and "Morty"
Levine and Tom Mangan was high man for
the Chester team, including Milton Fields,
"Pots" Jones and Jack Mulhall.

Largest motion screen ever produced in the
world was being completed and prepared
for shipment to Radio City last week by the
Ortho-Krome Screen Company, Salis¬bury, Md., where it recently moved its
New York plant. Lee W. Insley, Arcade
Theatre, Salisbury, who has done much
'towards the development of modern screens is the president of the concern.

Nazareth and the Broad Street Theatre are
having a showdown on the legal right to
hold Sunday benefit movies. Manager
George C. Meuser, despite vigorous opposi¬tion, continues to hold Sunday benefit show for the Unemployed Citizens' League.
November 18, and beat said opposition to
the punch by appearing before justice of the
peace, at one minute after twelve.
Monday morning, voluntarily paying the
stipulated sum of $4.00 and costs, as pro¬vided by the 18th century law. Unem¬ployed Citizens' League has a contract
to hold similar Sunday benefit perform¬ances for the next six months, and the
second showing went through on sched¬ule, November 25. In the meantime a
formal protest was filed by citizens of Naz¬areth with the district attorney, who is ad¬mittedly determined to stamp out viola¬tions of the Sunday laws "in the guise of
charity performances."

Richard (Dick) Shamus is back in Bethle¬hem again, this time as manager of the
Lehigh Theatre.

Dave Montigue, manager W. and V. Rialto,
Allentown, used some snappy copy for "Pursuit of Happiness," calling "Bund¬ling" an "Old Lehigh County and Penn¬sylvania custom."

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POETRY

Vine Street After Dark

When the sun has set on Philly,
And the stars just dimly peep
O'er the roofs of Fox and Warner,
And high-powered salesmen sleep,
There is quiet in the parlor
Where the Movies have their mart.
Where the keen eyed Abes and Jimmies
From the sunken doorways dart,
As they grab an "exhibit" madly—
Rave of serial or "short."
Or perchance of "mammoth" feature
Or a travel reel or "sport."
Stilled, the usual gibble-gabble
And the lies, both great and small,
That resound through all the trading.
At the Vine Street "Walking Wall."
All the "EMPTY O's" and "JEPAS"
Have retired to their rest,
That tomorrow they may wangle
With their usual pep and zest.
While the canny old producers
Listen with a cunning smile,
And just make the rift the wider
With a rich and unctuous guile.
And the ASCAP—and the churches—
Politicians, small and great.
Figure what a further burden
They can put upon your "gate."
But the Night has put its mantle
O'er the erstwhile busy Street,
'Neath which alley cats and watchmen
Stilled, the usual gibble-gabble
Or a travel reel or "sport."

F. L.

several hundred theatregoers complimented management on animated front for "Kid Millions."

Those smiles on the faces of Mrs. Maybelle Zeitlers and Miss Thelma Hiley, cashiers, Loew's Regent, Harrisburg, won't come off since their chief presented them with snug winter jackets.

Girl ushers at the State Theatre, Harrisburg, were replaced by manager Francis DeVere with boy ushers at the suggestion of Charles Bierbauer, directing manager, Wilmer and Vincent circuit.

SHAMOKIN

C. H. Gaskins, managing the Capital, had a street boy in costume for "Chu Chin Chow." Lobby was attractive, too.

J. J. Higgins, managing the Majestic with Spencer Lockhart assisting, doing a good job.

Herb Ellinger is managing the Victoria with Clem Loveck as right hand man. Herb hops down to Philly quite often.

NINETEEN YEARS AGO

Over 1,500 employees of the Philadelphia theatres attended the theatrical employees' ball in Eagles' Hall.

Metropolitan Booking Office, Jerry Wellaston posted two 3-sheets on pavement, one at each end of marquee, protecting them from trampling feet with repeated applications of bronze liquid.

Bill Etchberger, assistant to Manager Gilman, Loew's Regent, Harrisburg, reported

THE PHILADELPHIA EXHIBITOR

26 Dec '34

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THE PHILADELPHIA EXHIBITOR

AROUND THE CIRCUIT

WITH STANLEY-WARNER

By Harry Goldberg

New bonus quarter starts December 1 for the Warner field men. Manager Schlesinger expects more men to share in the bonus money than ever before. The next thirteen weeks include some of the biggest money holidays of the year.

Local newsreel cameraman introduced into the Warner Philadelphia zone is proving to be a tremendous force in creating good-will on the part of the public. Paul Alyn is the man behind the camera, figuratively speaking. His assignments have included a variety of local events ranging from high school gridiron classics to grammar school functions.

Manager Blumberg (Broadway) claims a record for kiddie attendance on a Saturday—exactly 400 youngsters attended the showing of "New and Forever," topping the record set by "Treasure Island." Adult patrons of South Philly are strong for him.

Charlie Perry, United Artists publicity man, Jack Goldman, assistant, Boyd, made night Local newsreel cameraman introduced into "The Merry Widow" caught popular fancy. New bonus quarter starts December 1 for the Howell Theatre Corporation. Already the new manager is pep-ping up the personnel.

Ray O’Connell, manager, Capitol, did some nice promotion work for George Arliss in "The Last Gentleman." O’Connell made a tie-up with a local baking concern and had Biers distributed with each loaf of bread.

Frank Phelps, labor department, Warner Bros., is about ready to open his new "Continental" party after the regular performance of "We Live Again."

Haddon Matthews (69th St.) staged a "Continental" party after the regular performance of "We Live Again." The proposed site has been viewed by men interested. Ray O’Connell will try vaudeville three days a week instead of Saturday only.

Lancaster

Charles M. Howell has resigned as manager of the Colonial Theatre. He will devote all his time to his job as postmaster of Lancaster. He is succeeded by John M. Frere. Veteran manager saw the development of vaudeville and offered the first talking picture to Lancaster. A. R. Boyd Enterprises, Inc., takes over operation of the Colonial but the lease remains with the Howell Theatre Corporation. Already the new manager is pep-ping up the personnel.

Manager Murdock (Stanley, Camden), got fine reaction with his "best-dressed man" contest held in connection with "The Gay Divorcee." Votes for Camden’s best dressed man were cast at the theatre, and a complete clothing outfit was awarded to the winner.

Manager Van Meter (Aldine, Wilmington) added an artistic touch to the trailer on "The Gay Divorcee" by staging a prologue featuring a clever dance team introducing "The Continental."

In publishing "Happiness Ahead" Manager Murdock (Stanley, Camden) had the mayor of Camden issue a proclamation setting aside the week of the showing as "Happiness Week."

"Canned goods matinees" were held in all the neighborhood theatres in the city.

Future adult patrons of South Philly are strong for him.

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Offices are located in New York and Hollywood.

Manager Blumberg (Broadway) claims a record for kiddie attendance on a Saturday—exactly 400 youngsters attended the showing of "New and Forever," topping the record set by "Treasure Island." Adult patrons of South Philly are strong for him.

One of the best of the season’s crop is "The Merry Widow." Manager Barullo had planes flying over the Penn and Temple games with an advertising banner, reaching a concentrated audience of at least 60,000.

Jack Goldman, assistant, Boyd, made night club merry-makers at the Cafe Marguerite "Con-
The Port of Lost Dreams (3064)

Bill Boyd, Lola Lane, George Marion, Sr., Edward Garson, Robert Elliott.

Melodrama that should attract more than passing attention from mass audiences, "Port of Lost Dreams" tells the story of a fishing boat and a girl who stows away on it. Captain and mate are buddies. Picture moves along briskly, is of the better class of independent productions. Action and comedy predominate.

Estimate: Better than usual.

Strange Wives (8020)

Roger Pryor, Jane Claghorn, Esther Rolan, Hugh O'Connell.

Programmer of a man who marries a Russian woman and who inherits all of her inheritors would make much of an impression. Cast hasn't any standout names and comedy angles aren't strong enough to send them out talking. Eventually, the Russian family makes good and hero's squabbles with the wife are ended, but when it's all over it doesn't amount to a devil of a lot.

Estimate: So-so.

When a Man Sees Red (8082)

Buck Jones, Dorothy Revier, Leroy Mason, Sid Supply, Peggy Campbell.

Western with the Buck Jones name and little else needed to sell. Yarn doesn't attempt anything out of the ordinary for a western and open air fans will be satisfied. A girl from the east is a bit aloof at first, finally succumbs when she sees our Buck come through.

Estimate: Okay.
BABES IN TOYLAND (422)  Family  Fantasy  70m.

Laurel and Hardy, Charlotte Henry, Ferdinand Munier, Feliza Knight, Henry Kleibach, Florence Roberts, Jean Darling.

Aimed especially for the kiddies, "Babes in Toyland" is a natural for the holiday trade. What it will do after the holidays is another question.

Popularity is high, and the score by Herbert Hoover and the vocals by Laurel and Hardy may combine to offset the child-nature of the show and draw in the adults although the picture is designed for the kiddie trade. Production includes a lot but has its flaws which will be overlooked by the children but maybe not by the grown-ups. All in all, it's good fun, which is something most audiences desire.

Estimate: Kiddies' natural.

WICKED WOMAN (540)  Adult  Drama  69m.


One woman show that will help establish Mady Christians but do little, otherwise. As a mother who kills to protect her children and later resolves to give herself up when her children are grown up, she has a role that calls for plenty. Show has only a few of the angles, but doesn't handicap her. Individual bits are pretty well portrayed and the acting helps make the yarn more attractive than it really is. Audiences which like to take out their handkerchiefs will be satisfied.

Estimate: Drama.

FLIRTING WITH DANGER (3023)  Family  Comedy Drama  69m.

Edgar Kennedy, Maria Alba, Robert Armstrong, William Cagney, Marion Byron, William von Brincken.

Comedy drama of three dynamic mixers, "Flirting with Danger" is program stuff that might have been better than average comedy if the story hadn't handicapped it. Name strength is nil, but Edgar Kennedy's laughs are suited to family audiences. Other angles include Central American senorita, a long lost wife and still another heroine. Family audiences may go for the piece.

Estimate: Average.

SING SING NIGHTS (3014)  Adult  Mystery  60m.

Cowboy Teale, Hardy Dallright, Roots Mallory, Jimmie Thomas.

Packed with interesting action and comedy this picture tells the story of the murder of one Floyd Cooper, a newspaper correspondent. He is blotted out during a gay party that is taking place in his Washington home. Three men confess and are convicted and face death in the chair. The trick capturing the actual murderer is neatly turned. Scenes of the film shift from Washington to Singapore and the South American coffee plantations thereby lending a colorful setting to the story.

Estimate: Holds Interest.

BEHOLD MY WIFE (3419)  Family  Drama  77m.


A wealthy son marries an Indian girl to disgrace his family when the latter won't let him marry his stenog. Later, he finds out that the Indian lass is sterling silver when she risks her life to save her sister from a murderer. Good acting by everyone make a familiar plot seem new. Cast is studded with names that mean something and as a result box office should benefit.

Estimate: Okay.

FATHER BROWN, DETECTIVE (3420)  Family  Drama  65m.


Great performances, good storyline and a steady pace help make "Father Brown, Detective" entertaining program fare for any house. A famous crook tries to steal some jewels to give a girl with whom he becomes infatuated, but Father Brown outwits him. Walter Connolly's characterization is topnotch as always and he has good support. Show is handled so that it can be shown to any type audience and deserves selling.

Estimate: Favorable.

HOME ON THE RANGE (3421)  Family  Western  70m.

Randolph Scott, Jackie Cooper, Evelyn Brent, Deann Jagger, Fuzzy Knight, Ava Sheridan.

Departure from the usual Zane Grey type of picture, "Home on the Range" is still definitely a western even though it hops to Alaska before returning to the open spaces. Story includes a heroine who was formerly in league with card sharps, Joe Morrison singing the title song, robbery for cattle money, fire, the mortgage, etc., a lot of plot for any western. Title is of some value and where westerns are generally. One elevator sequence helps hold interest, but on the whole, Morrison is better. Morrison is liked and not so much where he has not. It's a Gift (3418)

It's a Gift (3418)  Family  Comedy  69m.


Usual high rating W. C. Fields comedy with the entire action centred on Fields, his gags, etc. Picture will do well where Fields is liked and not so much where he has not made any impression. Story is one of a hen-pecked husband who gets stock on a lot buying deal, eventually proving a winner through a change of circumstances. To Fields fans it will be the usual satisfying attraction.

Estimate: All Fields.

I AM A THIEF (826)  Adult  Melodrama  60m.

Ricardo Cortez, Mary Astor, Dudley Digges, Hobart Bosworth, Irving Pichel, Ferdinand Gottschalk, Robert Barrat, John Wing, Frank Reicher, Oscar Apfel, Arthur Aylesworth.

Programmer of jewel thieves and double crooks. All taking place on a European fast express, with little room for romance but plenty of suspense. "Thief" is just another entrant in the long list of satisfactory melodramas along the same lines. Crooks try to outwit crooks, a plot to steal jewels for insurance. It's a Gift (3418) appears, martial law is declared and the nation results in disaster when he wants to marry the girl, "Romance in Manhattan" is a picture that all should like. Lederer has been helped a lot by "Pursuit of Happiness" and his combination with Ginger Rogers won't hurt. Show is aimed for family audiences and moves rapidly.

Estimate: Intrigues.

ROMANCE IN MANHATTAN (518)  Family  Comedy Drama  77m.

Francis Lederer, Ginger Rogers, Jimmy Butler, J. Farrell MacDonald, Helen Wray, Oscar Apfel, Donald Meek, Big Boy Williams, Sidney Toker, Arthur Hohl.

Pleasant comedy drama of an immigrant who gets into this country illegally, makes good as a taxi driver but whose illegal entry nearly results in disaster when he wants to marry the girl, "Romance in Manhattan" is a picture that all should like. Lederer has been helped a lot by "Pursuit of Happiness" and his combination with Ginger Rogers won't hurt. Show is aimed for family audiences and moves rapidly.

Estimate: Nice program.
The Silver Streak (513) Family Drama 86m.

Programmer with good possibilities because of front page background of the new streamlined train, "Silver Streak" has only the exploitation angles to lift it out of the program groove. Cast is average with no one to sell, but action background should make it popular in some houses. Big punch comes when train, deemed a flop by some, makes good when it has to carry inhalators to dying workers.

Estimate: Exploitation opportunity.

West of the Pecos (516) Family Drama 68m.
Richard Dix, Martha Sleeper, Fred Kohler, Louise Beavers, Samuel Hinds, Stew, "n" val, Maria Alba, Russell Simpson, George Cooper.

Western in disguise, "West of the Pecos" brings Dix back to same sort of a role in which he made his reputation in "Cimarron." Present show doesn't aim at latter's greatness but packs enough punch and excitement so that fans liking action will be plenty satisfied. As a set of the open spaces which helps a father and daughter push on after the Civil War had caused losses for them, Dix has a part that makes the most of it. He is the standout.

Estimate: High rating action drama.

Woman in the Dark (514) Melodrama 68m.
Fay Wray, Melvyn Douglas, Ralph Bellamy, Fred Brown, Jr., Baroone Ates, Joe King, Ruth Gillette.

Not a family type picture but one which revolves around a woman with a past, an ex-con vict out on parole and a third member of a triangle who wants the woman. "Woman in the Dark" is strong melodrama that may do better in spots where they like the heavy melodrama than in others.

Estimate: Strictly melodrama.

Madame Bovary Adult Drama 98m.
French cast in French picture with English titles.

French production of a well known work of literature. Not a family type picture but one which revolves around a woman with a past, an ex-con vict out on parole and a third member of a triangle who wants the woman. "Woman in the Dark" is strong melodrama that may do better in spots where they like the heavy melodrama than in others.

Estimate: Restricted.

3 Songs About Lenin Adult Drama 64m.

Russian film paying homage to Lenin, illustrating the aims and theories of the Russian leader and movement. Suitable only for art houses, "3 Songs About Lenin" is stuff for the highbrows. Propaganda to the hilt, it has no value for American theatre playing to regular trade. As an importation from Russia it will get a lot of critical attention but as a commercial entrant should be forgotten.

Estimate: Art stuff.

The Battle Adult Drama 84m.
Charles Boyer, Merle Oberon, Betty Stockfield, John Loder, Miles Mander.

Story of a Japanese naval commander who sees his wife attracted by a British soldier, aids in the entanglement in order to win army secrets through her and then follows the code of his people in tragedy, picture is well produced, has two names to sell and is attractive as far as production goes. Nature of story, however, is adult and tends toward class angles.

Estimate: Impressive.

Waltz Time in Vienna Family Musical 74m.
Wilf Frisch, Renate Muller and German cast with English titles.

Well played, interesting German importation with American titles that might hold interest in art houses. Story is one of two musicians and one girl, light in nature but with plenty of dramatic and comedy values. Music is high spot of the picture. Background is one of Vienna and its waltzers. Selling music and waltzers may help. Most houses, however, won't be able to touch it.

Estimate: For restricted list.

STATE RIGHTS

The Brand of Hate Family Western 62m.
Boo Steele, Lucille Brown, William Farnum, Archie Ricks, George Hayes, Charles French.

Rustlers in this entrant make things tough for the girl's father as well as for the gal. But when Boo Steele gets on the job, all is changed. Hard riding and plenty of action result in this one being adequate for the houses that love西部. They will get the usual kick out of it.

Estimate: Okay western.

A Tiny Thing - but it means so much

Christmas seals on packages and letters indicate your active interest in saving human lives and overcoming tuberculosis. Use them generously. Their cost is trivial, their good far reaching. Funds raised by Christmas seals are spent for defense against tuberculosis throughout the entire year.

The National, State and Local Tuberculosis Associations of the United States

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Estimate: Exploitation opportunity.

West of the Pecos (516) Family Drama 68m.
Richard Dix, Martha Sleeper, Fred Kohler, Louise Beavers, Samuel Hinds, Stew, "n" val, Maria Alba, Russell Simpson, George Cooper.

Western in disguise, "West of the Pecos" brings Dix back to same sort of a role in which he made his reputation in "Cimarron." Present show doesn't aim at latter's greatness but packs enough punch and entertainment so that fans liking action will be plenty satisfied. As a set of the open spaces which helps a father and daughter push on after the Civil War had caused losses for them, Dix has a part that makes the most of it. He is the standout.

Estimate: High rating action drama.

Woman in the Dark (514) Melodrama 68m.
Fay Wray, Melvyn Douglas, Ralph Bellamy, Fred Brown, Jr., Baroone Ates, Joe King, Ruth Gillette.

Not a family type picture but one which revolves around a woman with a past, an ex-con vict out on parole and a third member of a triangle who wants the woman. "Woman in the Dark" is strong melodrama that may do better in spots where they like the heavy melodrama than in others.

Estimate: Strictly melodrama.

Madame Bovary Adult Drama 98m.
French cast in French picture with English titles.

French production of a well known work of literature. Not a family type picture but one which revolves around a woman with a past, an ex-con vict out on parole and a third member of a triangle who wants the woman. "Woman in the Dark" is strong melodrama that may do better in spots where they like the heavy melodrama than in others.

Estimate: Restricted.

3 Songs About Lenin Adult Drama 64m.

Russian film paying homage to Lenin, illustrating the aims and theories of the Russian leader and movement. Suitable only for art houses, "3 Songs About Lenin" is stuff for the highbrows. Propaganda to the hilt, it has no value for American theatre playing to regular trade. As an importation from Russia it will get a lot of critical attention but as a commercial entrant should be forgotten.

Estimate: Art stuff.

The Battle Adult Drama 84m.
Charles Boyer, Merle Oberon, Betty Stockfield, John Loder, Miles Mander.

Story of a Japanese naval commander who sees his wife attracted by a British soldier, aids in the entanglement in order to win army secrets through her and then follows the code of his people in tragedy, picture is well produced, has two names to sell and is attractive as far as production goes. Nature of story, however, is adult and tends toward class angles.

Estimate: Impressive.

Waltz Time in Vienna Family Musical 74m.
Wilf Frisch, Renate Muller and German cast with English titles.

Well played, interesting German importation with American titles that might hold interest in art houses. Story is one of two musicians and one girl, light in nature but with plenty of dramatic and comedy values. Music is high spot of the picture. Background is one of Vienna and its waltzers. Selling music and waltzers may help. Most houses, however, won't be able to touch it.

Estimate: For restricted list.

INTERNATIONAL ARTISTS

The House of Danger Family Mystery 62m.
Onslow Stevens, James Back, Janet Chandler, Howard Lang, Desmond Roberts.

Mystery murder story of strange murders and a hero who solves them all, this programmer hits the usual average. Casts lacks marquee strength but interest holds generally.

Estimate: Usual mystery murder.

The Mighty Barnum Family Comedy Drama 102m.
Wallace Beery, Janet Beecher, Adolphe Menjou, Ethel Atkison, Virginia Bruce, Herman Blish, Tammany Young, Charles Judel.

Well produced story of a part of P. T. Barnum's life, with all characters well taken. Beery is a standout, with first runners up Adolphe Menjou and Janet Beecher. Yarn treats of Beery's experience as an impresario rather than a circus owner. Picture is tremendous in ballyhoo possibilities, should be immense where selling is concentrated. Show should find favor in all departments.

Estimate: Ace hit.

GAUMONT BRITISH

Evensong Adult Drama 86m.

Story of an opera singer who has romances with two men in her career but who finds only disappointment and loneliness at middle age when her voice fails, "Even Song" is dramatic stuff that won't cause handsprings generally. The Laye name may be of some help, but otherwise the show will have to be sold heavily. Story isn't sympathetic, although the chief characterization is well taken. Class houses will like it best.

Estimate: Class.
THE CHECKUP

Included are production number, whether adult or family appeal, title, type of picture, cast, estimate as carried in 6-Pt. Review, running time and when reviewed. For example: 505—A—EVELYN PRENTICE—MD—Myrna Loy, Clive Brook, Norma Shearer, J. Hartley Manners, Margaret Wycherley. All Powell-Loy—78m.—Nov.—means production number is 505, story is of adult and not of family, title is Evelyn Prentice, it is a melodrama (MD), cast has five stars and featured leads, estimate it is All Powell-Loy, it runs 78 minutes. It was reviewed in November. Pictures listed are playing currently, about to be released or in production stage. As new information is gained, it will be added. This department will appear in each issue. Keep in mind that a complete file for new data is not added, old will be discarded. Read the review first in 6-Point Reviews and checkup here later. If there is variance in running time, it is because of censor conditions or later cutting. Check with your exchange to make certain. No release dates are included as these vary in territories. Keep in touch with Code department to make certain. No release dates are included as these vary in territories. Keep in touch with Code department to make certain.

First Division

3040—F—HEI-TIKI—RD—Native drama of the South Sea, produced on the Isle of Ghosts.

3041—F—LITTLE DAMOZEL—CL—Anna Meigher, James Rooney, Benita Hume—Family—60m.—Sept.

3042—F—WHITE HEAT—MD—David Niven, Nova Maria, Virginia Cherrill, Hardie Albright—Tropical—62m.—July.

3045—A—CONVENTION GIRL—CD—Rose Herbert, Weldon Heyburn, Sally O'Neil, Herbert Rawlison.

3115—F—THE RETURN OF CHANDU—MD—Bela Lugosi, Maria Alba, Clara Kimber Young—Okay—60m.—Oct.

First National-Warners

752—F—FLIRTATION WALK—CM—Dick Powell, Ruby Keeler, Pat O'Brien, Rosse Alexander. Henry O'Neil—Box office delight—87m.—Nov. (FN)

817—A—THE ST. LOUIS KID—CD—James Cagney, Patricia Ellis, Allen Jenkins, Dorothy Darr—Good Cagney—63m.—Nov. (W)

825—A—THE FIREBIRD—CD—Terree Teasdale, Ricardo Cortez, Anita Louise, Lionel Atwill—Well Done—65m.—Oct (W)

831—F—AM A THIEF—MD—Mary Astor, Ricardo Cortez, Dudley Digges, Irving Pichel—Intrigues—60m.—1-Dec. (W)


869—F—HAPPINESS AHEAD—MD—Dick Powell, Josephine Hutchinson, John Halden, Frank McHugh, Allen Jenkins, Ruth Donnelly—Okay—90m.—Oct. (FN)

873—F—GENTLEMEN ARE BORN—CD—Jane Muri, Franchot Tone, Nick Foran, Charles Starrett, Margaret Lindsay, Ann Dvorak—Spotty—75m.—Nov. (FN)


892—F—GENTLEMEN ARE BORN—D—Jean Muir, Franchot Tone, Nick Foran, Charles Starrett, Margaret Lindsay, Ann Dvorak—Spotty—75m.—Nov. (FN)

3255—F—THE RETURN OF CHANDU—MD—Bela Lugosi, Maria Alba, Clara Kimber Young—Okay—60m.—Oct.

3267—F—THE WHITE COCKATOO—MD—Jean Muir, Ricardo Cortez, Gordon Westcott, Frank McHugh, Minna Gombell, Nan Gray—Art—89m.

3287—F—GOLD DIGGERS OF 1935—MU—Dick Powell, Gloria Swanson, Fredric March, Glenda Farrell—Satisfactory—85m.—Oct.


3502—F—WHITE LIES—AD—May Robson, Victor Jory, Raymond Walburn, Fay Wray—102m.

3503—F—FUGITIVE LADY—AD—Neil Hamilton, Florence Rice, Clara Blandick, Dick Cook, Matt McHugh—Satisfies—65m.—Nov.

3504—F—JEALOUSY—CD—Nancy Carroll, George Murphy, Donald Cook, Inez Courtney, Clara Blandick, Arthur Hohl, Ray Walburn—Surprise helps—67m.—1-Dec.


3509—F—BORDERSCOTT KID—W—Tim McCoy, Sheila Manners, Alden Chase.

3510—F—SQUARE SHOOTER—AD—Tim McCoy, Jacqueline Wells, Steve Clarke, John Darrow, Charles Middleton, J. Farrell MacDonald.

3511—F—THE WESTERNER—W—Tim McCoy, Marion Shilling, Hooper Atchley.

3521—F—CALL TO ARMS—MD—Steffi Duna, Ben Lyon, Noah Beery, William LeBaron, Hobart Bosworth, Inez Courtney, Charles Sabin, Myrna Loy.


3534—F—CARNIVAL—CD—Sally Eilers, Lee Tracy, Jimmy Durante, Fred Keating, Florence Rice, Bela Lugosi.


3538—F—SURE FIRE—A—Ann Sothern, Gene Raymond—Coming.

3539—F—FEUD—AD—Tim McCoy, Billie Shilling, Robert Allen, Harry Todd.


3541—F—AGAINST THE EVIDENCE—MD—Norman Foster, Donald Cook, Sheila Manners, Frank Darien, Pat O'Malley.

Du World

3542—F—BLUE LIGHT—D—Bruni Rienietschel—Art—89m.—May.

3543—F—NORAH O'NEALE—D—Lester Matthews, Molly Lamont, Nancy Burns (Irish)—Limited—66m.—Nov.

3544—F—MAN WHO CHANGED HIS NAME—MY—Betty Stockfield, Lynn Harding, Leslie Perrins (British)—Interesting—69m.—Nov.

3545—F—GIRL IN THE CASE—CD—Jimmie Savo, Eddie Lamphere—Satisfies—60m.—Apr.

3546—F—ROMANCE IN BUDBAUST—MU—Hungarian Musical Comedy—92m.—June.

3547—F—BEAST OF BORNEO—MD—Mac Stewart, John Preston.
THE CHECKUP


511—A—MARIE GALANTE Dial—Spencer Tracy, Ketti Gallinger, Sheila O'Brien, Whiteister, Torrence, Kelly, Biglock.

517—F—HELL IN THE HEAVENS Dial—Warner Baxter, Constance Hall, Jackie Searle, Dorothy Peterson.

516-F—PECK'S BAD BOY-CD—Jackie Cooper, Thomas Meighan, Ann Dvorak, Ricardo Cortez, Kay Francis, Alina MacNamara.

519—A—THE FIRST WORLD WAR Compilation of films from 1914-1918.

520—F—BACHELOR OF ARTS Dial—Tom Brown, Anita Louise, Paul Kelly, Lucille La Verne, Toby Wing, Dorothy Lee, A. H. Wilks, Russell Hopton, Kathleen Burke.


522 HELLDORADO Dial—Richard Arlen, Madge Evans.

530—F—CARAVAN Dial—Constance Bennett, Hugh Williams, Robert Young, Dorothy Lamour, Bartlett Connor, March, Helen West, John Halliday.

506-OUTCAST LADY Dial—Constance Bennett, Hugh Williams, Robert Young, Irene Rich, John Halliday, Herbert Mundin.


515—F—HOT SPOT Dial—Spencer Tracy, Margaret Lindsay, Alice Faye, Joe Cawthorn, John Miljan, Shaw and Lee, Ted Sparks, Margaret Lindsay, William Bakewell, Erich Von Stroheim.


522 HELLDORADO Dial—Richard Arlen, Madge Evans.

529-A—THE END Dial—Spencer Tracy, Alice Faye, Margaret Lindsay, Edmund Lowe, Victor McLaglen.

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522 HELLDORADO Dial—Richard Arlen, Madge Evans.

529-A—THE END Dial—Spencer Tracy, Alice Faye, Margaret Lindsay, Edmund Lowe, Victor McLaglen.
THE CHECKUP

508—A—EVELYN PRENTICE—MD—William Powell, Myrna Loy, Una Merkel, Jack Mulhall, Cora Sue Collins—All Powell—70m.—Nov.

509—A—THE CAPEinci BRIDE—CD—Carole Lombard, Chester Morris, Una Merkel, Leo Carrillo, ZaSu Pitts—Laugh show—82m.—Nov.

533—A—THE MERRY WIDOW—MU—Maurice Chevalier, Jeanette MacDonald, Edward Everett Horton, Una Merkel, Sterling Holloway—Big—110m.—Sept.

540—A—WICKED WOMAN—D—Mady Christians, Charles Bickford, Zelda Sears, John Parker—Drama—75m.—1-Dec.

572—A—BARRETT'S OF WIMPOLLE STREET—D—Norma Shearer, Maureen O'Sullivan, Charles Laughton, Fredric March—Triumph—103m.—Aug.

508—A—FORSAKING ALL OTHERS—MD—Bela Lugosi, Wallace Ford, Dorothy Lee, Charles Butterworth—75m.—Nov.


542—A—THE BAND PLAYS ON—AD—Robert Young, Maureen O'Sullivan, Ted Healy.

—DAVID COPERFIELD—CL—Lionel Barrymore, W. C. Fields, Elizabeth Allen, Fred Bartholomew, Roland Young, Hugh Williams, May Oliver, Judge Evans, Basil Rathbone, Lewis Stone, Ella Lancaster.

—PUBLIC EMNENY No. 2—CD—Charles Butterworth.


—SEQUOIA—AD—Jean Parker, Russell Hardie, Paul Hurst.

—THE WINNING TICKET—CD—Leo Carrillo, Louise Fazenda, Jane Hervey, Zelma Alhine.

—WEST POINT OF THE AIR—MD—Wallace Beery, Robert Young, Maureen O'Sullivan, James Gleason, Russell Hardie.

—VANESSA—CD—Robert Montgomery, Helen Hayes, Donald Crisp, Lawrence Grant.

—COPY CATS—CD—Constance Bennett, Clark Gable, Henry Travers, Stuart Erwin, Frank Mayo, Harvey Stephens.

Monogram


301—F—MILLION DOLLAR BABY—CD—Jimmy Fay, Arline Judge, Charles Bickford, Zelda Sears, John Parker—Drama—75m.—1-Dec.

302—F—REDHEAD—CD—Bruce Cabot, Grace Bradley, Berton Churchill, Regis Toomey—To be exploited—73m.—Oct.

303—F—SING SING NIGHTS—CD—Bela Lugosi, Conway Tearle, Harde Albright, Ben Carter, Mary Doran, Berton Churchill—Holds interest—60m.—1-Dec.

305—F—GIRL OF MY DREAMS—CD—Mary Carlisle, Eddie Quillen, Lyle Talbot, Tommy Gower—Pleasant—70m.—Nov.


307—F—RECKLESS—D—Jean Parker, Russell Hardie, Paul Hurst.


311—F—HERE IS MY HEART—CD—Bing Crosby, Roland Young, Kitty Carlisle, Reginald Owen.

—LIVES OF BENGAL LANCER—MD—Gary Cooper, Frances Talmadge, Richard Cromwell, Sir Guy Standing, Kathleen Burke, Monte Blue.

—WINGS IN THE DARK—CD—Maureen O'Sullivan, Ted Healy, Jack Oakie, George Barbier, Lyda Roberti, Mary Brian.

—THE CRUSADERS—SP—Henry Wilcoxson, C. Aubrey Smith, Marlene Dietrich, Joel McCrea, Lionel Atwill, Edward Everett Horton, Alison Skipworth.

—ONE IN A BLUE MOON—CD—Jimmy Savo, Whitney Bourne, Cecilia Parker, Michael Dallatoff.

—MISSISSIPPI MU—Bing Crosby, W. C. Fields, Joan Bennett, Queenie Smith, the Cabin Kids.

—RUGGLES OF RED GAP—C—Charles Laughton, Mary Boland, Charles Ruggles, Baby Leroy, ZaSu Pitts.


—CAPRICE ESPAGNOL—MD—Marlene Dietrich, Joel McCrea, Lionel Atwill, Edward Everett Horton, Alison Skipworth.

—KIDS ON THE CUFF—C—Max Baer, Gertrude Michael, Alison Skipworth, David Holt.

—THE VANISHING PIONEER—MD—Waldron Scott, Chie Sale, Ann Sheridan, George Marion, Mrs. Leslie Carter.

—THE MAN ON THE FLYING TRAPEZE—D—C. W. Fields, Claude Gillingwater, Claudette Colbert, Fred MacMurray, C. Aubrey Smith, Luis Alberni, Donald Meek.

—WIN OR LOSE—Joe Morrison, Mansfield, George Burns, Gracie Allen.

—NOW I'M A LADY—CD—Carole Lombard, Leo Carrillo, Nan Grey, Kay Johnson, Elizabeth Allan, Karl Dane.

—BE CAREFUL LITTLE LADY—CD—Carole Lombard, Edward Everett Horton, David Holt.

—ONE NIGHT STAND—C—Ben Bernie.

Radio


507—A—ANNE OF GREEN GABLES—CL—Anne Shirley, Tom Browne, O. P. Heggie, Helen Westley, Lara Haden, Murray Kinnell—Sell the book—79m.—Nov.


—THE CHECKUP—CD—Eddie Quillen, Betty Furness, Grant Mitchell, Robert McWade—Seasonal—62m.—Nov.
THE CHECKUP


515—F—RED MORNING—MD—Regis Toomey, Steffi Duna, Raymond Hatton, George Lewis—Familiar—60m.—Nov.

516—F—WEST OF THE PECOS—AD—Richard Dix, Martha Sleeper, Fred Kohler, Louise Beaver, Maria Alba—High rating—rare—65m.—1-Dec.

517—F—LIGHTNING STRIKES TWICE—C—Ben Lyon, Pert Kelton, Thelma Todd, Laura Hope Crews, Chic Chandler, Walter Stockton—Skew—65m.—Nov.

518—F—ROMANCE IN MANHATTAN—CD—Francis Lederer, Ginger Rogers, Arthur Hohl, Jimmy Butler—Nice program—75m.—1-Dec.

519—F—GRAND OLD GIRL—CD—May Robson, Marie Carlin, Alan Hale, Donald Crisp, Reginald Denny, Andy Clyde.


521—F—LITTLE MINISTER—CD—Katherine Hepburn, John Beul, Alan Hale, Donald Crisp, Reginald Denny, Andy Clyde.

United Artists

553—F—COUNT OF MONTE CRISTO—MD—Robert Donat, Elissa Landi—Should do—110m.—Sept.

554—F—THE LAST GENTLEMAN—CD—George Arliss, Edna May Oliver, Charlotte Henry—One man picture—80m.—May.

555—F—OUR DAILY BREAD—D—Karen Morley, Tom Keene—Question—90m.—July.


558—F—WE LIVE AGAIN—D—Anna Sten, Fredric March, Sam Jaffe—Impressive—84m.—Oct.

559—F—KID MILLIONS—MU—Eddie Cantor, Ethel Merman, Ann Sothern, Block and Sully—Ace click—91m.—Nov.

560—F—THE MIGHTY BARNUM—CD—Wallace Beery, Janet Beecher, Adolphe Menjou, Virginia Bruce, Rochelle Hudson.

561—F—JEWEL OF INDIA—MD—Donald Colman, Loretta Young.

562—F—SCARLET PIMPERNEL—CD—Frederick March, Carol Dempster, John Power, Ralph Bellamy, Mary Astor.


564—F—THE SILVER BULLET—W—Tom Tyler, Jane Regan, Lyle Mackey—Average—56m.—Nov.


567—F—HOUSE OF DANGER—MD—Onslow Stevens, Janet Chandler—Usual mystery murder—62m.—Nov.

568—F—FRONTIER DAYS—W—Bill Cody, Ada Ince, Wheeler Oakman, Bill Cody, Jr.—Riproaring—61m.—1-Dec.


570—F—TOMORROW'S CHILDREN—D—Diane Sinclair, Sterling Holloway, John Preston, Sara Padden

Foreign

577—F—IMITATION OF LIFE—CD—Margaret Sullavan, Herbert Marshall, Alan Hale, Frank Morgan

Universal

7003—F—BROKEN MELODY—D—John Carrick, Merle Oberon, Margot Grahame, Austin Trevor (British)—So-so—67m.—Nov.

7004—F—ARE YOU A MASON?—D—Sonnie Hale, J. Robertson Hare, Dave Burnaby (British)—Miss—76m.—Nov.

7005—F—AUTUMN CROCIUS—D—Ivor Novello, Fay Compton (British)—Class—71m.—Nov.

7006—F—CRIME ON THE HILL—MD—Sally Blane, Sir Nigel Playfair, Anthony Bushell (British)—Two Names—61m.—1-Dec.

7007—F—FREEDOM OF THE SEAS—CD—Zelma O'Neill, Cliff Mollison, Wendy Barrie (British)—Average Importation—75m.—Nov.

7008—F—LOYALTIES—D—Basil Rathbone, Heather Thatcher, Miles Mander, Philip Strange (British)—Restricted—73m.—Nov.

7009—F—YOUTH OF RUSSIA—CD—Tale of Jewish Life—Pare for Jewish Audi—70m.—Nov.

7010—F—SCOTLAND YARD MYSTERY—D—Sir Gerald Du Maurier, George Curzon, Belle Crystal (British)—Sell the title—70m.—Nov.

7011—F—MADAME ROVARY—D—French cast in French drama with English titles—Restricted—98m.—1-Dec.

7012—F—3 SONGS ABOUT LENIN—D—Russian film paying homage to Lenin—Art Stuff—64m.—1-Dec.

7013—F—BATTLE OF CHARLES BOYER, Merle Oberon, Betty Stockfield, John Loder—Impressive—84m.—1-Dec.

7014—F—WALTZ TIME IN VIENNA—MD—Willy Fritsch, Renate Muller—For restricted list—74m.—1-Dec.
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That picture is

Victor Herbert’s Immortal

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WITH

LAUREL and HARDY

Stan OLIVER

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Your public knows it is one of Victor Herbert’s greatest musical achievements.

I predict that, coming at this time, "BABES in TOYLAND" will make new friends for your theatre and the motion picture industry.

Give it extended playing time.

Bob Lynch

MGM
PARAMOUNT Wishes you a Merry Christmas and a Prosperous New Year with "Here is My Heart"

"Here is My Heart" with BING CROSBY, KITTY CARLISLE, Alison Skipworth, Roland Young, Reginald Owen... Music and Lyrics by Ralph Rainger, Leo Robin and Lewis Gensler... A Paramount Picture directed by Frank Tuttle
It's PAYDAY when...

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Thrills! Chills! and then
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June Collyer
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Directed by Frank Strayer

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EXCHANGES EVERYWHERE
from New York Daily News for

FLIRTATION WALK
Fiest of The Big Shots from Warner Bros.
Sweet Holiday Music!

FORSAKING ALL OTHERS

Previewed to the biggest Coast raves you ever heard:

Says the Hollywood Reporter:

"Forsaking All Others' wallop for any box office. Excellent cast in great production. It's a honey. There's no other word for it. It's got all varieties of comedy played by an all star cast giving four star performances."

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"In the performances of Crawford, Gable and Montgomery there is scarcely a shade of preference. All three are superb. Lavish mounting, purposeful and pleasing musical treatment add to picture's class in every department. It should register solid audience satisfaction."

with CHARLES BUTTERWORTH, BILLIE BURKE, FRANCES DRAKE, ROSALIND RUSSELL
AN M-G-M PRIZE PACKAGE • Directed by W. S. VAN DYKE • Produced by BERNARD H. HYMAN
BRIGHT EYES
You've been waiting to play

SHIRLEY TEMPLE BRIGHT

JAMES DUNN

Produced by Sol M. Wurtzel

Directed by David Butler. Screen play by William Conselman. Story by David Butler and Edwin Burke

REleased December 28th—Your Year’s
By far Shirley Temple's most appealing picture ... brimming with happiness, excitement, romance, tenderness.

Showing America's darling as the tiny mascot of a big airport ... the pal of every flier ... and the particular buddy of one pilot who becomes her Daddy when her parents go to Heaven.

An exploitation title with an exploitation star ... and perfect entertainment for every family in the land!

EYES

Get the ADVANCE EXPLOITATION SPECIAL at your FOX Exchange!
"Time" Marches In

IT IS OF CREDIT not only to First Division Exchanges, Inc., but to the independent distribution and production factions of this business that "Time" has chosen an independent company for its entrance into the motion picture business. Those who infer that initiative in this industry has been destroyed, that a man with a better idea than the next fellow can't get anywhere, had best take a good look at the announcement of "Time Magazine" joining with First Division Exchanges, Inc., in production and distribution.

Here is a magazine without parallel, an independent, fearless, frank-thinking publication that investigated all phases of the industry before it made its bow. "Time" has chosen to march in with First Division Exchanges, Inc. This adds to the present high standing of Harry Thomas. The industry should benefit from this combination, not only in new ideas which are certain to result but in the realization that independent production and progress get their greatest incentive from the announcement.

"Time" and Harry H. Thomas, president, First Division, are to be congratulated.

Help Relief Funds

THE INDUSTRY'S ANNUAL charity, the Film Daily Relief Fund, is again seeking funds from the industry. In all parts of the country, theatres are not only contributing money but lending their services and use of their auditoriums for the needy.

In a case of this kind, there should be no quibbling. A unanimous industry is necessary.

Let those who so desire give to the Film Daily Relief Fund. "Colonel" Jack Alicate should have everyone's support in this grand idea. Let others contribute to charities throughout the country. The motion picture industry must now, as always, be in the forefront of every such move.

Always Forward

FOR THOSE who have not already seen it, the attention of readers is directed to a new, improved CHECKUP. Trade publications, like trends in movies, must keep up-to-date and throw out old ideas to make way for the new.

Each year, this department tries to incorporate new, serviceable features. THE CHECKUP is the 1935 product. It is without parallel in the business. It combines, in easy form, all that is necessary to fill the booking needs of the exhibitor. In the opinion of this department it is the best feature of its kind in the industry.

And properly crediting the motor manufacturer who said something in similar vein—when better services for the exhibitor are necessary, this publication will offer them.

... And, of course, the happiest and best tidings of the holiday season to each and every one in the industry.

---

There Is No Santa Claus

DEAR EDITOR," writes an exhibitor, "is there a Santa Claus? Is there really a Santa Claus for the exhibitor?"

The question of one is that of hundreds. In every district of the country, in every zone, the same inquiry arises from the exhibitor faction. Is there really a Santa Claus?

Sorrowfully, it becomes the duty of this department to convey the tearful message.

There is no Santa Claus—and there will be no Santa Claus for the independent exhibitor until he is really ready for the coming of that person.

For a while, independent exhibitors thought that Ed Kuykendall might be Santa Claus. Others suggested Abram Myers or Sidney Samuelson. A year ago, all pointed to Sol A. Rosenblatt. Even Pete Harrison and Charlie O'Reilly were mentioned. But none of these gentlemen, esteemed as they are, is Santa Claus.

Still, there can be a Santa Claus. Other organizations have them. Look at the operators union. When Christmas rolls around, there is a happy body. Santa Claus pays his annual visit, finds everyone jovial, anticipating the future with no qualms. Technicians, union craftsmen are visited by Santa Claus.

Why not the exhibitor? The real reason is that only the exhibitor, himself, can create Santa Claus—and that method is through financial support. No Messiah will ever be forthcoming in this business. No Moses will lead the exhibitor out of his wilderness. No Miracle Man will come upon the scene. The exhibitor must fashion his own liberator.

In this business, strength is respected. All else goes for naught. Only when the exhibitor proves, through his support, that he deserves a visit from Santa Claus, will he find in his stocking that which he seeks.
MPTO Schedules Its Annual Elections for December 28; Big Meeting Seen

Session Open Only to Paid-Up Members — Selections Followed by Luncheon — Race Rumored — Interest Among Exhibitors High

With the annual elections of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware scheduled for December 28, a race for the leading positions on the body is seen.

The meeting, at 11 A.M., at the Adelphia Hotel, to be followed by a luncheon, will be open to paid-up members only. No nominations have been made, and the elections will be wide open, with nominations and all voting taking place at the same time.

President Charles Segall is to be a candidate for re-election, it is assumed, although what any opposition slate might be is unknown. Interest among exhibitors is high enough to make it evident that only through the officers of the body can any possible merger with the IEPA be made available. Whether or not this subject will have anything to do with the nominations is unknown.

Roxy-Mastbaum to Hold Two Special Openings

Maestro Puts on Performances for S-W Employees, and Guests

When the Roxy-Mastbaum opens December 24, it will be preceded by two invitation performances.

First will be held by 1:30 P.M., December 23, for Stanley-Warner employees and their families. The second will be scheduled for Sunday night at 8:30 P.M., for invited guests and celebrities. The first performance will be in the nature of a dress rehearsal.

First public performance will be December 24.

Theatre has already begun a tremendous advertising campaign within a big radius around the city to sell the house. Opening bill will be "Sweet Adeline," in addition to the Roxy show.

Million Dollar Pier may make motion pictures a major feature of next summer's program. After expiration of Buck Taylor's two-year lease last summer, pier went back to original management.

Manager Perlin successfully boosted his run of "The Gay Divorcee," at the Colonial by a tie-up with the Million Dollar Pier and Phillips School of Professional Dancing for a "Continental" dance contest. Divisions were arranged for both adult and juvenile dancers, and in addition to the cash prizes Perlin promoted a number of merchandise prizes from local stores. The affair went over with a bang and Al Steinberg, managing publicity, pier, is anxious to have Perlin plug another picture.

Colonial, which for the several years past has staged pre-holiday broken toy matinees for children, will abandon the practice now that the freemen throughout the city have undertaken to collect and repair broken and discarded toys to be distributed to the poor children of the resort.

Comerford Approval Due

New revised deal between Paramount trustees and M. E. and M. B. Comerford and Frank C. Walker, altering terms of an earlier contract making provisions for payment of sums still due the latter in connection with the sale of 59 theatres in 1930 continuing them in command of operation reiterates without liability the rights of the Comerford group to all of Class A preferred stock and half of common stock of Penncom Corporation to take over Comerford-Walker properties where Paramount owed group $5,682,621. Agreement provides that no dividends shall be paid on any of the Penncom stock for a 5-year period; that net receipts of Penncom be devoted to retirement of A stock; that rights of holders of A stock to dissolve the corporation are eliminated; that the Comerford management group continue at present salaries of $30,000 annually and that either party may acquire theatres in area of present operation after first offer to Penncom is made. Figures show a net loss of $34,927 for period ending September 1.

Delaware Exhibitors to Meet on New Zoning Plan

Theatremen from Three States Interested in Session

Independent Motion Picture Theatre Owners of Delaware and Eastern Shore of Maryland, inactive for several months, was preparing to go into a huddle, December 13, at Harrington, Del., to thresh out some of the zoning problems that have been vexing many theatre owners of Delaware and the Eastern Shore.

A. J. DiFiore, president and organizer of the organization, who will preside at the luncheon meeting, said a full membership attendance was expected.

According to DeFiore, exhibitors of Delaware within the specified zone felt that it was unjust to require them to play so many days after Wilmington, particularly south and southeast of Dover, which was far out of the competitive territory for Wilmington. Recently, Palace Theatre, Seaford, won a concession in a reduction of priority which Salisbury held after Wihnington, particularly south and southeast.

Interest among exhibitors is high enough to make it evident that only through the officers of the body can any possible merger with the IEPA be made available. Whether or not this subject will have anything to do with the nominations is unknown.

Two Up for Censor Job

Two women, both prominent, are believed active for a place on the censor board under the new political regime. Mrs. Kerns, Civic Club, and Mrs. Emery, Main Line clubwoman, have been rumored for posts. Chairman's job hasn't been touched by the rumor stage yet.

Atlantic City

Perlin Active Here

Milt Russell, formerly manager, Colonial, and for years actively connected with the resort's film houses, recently bought a motor car, in which he plans to motor with his family to California.

EMO (E. M. Orowitz) has discontinued his daily feature in the "Evening Union," EMO's Movie Broadcast and Movie Biog-Kature.

Dick Endicott, enterprise manager, Steel Pier, is preparing a most elaborate holiday program. Besides running a hand-picked screen program, the pier will have an extra-special vaudeville bill. Dick is also concluding arrangements for a surprise exhibit.

New Hollywood has temporarily closed off the balcony during alterations when it was found necessary to change the slope of the floor to afford effective view for 146 seats.

Heard In

Local theatrical unions are scratching their heads trying to solve a technical problem. Rents upon the unionization of all Atlantic City motion picture houses at an elaborate plan of ticketing which restricts to some extent. The management group to all of Class A preferred stock and half of common stock of Penncom Corporation to take over Comerford-Walker properties where Paramount owed group $5,682,621. Agreement provides that no dividends shall be paid on any of the Penncom stock for a 5-year period; that net receipts of Penncom be devoted to retirement of A stock; that rights of holders of A stock to dissolve the corporation are eliminated; that the Comerford management group continue at present salaries of $30,000 annually and that either party may acquire theatres in area of present operation after first offer to Penncom is made. Figures show a net loss of $34,927 for period ending September 1.

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Renewed Legion of Decency Drive Seen Permanent; Annual Campaign Scheduled

Fight Against "Objectionable" Pictures Continues Throughout Nation—Chicago List Basis for Judging—15,000,000 Pledges

The Legion of Decency drive, sponsored by the Catholic church, against "objectionable pictures," will continue as a permanent body. That much was indicated December 9, when it was estimated that a blanket pledge from 15,000,000 Catholics was asked.

As much as the Catholic population in the country is placed at 20,000,000, it is considered that at least 75% were in attendance at Sunday's meeting.

A list of approved and disapproved films, released through the Chicago diocese, is the basis for the drive, with Catholics urged not to attend any which might be disapproved.

The list will be revised weekly.

Renewal of the pledges will be made an annual exercise, with the Legion of Decency Committee meeting in October of the Feast of the Immaculate Conception, the patronal feast of the United States.

The pledge says:

"I condemn indecent and immoral pictures, and those which glorify, glorify or glorify brutality; I promise to do all that I can to strengthen public opinion against the production of indecent and immoral films, and to unite with all others who are against them; I acknowledge my obligation to form a right conscience about pictures that are dangerous to my moral life. As a member of the Legion of Decency, I pledge myself to remain away from places of amusement which show them as a matter of policy."

All current motion pictures are grouped in three classifications. In Class A are the approved films—those considered "unobjectionable and suitable for public entertainment."

In Class B are films upon which the Church withholds judgment because of possible suggestiveness, but forbids children to visit. These pictures are called "more or less objectionable in spots," because one or more of the following flaws: possible suggestiveness, vulgarity, or lack of taste.

In Class C are the pictures which are Church condemned as "indecent and immoral and unfit for public entertainment."

Columbia Host to Exhibits at "Broadway Bill" Affair

300 Theatre People Attend Trade Show and Luncheon

Columbia exchange, headed by Harry Weiner, manager, was host to 300 film men, exhibitors and wives, as well as guests, at a special showing of "Broadway Bill" at the Locust Theatre and also at a luncheon at the Bellevue-Stratford Hotel.

The affair, held December 4, was attended by Columbia home office official Rube Jacker, sales executive, who addressed the gathering after being introduced by Harry Weiner.

On the dais were leading exhibitors, censor board members, club women and others.

Hunt Suit Withdrawn

Assemblyman William C. Hunt's $50,000 suit for damages against Mayor Doris W. Broadway, of Wildwood, has been withdrawn. Suit was instituted during the summer because of alleged damages Hunt's Theatres, Inc., headed by the Assemblyman, had sustained due to the activity of the Mayor in invoking State law prohibiting the admission of children to theatres unless accompanied by adults was one of the damaging items cited.

Sears Near Set

Sale of the Freihofer quartet of houses to Stanley-Warner is believed likely through the orphans court following several hearings on the plan.

Those connected with the estate testified that the offer made by Warners should be accepted.

In Scranton, opposition to a listing of films under any classification came from Bishop Thomas C. O'Reilly, in a letter to priests of the Scranton Roman Catholic diocese.

It is estimated that there are more than 250,000 Catholics that are governed by him.

More than 80,000 Catholics of the Harrisburg Diocese of the Roman Catholic Church, which includes Steelton, West Shore and Harrisburg, repeated after the priest while standing up the Oath of Decency, intended to boycott indecent and immoral moving pictures.

The Most Rev. Philip R. McDevitt, D.D., Bishop, Harrisburg Diocese, had sent out letters to the parish priests which were read before the oath was taken.

Boycott Break Soon

A break in the local boycott against motion picture theatres instituted by Cardinal Dennis Dougherty was scheduled very soon, as reaching the ears of THE EXHIBITOR said.

The story was to the effect that Catholics would be allowed to see pictures in Class "A" or "B" but not "C."

This modification was certain to be good news to the industry, which had awaited some sort of a modification of the total Catholic ban.

Sales Tax Dies Before Movie Men Start Protest

But Theatre Folk Watch New Efforts to Finance

The proposed sales tax for Philadelphia died in the making.

And, therefore, a protest on the part of local exhibitors wasn't necessary.

Exhibitors are keeping their ears close to the ground to check any further state or city attempts to inaugurate taxation legislation.

In the city and Harrisburg, there may be efforts to place additional tax burdens on the industry.

In the event that anything happens like this in the city, the following list of local councilmen should be used by exhibitors to contact their representative:

FIRST DISTRICT

(1st, 26th, 30th, 32nd and 34th Wards) Member, Address, Telephone

Edward W. Cox, 334 Red Street, dewey 0578

Charles J. Pommer, 1471 S. Sixth Street, Howard 0649

Bernard Samuel, 1342 Shurik Street, Dewey 4888

Honey J. Trainer, 758 S. Tenth St., Penncarkey 8172

SECOND DISTRICT

(2d, 3d, 4th, 31st and 30th Wards) Member, Address, Telephone

Phineas T. Green, 241 Fairmount Ave., Market 4995

John J. Daly, 3061 Germantown Avenue, Radcliff 7163

Sixth DISTRICT

(24th, 27th, 24th, 40th, 41st and 45th Wards) Member, Address, Telephone

Walter M. Basel, 4905 N. 22d St., Millcreek 7274

Walter M. Basel, 4905 N. 22d St., Millcreek 7274

EIGHTH DISTRICT

(21st, 22d, 38th, 42d, 49th and 50th Wards) Member, Address, Telephone

Clarence E. Blackburn, 3926 W. Penn St., Girard 9115

Frank L. Kenworthy, 212 E. Gates Street, Unlisted

Richard S. Harris, 4922 N. Usher Street, Michigan 9038

SIXTH DISTRICT

(17th, 18th, 19th, 20th, 31st and 37th Wards) Member, Address, Telephone

Richard S. Harris, 4922 N. Usher Street, Michigan 9038

Samuel Emlen, 38 Maplewood Street, Germantown 7741

SEVENTH DISTRICT

(15th, 26th, 32d and 47th Wards) Member, Address, Telephone

Richard S. Harris, 4922 N. Usher Street, Michigan 9038

Samuel Emlen, 38 Maplewood Street, Germantown 7741

EIGHTH DISTRICT

(23d, 25th, 23rd, 34th, 35th and 45th Wards) Member, Address, Telephone

John J. Daly, 5001 Creamer Avenue, Radcliff 7163

John J. Daly, 5001 Creamer Avenue, Radcliff 7163
Glancing Everywhere in the Territory

VETERAN. Willa H. Carrier, head of the Carrier Engineering Corporation, which manufactures one of the most complete air conditioning lines in the industry, was recently awarded the American Society of Mechanical Engineers medal for research in air conditioning.

BOOSTS. Jules Levy, sales manager, Radio, speaks strongly for "Roberta," which he deems to be a coming, terrific hit. With such names as Rogers, Astaire, Dunne and Scott, it looks like something.

SIX OF A KIND. Eddie Cantor, the Mrs. and the family hop to Europe for a vacation.

AT COLUMBIA'S LUNCHEON. Guests, film men and invited folks, who attended the Columbia "Broadway Bill" tradeshow and luncheon at the Locust Theatre and Bellevue-Stratford Hotel, December 4, turned out to the number of 300.

TIN CAN MATINEE. George Jeffrey, manager, Strand Theatre, Reading, selected "Million Dollar Ransom," from Universal, as his picture for the canned good matinee held recently. The goods were turned over to charity. Shot above shows the crowd waiting to get inside. Stanley-Warner houses throughout the territory as well as other theatres everywhere are aiding charity in this manner.

ATTRACTIVE. Music counter display arranged by manager Sam Gilman, Loew's Regent Theatre, Harrisburg, for the opening of "Kid Millions," United Artists' release.
HURLS THE FIRES OF HER TEMPESTUOUS SOUL INTO TRANSCENDENT DRAMA THAT THUNDERS AT THE GATES OF TIMELESS GLORY!

SIR JAMES M. BARRIE'S

THE LITTLE MINISTER

WITH

JOHN BEAL ★ ALAN HALE

DIRECTED BY RICHARD WALLACE

A PANDRO S. BERMAN PRODUCTION
RKO-RADIO'S CHRISTMAS GIFT TO ALL THE WORLD!
Local Industry Awaits Decision of Judge Welsh in Important Doubles Bill Litigation

Final Verdict Rests on Court’s Opinion Concerning Alleged Conspiracy—Briefs Due by December 21—Executives Testify

The local motion picture industry as well as the rest of the country is awaiting the decision of Judge George A. Welsh, United States District Court, following the completion of the double feature case held before him for two weeks, ending December 6.

Whether the unity of action of the defendants in the twin bill case in putting clauses in their contracts prohibiting double features, even though made at different times, results in collusion and conspiracy in restraint of trade is the main point to be decided by the judge.

Briefs will be filed by December 21, with a verdict expected after the holidays. The plaintiff, Harry Perelman, asks for an injunction to restrain all major distributors except Universal and Columbia, from enforcing a clause in their contracts barring use of their features with other features to form double bills.

Final day's testimony, December 6, saw local exchange men Earle Sweigert, Paramount, and Harry Bodkin, United Artists, on the stand. They both testified as to the date of the first use of doubles clauses in their contracts.

Ex-congressman Ben Golder, president, IEPA, summed up for the plaintiff, said doubles created competition and said he didn't care if an exhibitor ran four features if this were a natural condition. He said he has proven conspiracy. Morris Wolf, attorney for the defense, summed up and said that no conspiracy had been proven and that he didn't believe such high ranking witnesses as the home office executives who were put on the stand would say anything but the truth after a decree in California had restrained any collusion in a double feature restraint clause.

The judge complimented both attorneys for their presentation.

700 Pages
Testimony totalled 700 pages of typewritten copy.

December 5, witnesses included William Mansell, Warner manager here; Mrs. Owens, state chairman, State Federation of Women and chairman, Motion Picture Forum, and George Zehrung, in charge of movie activities for the YMCA. Others on the stand were Eddie Grainger, Fox sales executive; Sam Gross, Fox branch manager; Andy Smith, Jr., Warner eastern sales chief; Mrs. James Louram, president, Catholic Alumni; Frank McNamee, Radio branch manager; Robert Lynch, Metro branch manager; George J. Schaefer, Paramount sales manager; J. Robert Rubin, Metro counsel.

Against Doubles
Testimony of all defense witnesses was against double features, because of patrons' attitude or business reasons and also that independent exhibitors were principal accounts of distributing companies. Club women heads as well as social leaders also were against double features after surveys of the field.

Death of shorts under doubles was indicated.

Johnny Harris Arrives for Variety Installation

Club President Attends December 14 Dinner

Installation of Variety Club officers was scheduled to take place December 14. President John Harris, national Variety Clubs, was to attend the event and install a dinner of 16 charter members, at which time Chief Barker Earle Sweigert and aides would be officially christened and sent on their Variety Club regime.

December 30, the first social event of the season will be held, at which paid-up members and wives will be guests at a novel and special affair, details of which are lacking. It will be a worthy inaugural social event for the club, it is reported.

Support Indes
Out-of-the-courtroom gossip following the conclusion of the doubles test case debated the effect of a decision which would restrain enforcement of the doubles clause.

While no decision has been given, exhibitors tried to figure the extent of doubles if they were allowed.

It was generally admitted that a double condition would increase purchase of pictures from majors as well as the indees.

One observer pointed out that it wasn't necessary to wait for any decision to give the inde exchanges support and suggested that if local exhibitors were sincere in their desire to help the independents they could make a rule to buy some inde film each week. Some local exhibitors make a practice of buying independent pictures and finding room for them in order to encourage independent production.

Two years ago THE EXHIBITOR editorially advocated a plan whereby each exhibitor should increase his independent purchase by $5 a week, thus aiding inde exchanges. The idea is still good.

New Preferred Pictures Exchange Makes Bow Here

Murray Beier Active in Reorganized Company

Preferred Pictures, Inc., a Pennsylvania corporation, is making its bow in the local territory with a new management.

With Murray Beier, general sales manager and secretary of the corporation, Herbert L. Taylor, president, and Ed S. Waters, president, the company starts off the new year with a strong lineup. Offices will be maintained in Philadelphia at 1316 Vine Street and in Washington.

Charlie Donahue will manage the Philadelphia office with Taylor the Washington manager.

Company will specialize in action pictures, serials, exploitation pictures, fight pictures, freaky pictures and anything which can be sold along showmanship lines. The exchange will lay off society dramas. In other words, according to a statement from the company, if there is a spot exploitation picture around, Preferred will have it.

Titles in hand now include one of eight headed by "Frontier Days," which got a good trade reception; another of 8 westerns with Monty Montana, cowboy star; with others to come. Exploitation pictures include "The Birth of a New America," in two versions, 70m., and 40m., endorsed by government officials and patriotic societies; and "Beyond Bengal," with special campaigns behind it.
MPTO Thinks Film Rental Relief Most Important for Organization to Secure

The MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware is proceeding with a campaign which seeks to attain individual attention for all members who need relief from high film rentals.

Such was the intention following a meeting of the board of managers held December 10 at the 301 N. 13th Street clubrooms.

The body realizes that selling plans differ in all territories so that no company can be expected to have one policy for all cases, but in situations where a member has been hurt through any alleged high film rentals, the organization will have a committee go to bat for him, even to New York, if necessary. Each case will be handled as an individual affair.

Questioned regarding current meetings being held in various parts of the territory to formulate zoning plans for the 1935-1936 season, executives of the body indicated that no such round of meetings was necessary as far as they could see.

“We have been taking care of individual zoning complaints as they are received and have helped members bring up complaints to the local code board, both as to zoning and other grievances. Any member who has a grievance regarding zoning has always had the offices of his organization available to him. That has been the policy of the body since inception and that still goes”—such was the declaration of one officer.

The same officer pointed out that the MPTO has always done all in its power to help members in every problem. Recently, meetings with local city officials to combat spread of unfair Sunday night benefits were held.
The Camera Looks at the Industry

ANNOUNCES "TIME" DEAL. Harry H. Thomas, president, First Division Exchanges, Inc., has released to the trade announcement of the formation of The March of Time, Inc., producing company, whose product First Division will distribute.

ON HIS ASS. Allen Benn, local exhibitor, had this photo of himself taken on a donkey when he toured the Andes Mountains. Incidentally, he had a birthday December 3.

WELCOMING PRINT. Local film men turned out to welcome the arrival of a print of Shirley Temple in "Bright Eyes" at Camden Airport. Al Davis, Sam Gross, both Fox exchange executives, were present with Al Boyd, managing director, Fox Theatre, and Frank Buhler, his aide, receiving a print of the picture.

CANTOR FRONT. This animated front was made by Hen P. Polm, expert sign artist, and used during showing of "Kid Millions" at Loew's Regent Theatre, Harrisburg. Large eyes in Cantor head over box office window moved while eyes in Cantor heads, one of which appeared on each side of the outer lobby, contained lights which flashed on and off at regular intervals.

MOVES EAST. Dave "Skip" Washner, formerly in the New Jersey Warner ranks, has been moved east from Milwaukee to Philadelphia where he will operate the first-run downtown houses under direction of Leonard Schlesinger, zone manager. Washner has a lot of friends in this territory who wish him well.

DEPARTING. Fay Wray has departed for England to make one picture for Gaumont British. The female star has a record for being one of the busiest actresses in Hollywood.

ASKS NEW ZONING BREAK. Ed Kuykendall, president, MPTOA, has come forth with a statement rapping present slow progress of new zoning schedules. He asks for a quickening up of re-zoning and more local power.
Announcement of First Division-March of Time Deal Welcomed by Entire Trade

Hopkins Helps

But for the thoughtfulness and generosity of C. Floyd Hopkins, Wilmer and Vincent Theatres, Harrisburg, bodies of the three little girls of Pennsylvania’s recent “Babes in the Woods” tragedy would have been buried in Potter’s Field.

Plans to give the three California children a decent burial, were started by him when he wired from Philadelphia the motion picture columnist of a Harrisburg newspaper as follows:

“Philadelphia intimates three little girls in Carlisle may be buried in Potter’s Field. Between your column and our columns can’t we provide a better burial than that? I’ll start it with five. (Signed) Hoppy.” As a result of “Hoppy’s” suggestion, the funeral was paid for by popular subscription, sponsored by Harrisburg newspapers and the Carlisle Post of the American Legion.

FLAShes FROM COAL FIELDS

By PHIDU

Theatrical Club of Scranton held a banquet December 8. Charles Whalen, William Gallagher, Tommy Jones were re-elected to serve another term in their respective offices. A large crowd attended and M. B. Comerford made a speech.

Joe Ecker, Strand Theatre, had good “Flirtation Walks” and “College Rhythm” tie-ups.

Joe Zima opened the Palace Theatre, Wilkes-Barre, and made many improvements.

Matt O’Keefe, Ritz Theatre, sells his attractions heavily.

Frank Lotus, Rialto Theatre, is getting to be stranger in Central City. Must be staying right in Providence.

Willard Mathews, Granada Theatre, Olyphant, came to town to attend the banquet.

Bob Schmidt, Temple Theatre, Berwick, started “Law of the Wild” serial and the whole town was conscious of it.

Louis Pilosi, Lincoln Dupont, was a Vine Street visitor, arranging for the opening of the Institute, Forty Fort.

Manager Ready

A theatre manager, with six years’ circuit and independent experience in the middle west and Philadelphia, desires a position as manager or assistant manager in or near Philadelphia. Is now employed, but wants position with more promise. Address Box OC.

THE $10 MAGAZINE WITH ONE MILLION READERS

Monthly Issue Devoted to New Type Film Reporting—Thomas Gives Industry Official Statement—Roy E. Larsen Heads Producing Company

Rumored for many months, but never officially announced, a statement issued by Harry H. Thomas, president, First Division Exchanges, Inc., reveals one of the most important announcements of the year in the industry—namely, that First Division will release “The March of Time,” a new type of film reporting.

The March of Time, Inc., will produce the series, first of which is scheduled for January.

Officers in the March of Time organization include president Roy E. Larson, general manager, Time magazine and producer of “March of Time” on the air; editorial director John S. Martin, managing director, Time magazine; technical director Louis de Rochemont, Fox Movietone production expert and creator of Fox’s “Magic Carpet” travelog series.

First Division announces that experimentation on the new venture began last spring and that the new form will be issued once a month. It will consist of the camera’s recording of thrilling major events as well as transforming half a dozen or more significant world-wide happenings into vivid and impressive new form.

Using realistic, atmospheric background material, production value and careful editing, “March of Time” will endeavor to bring to the screen complete, continuous, important current doings of the day. Each chapter in the monthly series will run about 20 minutes.

The editors of Time believe they can create a form in which “visual reporting,” although part of the theatre, can be treated essentially as journalism and become a dynamic, self-respecting member of the Fourth Estate.

Announcement of the Time-First Division deal has been greeted by the trade, which has been hearing rumors of it for a long time. The pre-official announcement effect of the tie-up indicates the importance attached to the deal.
Catholic Boycott, Reorganization Main Topics at Wilmington Warner Meeting

Company Sponsors 16mm. Sound as Commercial Proposition—Judge Lalley Resigns—Stanley to Merge with Pictures Unit

Abel Carey Thomas, secretary and general counsel of Warner Brothers Pictures, Inc., at the stockholders' meeting in Wilmington, December 10, said that all of the cardinals of the Roman Catholic church in the United States had tried to co-operate in meeting the censorship problem with the exception of Cardinal Dougherty, Philadelphia.

He said Cardinal Dougherty had persistently refused to assume any burden of co-operating with representatives of the exhibitors, who have sent delegations on numerous occasions to see if some program could not be worked out.

Among the announcements made by Thomas was that a miniature sound system, suitable for class rooms, clubs and small organizations, would soon be placed on the market by the Warners, which may prove a profitable venture. It would handle a 16 mm. film, and would be sold at a reasonably low price.

It was also announced that a special meeting was soon to be called to formally merge the Stanley Company of America, owners of numerous theatres and leases throughout the country, particularly in Pennsylvania and New Jersey, and Warner Brothers Pictures, Inc. There was some rumor that this would take place at the stockholders' meeting but the matter has been delayed. It is little more than a formal proceeding.

An echo of the hectic stockholders meeting of three years ago was sounded in the resignation of Judge John P. Lalley, Wilmington, as a director. Judge Lalley, it will be recalled, was put on the board to represent Wilmington interests and others as a sort of a compromise with factions, which at that time opposed the Warner leadership. Judge Lalley, according to Thomas, has not been in good health, and his wife also has been ill, making it impossible for him to serve any longer as a director. Thomas said the board regretted losing Judge Lalley, who had rendered valuable service. Samuel Carlisle, company comptroller, was elected in his place.

Other directors re-elected for two year terms are Stanleish P. Friedman, Charles S. Gugenheimer, Samuel E. Morris, and Morris Wolf. Ivan Culbertson, Wilmington lawyer, presided in the absence of former Judge Hugh M. Morris, counsel for the company, who was unable to attend the meeting due to the demands of a case in the Federal court. During the counting of the proxies for the 2,382,909 shares voted for the five directors, Thomas gave a brief outline of the board's stewardship over a period of years that, while without great value, would be difficult to duplicate. The production of pictures will continue, he said, without interruption. "New York Street" will be reproduced, he said, by a better one.

In answer to a question as to when the studio question concerning the leases, he said the situation was much improved over last year. He said there were no reorganization of the company under common stock, in reply to a question.

Meeting was attended by about 100 stockholders, most of them Wilmingtonans.

RCA in Mastbaum

Warners have completed arrangements with the RCA Victor Company, Camden, for the immediate installation of a complete new High Fidelity sound motion picture reproducing system, together with one of the most elaborate sound reinforcement systems, in the Roxy-Mastbaum.

New sound systems, which are similar to those used in the two Radio City theatres in New York, will play an important part in the presentation of the spectacular new stage productions planned for this show spot and provide Philadelphians with one of the finest quality of sound reproduction known to the art. Sound reinforcement system will be extremely flexible in operation. Twenty-five High Fidelity "velocity" type microphones will be concealed on the stage, in the footlights and on the orchestra band-wagon, so that the sound from the stage and orchestra will be uniformly distributed to every seat in the great house with the utmost realism.

Roxy Visits

Wilmington Warner theatre managers were making elaborate preparations for their reception to S. L. Rothafel (Roxy), new manager, Mastbaum, Philadelphia, December 13, when he was due to be the guest of the Warner managers and speak at a luncheon before the Advertising Club at the Hotel DuPont. Each of the managers, Dwight VanMeter, Aldine; Lew Black, Arcadia; Morton Levine, Opera House; E. L. Lewis, Queen, and Earle Finney, Savoy, together with Jack Mulhall, district manager were to be guests at the Ad Club dinner.

WESTERN UNION

TELEGRAM

LD 224 DL PHILADELPHIA PENNA NOV 30 1934
HOLLYWOOD PICTURES
CARE JOHN GOLDER 1220 VINE ST PHILA PA
GRATIFIED TO HAVE PLAYED TOMORROW (CHILDREN AT MY TWO THEATRES STOP GAVE ME THE BEST WEDNESDAY AND THURSDAY I HAVE HAD FOR MONTHS AT THE WEST ALLEHENY AND ONE OF THE BIGGEST MONDAYS AT THE LEHIGH SINCE NINETEEN TWENTY NINE STOP PEOPLE OF OUR COMMUNITY EXPRESSED PRAISE AND OPINION THAT MORE SUCH ENLIGHTENING PICTURES WOULD BE WELCOME STOP REGARDS

HARRY PERELMAN

1005 P
Managers had a boy
For "College Rhythm," Abe Halle
Capitol, Paul Rhodes, assistant,
Irving Dunn, Ritz, put out a special
Thanks¬
Sid Poppay darkened his theatre every time
Appell Amusement enterprises when the Stanley Warner Company
put on a special three sheet in advance of the picture and issued special throwaways.
putting his attraction on the holiday, an-
giving Herald, which in addition to plug-
he showed the trailer for "Menace," with
Guy Lombardo-Esso Marketers Revue
One exhibitor said:
"It allows me to check up on shows. By looking at previous year’s contracts, I can tell which shows are owed me, which are new. I’m all for it."
Another chimed in:
"It is a feature that is without com-
promise. Intelligent exhibitors can thank you for giving them real serv-
"An exchange man said:
"It will save me bother and work. Now exhibitors can tell which shows are being delivered as well as running time as other factors."
Others duplicated the above remarks.

**Free Shows Out**

"Free advertising show" which threat-
ened to harm the theatre industry has been elim¬nated through the prompt and friendly co-operation of Standard Oil
Company of New Jersey and theatre representatives.

Agreement was reached between the oil company officials and the theatre
heads whereby plans for the tour of the
Guy Lombardo-Esso Marketers Revue
were revised so that instead of compet-
ing with established theatres, the show will conclude its tour in co-operation with the theatres. The Lombardo show will be booked into theatres and shown as an added stage attraction at regular admission prices.

New plan of booking and routing the
show went into effect at Schenectady, N. Y., when instead of playing a rented auditorium, the show went into RKO’s
Proctor Theatre.

**THE PHILADELPHIA EXHIBITOR**

Enthusiastic Exhibition Faction Greets
New Publication Service Announcement

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**THE CHECKUP Hailed by Distributors As Well As**

**Theatremen—Find It Useful, Time-Saving, Profitable—**

**Calendars Already Mailed As Well**

Introduction of THE CHECKUP as another serviceable feature of this publication was hailed by exhibitors and distributors following its first appearance.

**The most compact, concise, time saving book-
ing and picture guide in the business, easy to**

**read, easy to save. THE CHECKUP was**

praised highly.

One exhibitor said:

"It allows me to check up on shows. By looking at previous year’s contracts, I can tell which shows are owed me, which are new. I’m all for it."

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"It is a feature that is without com-
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Others duplicated the above remarks.

YORK

Walter W. Wilt, Strand staff, has taken unto himself a wife. Before her name was changed she was Miss Jule Klinedinst.

Huge wagon wheel rolled about the streets by a boy was utilized by Sidney Poppay to attract attention to "Wagon Wheels" when it played the Rialto. In addition he put on a special three sheet in advance of the picture and issued special throwaways.

Louis J. Appell, Appell Amusement enterprises when the Stanley Warner Company took over the York theatres, has been named the York County representative, Taxpayers’ Forum.

Sid Poppay darkened his theatre every time he showed the trailer for "Menace," with the trailer done in a weird green.

Irving Dunn, Ritz, put out a special Thanksgiving Herald, which in addition to plugging his attraction on the holiday, announced a special show for the kiddies.

Paul Rhodes, assistant, Abe Halle, Capitol, secured a shoe window, a sheet music tie-up, and a hosiery window tie-up to plug "Flirtation Walk," in advance of the opening.

For "College Rhythm," Abe Halle had a boy outside the box office for nearly two hours on the opening day, holding a duck, and wearing a sign on his back, "I am waiting to see Joe Penner."

Managers of the ten Stanley-Warner The-
atres in the York district, under district manager William Israel, have their own

**Manager Available**

A theatre manager, 27, desires a position. College graduate, with circuit and independent experience, he will work for nominal salary. Address Box JOG, or telephone Gladstone 1521.

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32 MILLION LISTEN

40 stations
THE MARCH OF TIME

Coast to Coast

32 Million

Every Friday Night

Ad

Decl5'34

19
CODE

300 Appeals Before The Code Authority

The Code Authority has had 300 appeals before it since the code started, figures indicate. About 250 of these have been taken care of, and in most cases the appeals have resulted in original decisions being affirmed.

Rosenblatt Hopes For Best in Actor Controversy

Sol A. Rosenblatt, divisional administrator, is confident that the current actor agitation on the coast will be settled.

Producer and actor-writer groups have been battling, with Rosenblatt's personal appearance causing little change in the situation. Recommendations from Washington are expected.

Amendment Hearings Up On Industry Code

Three amendment hearings are scheduled for the industry in conjunction with the code. These include changes in the vaudeville division, dropping of the interference with the lease clause and a change in the studio division of the code.

Hearings are being held this month.

Flinn, Rosenblatt To Hollywood

John C. Flinn, code secretary, and Sol A. Rosenblatt, administrator as well as compliance co-ordinator for the NRA, hopped to the coast to settle code trouble there and flew back again.

Actors demands were the chief problems on the coast.

Fight Against Free Radio Shows Grow

The fight, led by the legitimate theatre code, against free radio shows, is growing. Federal Radio Commission is being asked to consider this angle when granting licenses to theatres.

PRODUCTION

Columbia Shows Good Profit on the Quarter

Reports of major companies again indicate growing profits. Columbia showed a net for the quarter ending September 29 of $235,712.19, the equivalent of $1.29 a share.

Other companies were just as cheerful.

Willmer and Vincent show a loss of $278,422, comparing with a loss of $394,812 the previous year.

Paramount showed a $4,530,000 net for the first 9 months of the year, a favorable statement.

Universal showed a net profit of $77,977.61. This compares with a loss of $728,747.66 for the same nine months in 1933.

Warner cut its 1934 loss to $2,530,513. Last year's loss was $6,291,748.46.

Warner Production Not Affected by Fire

Warner Brothers' production on the coast is unaffected by the recent fire in the studio. Loss ran into several hundred thousands but the company will release on schedule with no delays to exhibitors.

Sound stages and administration building were not touched.

Schulberg Leaves Paramount For Independent Field

R. P. Schulberg will not distribute through Paramount. He will head an entirely new producing company when his plans are completed.

His last for Paramount was "Behold My Wife."

Publicity Breaks with "President Vanishes"

Paramount's "The President Vanishes" got into the headlines when it was reported that picture was cancelled from Broadway showing scheduled because of munitions pressure. Paramount Theatre's answer to this was an immediate booking.

When all the fuss was over, it was apparent that someone had been scoring a gigantic publicity coup.

Tri-Ergon Case Due Middle of January

It is expected that the Supreme Court will hear the Tri-Ergon appeal and review about January 15.

Exact date hasn't been set but will be shortly.

Paramount Trustees Sue Officers, Directors

On the petition of Charles D. Hilles, Eugene W. Leake and Charles E. Richardson, trustees, Paramount Publix Corporation, Debtor, in corporate reorganization proceedings, United States District Judge Alfred C. Cote has signed an order authorizing and directing the trustees to institute a suit or suits against certain officers and directors of Paramount and others.

The petition sets forth that the trustees' counsel, Root, Clark, Brocker & Ballantine have advised that probable causes of action exist and that the trustees are of the opinion that court determination of the matters set forth in the petition through the institution of a suit or suits is required.

The order authorizes the trustees to sue the directors named in the petition to compel them to account for any unreasonable compensation paid by Paramount during the years 1927, 1928, 1929, and 1930 to certain executives of Paramount, to account for the issuance and delivery of certain shares of Paramount stock to certain officers, who were also directors, under an Employees' Stock Purchase Plan, and to account for any unreasonable compensation paid by Paramount during the years 1927, 1928, 1929, and 1930 to certain executives of Paramount, to account for the issuance and delivery of certain shares of Paramount stock to certain officers, who were also directors, under an Employees' Stock Purchase Plan, and to account for any unreasonable compensation paid by Paramount during the years 1927, 1928, 1929, and 1930 to certain executives of Paramount, to account for the issuance and delivery of certain shares of Paramount stock to certain officers, who were also directors, under an Employees' Stock Purchase Plan.

EXHIBITION

Protest Due on Proposed Sound Tax

Independent equipment manufacturers are planning a fight on the proposed federal tax of 5% on motion picture and public amplification and reproducing equipment. The Commissioner of Internal Revenue in Washington is being appealed to.

Joseph A. Tanney, president, SOS Corporation, is active in the fight against the tax.

10 Best Money Stars Voted by Exhibitors

According to a vote among exhibitors, the money stars for the past season were Will Rogers, Clark Gable, Janet Gaynor, Wallace Beery, Mae West, Joan Crawford, Bing Crosby, Shirley Temple, Marie Dressler and Norma Shearer.

Metro, therefore, had five stars; Fox three and Paramount two.

Film Daily Best Ten

Vote Up Again

The Film Daily is again conducting its best ten poll among trade folk and newspaper editors. Polls will close at the end of the month. The affair is becoming an annual institution in the journalistic fraternity.

Contract Legality Up Before Supreme Court

The United States Supreme Court will decide another problem that is vital to exhibitors when the legality of the standard exhibition contract is determined in a review of a case brought by a Minnesota exhibitor. The exhibit claims entire contract is null and void because the arbitration clause is in it.

Case was appealed by the exchange and reaches the supreme body.

Exhib Watch Effect Of Renewed Catholic Drive

Exhibitors everywhere are watching the effect of the renewed drive of the Legion of Decency, whereby pledges were secured from Catholics attending various masses.

Pictures of lists "A" and "B" may be seen by adults and children and adults, respectively, but films on "C" lists are taboo.

Very few pictures have been falling into the "C" classification, it has been noticed.

Meanwhile, the industry's coast censor system is working perfectly.

Allied Planned Big Program for Meeting

Allied States Association, at its December 11-12 meeting, had a busy program prepared. Legislation, code work, independent exhibitor demands were topics of debate and discussion during the New Orleans session.

It was expected that exhibitor leaders, both affiliated and unaffiliated with Allied, would attend the session.

A busy meeting was scheduled.
IEPA Proceeds with Local Zoning Meetings

**Body Seeks Censor Place for Mrs. Kline**

The Independent Exhibitors Protective Association is proceeding with its series of meetings under proposed zoning schedules for the 1935-1936 season.

Committees held regional sessions this week at the IEPA headquarters, 1313 Vine Street. At the recent meeting held December 11, the body, headed by president Ben Goldner, went on record as requesting that the place promised to C. Folk Kline, deceased, on the censor board staff be given to his widow, who is in reduced circumstances.

A series of charity food matinees is also scheduled, with David Ulman in charge. All theatres are co-operating with shows on Sunday.

The organization also announced Robert Levy as a sound expert, with headquarters at the club. Theatres in adjacent counties, Sam Frank Southern New Jersey; Ben Shindler, Delaware; Harrv Fried, Delaware and adjacent counties; Sam Frank Southern New Jersey; Ben Shindler, Delaware; Harrv Fried, Delaware and adjacent counties; San Frank Southern New Jersey; Ben Shindler, Delaware.

Chairmen for the northeast Pennsylvania and west central Pennsylvania zones are to be appointed.

Complaints are to be heard at all meetings.

**Heard In**

Wilmington

Xmas Spirit

Everywhere

Wilmington theatres were all decorated for Christmas and planning for garnering their share of the outpouring Christmas business.

Lew Black, Arcadia, redecorated his front, installed four permanent glass front display cases for art signs in the entry way and four more in the lobby and two shadow boxes for stills. If the nabobs like the way the rest rooms are decorated and fixed up, they can let W. R. McClintock, Lew’s assistant, have praise.

“Morty” Levine’s office is all painted up. Ben Schindler’s Thanksgiving turkey dinner for his employees of the Avenue, Wilmington and Roselyn, West Grove, was a h.t.

Mike Kavanough, United Artists, has been in Wilmington for several days. R. R. Drissell, Loew’s Parkway, was making big plans to push “The Mighty Barnum.”

Wilton Highfield, former manager, Savoy, has been made assistant manager at the State, Chester.

Jack Mulhall, Warner district manager, says there’s a lot that hasn’t been told about the bowling tilts between Wilmington and Chester managers. E. L. Lewis, star Wilmington team, says it has to wait until after Christmas.

Ben Schindler, manager, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, Avenue, 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"Night Alarm" Gets Big Harrisburg Boost

In return for a contribution made by Jerry Wollaston, manager, Victoria Theatre, Harrisburg, to the Christmas fund of the West Fairview Fire Company, on the west shore of the Susquehanna River, opposite Harrisburg, the firemen furnished a fire truck for use in Harrisburg to advertise the Victoria's current picture, "Night Alarm."

Two members of the fire company, dressed in full regalia, accompanied the truck, bearing appropriate banners advertising the picture, over the city prior to its opening and during showing. Because it was raining during the entire run of the film at the Victoria, Jerry borrowed firemen's raincoats, high rubber boots and hats and hired two youths to wear them in front of the theatre.

To create some excitement, which is Jerry's pet hobby, he obtained an old fire alarm box attached to a post, painted it red and placed it at a conspicuous place in front of the theatre. Wires were attached so that the alarm could be run from inside the theatre. Above the alarm box was placed a sign reading, "For Night Alarm Only." When an alarm was sounded, the uniformed youths would answer it.

By offering them free admission to the show, Jerry induced twenty members of the Washington Fire Company, a Harrisburg organization, to drive one of their fire trucks to the theatre. Upon arrival of the truck opposite the theatre, the alarm was sounded; the truck was parked and the firemen rushed into the theatre.

Business, as a result, was very good at the house.

"One Night of Love"

Harrisburg

Manager Jack D. O'Rear, Majestic, Harrisburg, plugged "One Night of Love.

In a tie-up with music stores throughout the city, song displays were arranged with each music store using title pages. Jack also secured an orchestration for local use. A leading laundry of the city was engaged by Jack to insert for delivery with packages of laundry, appropriate exercises at each of the airports in the city, songs were printed in holiday colors of red and green which appeared, "I am expecting an important call and would appreciate being notified immediately upon receipt of same."

Another vacant space follows the reading, "Location of seat to be filled in by usher." The card states further: "Additional cards for future use may be secured for the asker at the box office or from the ticket taker."

"Flirtation Walk"

Harrisburg

Handsome youths in the uniforms of West Point cadets paraded in pairs of the Colonial Theatre, Harrisburg, during showing of "Flirtation Walk." A kissing rock, built to represent the famous kissing rock in the picture, was placed by Manager Harry Lambert in the outer lobby of the Colonial during picture's run.

Warners Ahead

Warner's home office advertising and publicity department has instituted the policy of providing press books on pictures four weeks ahead of release dates.

First of the books completed on the new schedule is that on "Sweet Adeline," Warner's latest musical which will be given roadshow engagements during Christmas Week. Among the highlights of the book are 89 ideas for general exploitation; a prepared co-operative dealer ad layout; united Christmas campaign; contest suggestions; numerous special accessories, including a celluloid-faced banner (an innovation in this line); free electrical transmissions for radio use; photographic enlargements and a particularly wide selection of ads ranging from one inch to a full page in size.

"College Rhythm"

Harrisburg

The ingenuity of Spencer Colis, head, Spencer Colis Electronic Devices Laboratories, young Harrisburg concern, enabled Harry Lambert, manager, Colonial Theatre, Harrisburg, to present a novel exploitation stunt for the Ponser picture, "College Rhythm." Colis built an 8-foot duck in which he secreted himself and walked the streets, moving the duck's head and mouth while he talked through a portable P. A. system which he had installed.

"Bright Eyes" by Air

Fox and American Airlines combined to send prints of "Bright Eyes" to sixteen key cities by aeroplane. This is the first time the film company has used special planes to carry film to exhibitors on a nation-wide scale. Through the tie-up with American Airlines there were appropriate exercises at each of the airports in the sixteen cities when the film arrived. Each shipping container was decorated with stickers, printed in holiday colors of red and green which read, "Bright Eyes for a Merry Christmas—Shirley Temple."

"Flirtation Walk" by Air

Two members of the fire company, dressed in full regalia, accompanied the truck, bearing appropriate banners advertising the picture, over the city prior to its opening and during showing. Because it was raining during the entire run of the film...
The TRADE PAPERS HAIL DOUG FAIRBANKS' TRIUMPHANT RETURN!

"SHOWMANSHIP ANGLES ABOUND IN THIS PICTURE! Doug is admirable, as agile and as virile as ever! Ladies will love the romance and the spectacle!" — Motion Picture Herald

"PRODUCED ON A GRAND SCALE with subtlety, exquisite imagery and breadth of imagination! Doug amply justifies Don Juan's reputation for glamorous sex appeal and charm of presence!" — Hollywood Reporter

"A BIG ATTRACTION FOR SHOWMEN! It has immense possibilities!" — Jay Emanuel Publications

LONDON FILMS present

Douglas FAIRBANKS

in ALEXANDER KORDA'S production of

The Private Life of DON JUAN

with MERLE OBERON
BENITA HUME • BINNIE BARNES
and the beautiful leading ladies of "HENRY VIII"

Released thru UNITED ARTISTS
Manufacturers Flock to Mickey Mouse for Xmas

Hundreds of various toys, books and other merchandise items of the Walt Disney characters, both from his popular Mickey Mouse and Silly Symphony series now being released through United Artists, have been manufactured by 41 leading manufacturers for Christmas.

Kay Kamen, who directs the merchandising activities of the Walt Disney characters, has compacted many contracts representing millions of dollars of invested capital and millions of dollars of merchandise manufactured and sold to the consuming public.

Representation accorded Mickey Mouse and his characters in the recent R. H. Macy Thanksgiving Day Parade, New York, was the direct result of a contact with Kay Kamen and the entire industry, for the success of any unit of the industry reflects the pressure upon all of us.


Cardiff Giant Tours

Cardiff Giant, P. T. Barnum's world-famous hoax of 65 years ago, has been enlisted in the services of the United Artists as an aid to the showing of "The Mighty Barnum." The stone figure, once believed by many scientists to be the remains of a prehistoric man, was "discovered" near Cardiff, N. Y. It was displayed by the famous showman and viewed by thousands before being disclosed as one of Barnum's major hoaxes. It was eventually revealed that the giant was originally a block of granite, carved at Fort Dodge, Iowa; and shipped secretly to Cardiff to be aged in the soil and discovered by well diggers.

The Cardiff Giant will grace the world's premiere of "The Painted Veil" by Gene Stratton Porter. In a tie-up with a Harrisburg daily newspaper, an advertising stunt was arranged in which five books, "The Girl of the Limberlost," were given as prizes daily for five consecutive days. A thousand blotters advertising the picture were distributed where Christmas shoppers were likely to use them.

“The Painted Veil”

Wilmington

R. R. Drissel, manager, Loew's Parkway, Wilmington, got good results from his campaign for "The Painted Veil," which included Thanksgiving midnight preveue as an opener; distribution of 2150 folders, house to house, and another 850 by mailing list and the placing of attractive Garbo picture cards in various windows. Another attractive folder of MGM press bureau origin with several pages devoted to new MGM films was distributed with Garbo ads on the back.

"Flirtation Walk"

Wilmington

Dwight Van Meter, manager, Aldine, Wilmington, in putting "Flirtation Walk" over in a big way for a seven-day showing, starting with a Thanksgiving midnight show, brought everything but the horses down from the Pennsylvania Military College, Chester, and had enough machine guns, army equipment and other military trappings in his lobby to arm a South American rebel army.

P. M. C. boys in uniform, with officers and school staff made an impressive showing. The military exhibits were secured from the Delaware National Guard through Captain L. Whaley. All veteran organizations, Fort DuPont, and every football game was circularized or reached through the mail. William Rogers decorated the lobby and arranged the exhibit. Ushers looked their snappiest in regular cadi uniforms with hats and planes.

“Limberlost”

Harrisburg

For "Girl of the Limberlost," Victoria Theatre, Harrisburg, a man walked the streets in front of a huge book giving the title, "Girl of the Limberlost," by "Gene Stratton Porter." In a tie-up with a Harrisburg daily newspaper, an advertising stunt was arranged in which five books, "The Girl of the Limberlost," were given as prizes daily for five consecutive days.

A thousand blotters advertising the picture were distributed where Christmas shoppers were likely to use them.

“Save a Life” Week

Hippodrome Theatre, Pottstown, ran a request week with patrons voting. House selected week before Xmas for the time, will run a different show every day, evenings.

“Pursuit of Happiness”

Philadelphia

Tower Theatre, here, got behind "Pursuit of Happiness" to good results. Herbals, especially, were attractive. House has been giving a lot of attention to their pieces, of late.

“College Rhythm”

Wilmington

Dwight Van Meter, manager, Aldine, Wilmington, secured an old touring car of ancient vintage, painted it up collegiate style with plenty of "College Rhythm" and Joe Penner quotations.

Mickey in Wilmington

"Mickey and Minnie Mouse in person" clogged Wilmington streets when they arrived for the ballyhoook-up of Loew's Parkway and a local furniture store. R. R. Drissel got plenty of nice kiddie business out of it.
518—F—THE WHITE PARADE—D—Loretta Young, John Boles, Dorothy Wilson, Muriel Kirkland, Astrid Allwyn, Frank Conroy, Jane Darwell, Sara Haden, Joyce Compton—Above average—80m.—1-Nov.

ENDORSED by theatremen and exhibitors everywhere. An intelligent department, filling a real need. » Concise, Convenient, Valuable

THE CHECKUP
A NEW FEATURE OF
JAY EMANUEL PUBLICATIONS, Inc.
219 North Broad St., Philadelphia

Look for the Blue Section
Houses Again Come to Aid of Charity at Xmas

Once again, the industry is working to help those in need at the holiday period.

Harrisburg

Loew's Regent, Majestic, Victoria and Colonial Theatres, Harrisburg, answered the call of the Kiwanis Club, sponsoring its annual "Kidney Party," and admitted to see their regular programs for four potatoes apiece approximately 5000 children.

Party

In giving a party to the 200 members of the Children's Industrial and Sylvan Heights Homes, and to fifty guests of the Home of the Friendless, Elks Lodge of Harrisburg called upon Loew's Regent Theatre for assistance in the entertainment. Manager Samuel Guman, Loew's Regent, responded by treating the children to ice cream and a show.

Hershey

M. S. Hershey, Hershey Community Theatre, Hershey, pledged to each of the Welfare Federations of Harrisburg, Lancaster and Lebanon the entire receipts of three performances at the Hershey Theatre.

Harrisburg

Thousands of toys for the needy children of Harrisburg at Christmas were collected for the city's Toy Mission at the Colonial, Victoria, Majestic and Loew's Regent Theatres, Harrisburg.

Films portraying activities at Camp Christmas Seal, near Highspire, maintained by the Tuberculosis and Health Society of Harrisburg and Dauphin County, for undernourished children, are being shown at all Wilmer and Vincent Theatres, Harrisburg, to promote the sale of Christmas seals to keep in motion the activities of the society. C. Floyd Hopkins, district manager of the Wilmer and Vincent Theatres, is general chairman and the Annual Christmas Seal Sale in Harrisburg.

Steelton

Entire proceeds of a picture, "Against the Law," to be presented at the Strand Theatre, Steelton, December 19, by the West Side Hose Company, Steelton, will go to a fund being raised by the fire company to purchase toys, candy and fruit for needy children of the borough at Christmas.

Wilmington Toys

Wilmington theatres gave 100 per cent cooperation to the News-Journal Company, the city and welfare organizations in gathering toys enough to see that every poor kiddie will have at least one toy for Christmas by setting aside December 11 for toy collection. While theatres were given the privilege of collecting the toys in their own way, some of them were not getting enough of them to assure an adequate supply for the needy. At a meeting held at Queen Theatre, in which Jack Mulhall, district managers, Loew's, representatives of the newspaper, Chief Lutz, Fire Department and all of the theatre managers participated, it was decided that all theatres hold toy matinees the same day. Each child presenting a toy was to see the show at the Aldine, Arcadia, Grand Opera House, Queen, Savoy, Loew's Parkway, Park Avenue, New Rialto, Strand and National (colored). Each theatre was to build up a "mountain of toys." These in turn were turned over to the firemen, who were fixing them and painting them up for distribution by the police and the welfare groups. Trailers urging the presentation of toys were shown with the programs of each theatre.

Reading

Bob Suits, Loew's Colonial manager, Reading and Reading Times tied up in a big holiday morning party for the guests and children in five Reading institutions, about 800 in all, with "Kid Millions" as chief feature of the two-hour free program for the children.
Fred Hermann, Capitol, is doing his bit for Uncle Sam in the Better Housing Drive that is to be launched here next month. Wilkes-Barre theatres are assisting the Wyoming Valley Tuberculosis Society with the Christmas Seal Drive with nightly screen flashes. So successful have the Amateur Nights become on Thursdays that John Galvin treated patrons at the Penn recently to a greased pole contest. American Legion rodeo gave the theatre managers another reason to reach for an aspirin. Al Cox offered Kathleen Sweeney and her Dancing Dolls as a special stage attraction at the Irving. Obscene shows come high in Wilkes-Barre. After pleas of non vult were entered to a charge of conspiracy to exhibit indecent pictures, Judge W. A. Valentine imposed penalties, aggregating $1,500, a local high. Court drama climaxd a raid at Laurel Run, October 23, when seven men and four women were arrested by the State police and county detectives. The names of 247 patrons were taken, but no action followed against them. Two of the men and four of the women, trapped in the raid, subsequently were released.

THE ST. LOUIS KID. James Cagney is back with his old time vigor in the Warner show.
New Baby
At Flynn's

Bob Mills, S-W, was ill for three weeks. The name of the new Jack Flynn addition is Bryan, and he measures 22 inches long. Weight is 10½ pounds.

The trade mourned the passing of the father of Jack Lexy, S-W employee.

Morris Fineman has taken the Little Theater, Haddonfield, N. J., from Si Myers.

Local clubwomen now get the benefit of a previewing system inaugurated by Stanley-Warner and Fox Theatre. Church folk and representatives also look at the pictures and send reports to their groups.

At Boyd, who recently opened his Chester Theatre, is quite proud of the house, which he says is the most beautiful one of its size in the country. Al is quite a booster for the large seats he uses. The seats cost $26 per, but are the best obtainable. He installed them in the local Boyd and has them in practically all of his theatres. He says they help keep patrons coming, regardless of what the screen fare is.

Romeo Cella is president of the musicians' union for a new term. He was re-elected recently.

Harry Dembow, the chain operator, announces that the Spielmont Theatre, Marcus Hook, gets a new coat of paint and some other changes very shortly. The house will be kept open and the Globe closed.

Charlie Griswold is aide-de-camp to Roxy in his operation of the Roxy-Mastbaum Theatre here.

William Goldman, reports say, will have an important announcement to make at the beginning of 1935. Several new theatres are contemplated, 'tis rumored.

Little Theatre closed after being open about 8 days. Revivals were used.

Moe Europa pined for "First World War," but didn't get it. Plans to make up for it by packing 'em in with "Man of Aran" during holidays.

New members of families have arrived in the home of S-W folk Jack Flynn and Harry Tarrante. First name will be Bryan, while latter's wasn't available. Flynn is aide-de-camp to Leonard Schlesinger while Tarrante manages the Aldine.

NINETEEN YEARS AGO

Fine of $25 and cost imposed on William Katz, manager, Stanley, by Magistrate Hogg, was rescinded by Judge Sulzberger. Fine had been imposed on Katz for alleged interference with a snooper of the Censor Board who came to theatre and demanded admission to projection booth to see that seals were affixed when show was progressing when fire regulations would not permit this.

Jake Becker, Becker Theatre, took over the management of the Parkway Theatre.

Charles Goldstone had his Garden Theatre redecorated to represent as nearly as possible a garden.

FLIRTING WITH DANGER. Robert Armstrong, William Cagney, Edgar Kennedy, Marion Burns, Maria Alba are seen in the Monogram picture.

THE PHILADELPHIA EXHIBITOR
Dec 15 '34 29
Exhibs Pass

The industry lost two valued members recently when Arthur Snyder, upstate exhibitor, and C. Folk Kline, local manager, died.

The former was one of the veterans in the business, operating houses in several spots upstate. He passed away in Shenandoah. Funeral was held in Reading last week.

Kline was checking at the Oxford Theatre for Metro when he dropped dead. A veteran, with many houses having been managed by him, he was recently a candidate for a political office but was unsuccessful.

Kline left his family in reduced circumstances. Once a prominent manager, he had lately been checking for several exchanges, principally at Metro. It was also understood that he was to get some sort of a clerical post on the new censor board.

Snyder was connected with the Bennathum interests in Reading and adjacent sections. He was well known.

George Gormley, who also passed away recently, was one of the old timers in the territory. He worked in many houses, including the Bellevue Theatre.

Jack Lexy, S-W manager, mourned the passing of his father.

Local 325 Elects

Earl Cunningham was elected president of Local 325, Motion Picture Projectionists, Wilkes-Barre and vicinity, at the annual meeting in this anthracite metropolis, December 8. Other officers are: Theodore Hayden, vice-president; John B. Mitchell, business agent; Joseph D. Malloy, secretary-treasurer; Robert Piatt, Jr., recording and corresponding secretary; George Lerp, sergeant at arms; Ray Conrad, Vincent Tate, Wilford Parsons and Edward Seaman, members of the executive board; John Wallace, Wilbur Fletcher and Lewis Hennet, trustees. After the election, members adjourned to the Gordon Cafe for the annual banquet.


Wishing all Our Friends

Merry Christmas

AND A

Happy New Year

COMEDY AND THRILLS. John Miljan and June Collyer head the cast in "The Ghost Walks," a comedy mystery from Chesterfield and First Division.

WESTERN UNION
TELEGRAM

LD 438 NL PHILADELPHIA PENNA NOV 5 1934

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DEAR JOHN TOMORROWS CHILDREN OPENED HERE TODAY BREAKING BOX OFFICE RECORD SINCE THE CATHOLIC BOYCOTT CAN RECOMMEND IT TO ANY SICK BOX OFFICE

I J SEGALL MANAGER RIVOLI THEATRE
1108 P
Manager George C. Meeser conducted three successive Sunday benefit performances for the Unemployed Citizens' League, on each occasion voluntarily paying the fine and costs. Ex-Congressman Attorney Everett Kent, of Bangor, had been retained by Broad Street Theatre, Inc., in anticipation of making a "test case" of the situation, and taking it to court. When it was found that approximately 90 per cent. of the local population had been "signed up" by the Unemployed Citizens' League, on each Sunday evening with a lot of people attending.

Roxy Theatre, Northampton, continues to conduct American Legion benefit shows every Sunday evening with a lot of people attending.

Penlo Theatre, Emaus, patrons were treated to a big double feature program as a Thanksgiving Day special.

Selective Complaints

Exhibitors who are squawking because the runs ahead of them aren't dating in pictures on a selective buy within the 21 day period specified in the code have only themselves to blame if nothing happens.

When such an occurrance takes place, there is only one spot to visit and that is the code board secretary. Until the code board hears of the complaint, squawking on street corners won't help.

Clearance and Zoning

Embassy Theatre, Jenkintown, vs. Yorktown, Ogontz, Logan and Glenside Theatres, case postponed from December 7. State Theatre, Boyertown, vs. Strand and Hippodrome Theatres, Pottstown.

CODE AUTHORITY

New York City

December 18

Appeal from local board decision in clearance and zoning case of Ambassador Theatre vs. Benn Theatre. Appeal from local board decision in clearance and zoning case of Roxy Theatre, Northampton, and Pastime Theatre, Coplay.

Code Denies Appeal

Code Authority, in New York City, sitting in the appeal of William Wolf and Mary Cahan, Bandbox Theatre, here, vs. Sophie Salner, Bandbox Theatre, here, vs. Sophie Salner, Bandbox Theatre, here.

The argument dealt with violation of clause 1794 Sunday blue laws as applied to the holding of Sunday benefit shows. Many church members signed a pledge not to attend any theatre during the week that held shows on the Sabbath. A later check found a majority of the citizens willing to go on record as supporting the ministerial viewpoint. Town Council, however, was "put on the spot" by Burgess Frank P. Hahn, who requested said body to vote on its approval or disapproval of his stand on the issue. Council refused to vote.

Public opinion, swayed by concerted efforts of pastors of Nazareth churches, has scored another victory for the 1794 Sunday blue laws as applied to the holding of Sunday benefit shows. Many church members signed a pledge not to attend any theatre during the week that held shows on the Sabbath. A later check found a majority of the citizens willing to go on record as supporting the ministerial viewpoint. Town Council, however, was "put on the spot" by Burgess Frank P. Hahn, who requested said body to vote on its approval or disapproval of his stand on the issue. Council refused to vote.

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A big "Kiddie Karnival" parade sponsored by the Bethlehem Broad and Main Streets Business Men's Association, drew crowds to the section to see 1500 children in line for the big pre-Christmas party. Managers of the Nile and Boyd Theatres, Charles Moyer and Paul Allendar, distributed 200 tickets as a reward for most attractive costumes.

Group of Lehigh University students celebrated their team's football victory, over Lafayette College, by attempting to "crash the gate" at the Glove Theatre, but were thwarted by fast working attendants plus the help of a cop at the entrances. A rush was made through the portals of the College Theatre, shortly before the 9 P.M. show. Police were on deck to check up on the ticket stubs and 23 of the students, found to be without the proper credentials.
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THE SMALL MONTHLY SUM WILL SURPRISE YOU

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NEW BROADWAY
Hollywood
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Atlantic City, New Jersey
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INC
'INTERIOR DECORATIONS : DRAPERIES
SCENERY: FACTUAL TREATMENTS: RIGGING

611-625 W. 43rd St. New York, N. Y.
INDEPENDENT EXHIBITOR BREAKS STILL PREVAIL THROUGHOUT COUNTRY

More and more it is becoming apparent that there is dissatisfaction with present exhibitor leadership in many units throughout the country. Reports coming from the vast hinterland indicate that rebellion may take the form of new independent units being formed in various sections. The surprising part of the insurrection is that affiliation with either the MPTOA or Allied does not always follow.

The new units work by themselves, cooperating with either national body as they see fit. Once again, also, the national congress idea, suggested some time ago, is cropping up. Based on the congressional set-up, it would have delegates make up the supreme ruling body for the exhibition faction. As yet, however, the idea remains on paper.

ZONING PROCEDURE BEGINS FOR 1935-1936 SCHEDULES

With the initial date, November 1, having been passed, exhibitors throughout the country can now prepare to meet to discuss 1935-1936 zoning schedules. If the exhibitors get on the job early enough, all difficulties ought to be solved before next season selling begins.

With so much time in which to work, the theatremen will have only themselves to blame if they fail to get what they want.

STANDARD OIL COMPETITION CHECKED IMMEDIATELY

The speed with which the Code Authority for this industry as well as the legitimate theatre field worked to combat the spread of free entertainment ought to be commended. With Standard Oil Company sending out a complete two-hour show, with names, for free performances in various cities and hamlets, exhibitors would have had a swell fight on their hands.

The public, getting entertainment for nothing, would favor the free shows so the only check could be made through the code bodies.

At least one thing is certain. Film men couldn’t meet such competition by giving their shows away free, but they could have tried giving gas and oil away gratis if they felt so inclined.

LEGISLATION CONTACT NEED CAN’T BE EMPHASIZED TOO MUCH

This column has been repeating itself time and time again on the subject of legislative contact.

Funds are needed by city, state and national bodies. The motion picture box office is always open to attack. Only by educating legislators to the problems of the box office and theatremen can any check on extensive taxation be put into effect.

It is essential that each exhibitor know his city, state and national representatives, senators and congressmen. A few good contacts now will save plenty of trouble later.

INDEPENDENT PRODUCTION IS REACHING NEW PEAK

It is quite certain that the promise of better quality independent pictures made a short time ago is being fulfilled. Monogram, Majestic, Mascot, Chesterfield, Liberty are all doing their part, with better stories and better casting.

Such fare as “Girl of the Limberlost,” “Little Men,” “Port of Lost Dreams” and others are not to be taken lightly. Their records will show that the box office can benefit when the product is good.

HOBART MANN.
The Board of Education of the City of Philadelphia has absolutely refused to modify its policy in the matter of school relationship to motion picture theatres. A letter from the Board of Education to THE EXHIBITOR says:

"The Philadelphia Public School System has been punctilious in carrying out a definite policy in matters involving, even remotely, commercial advertising or exploitation. You state in your letter that your idea of a tie-up is not mercenary. Nevertheless it would clearly involve the expenditure of money by school pupils on the basis of advice offered them by their teachers. It would also place upon the school the responsibility of discriminating among various offerings, and would place the teachers in the position of definitely working toward the promotion of theatre attendance. We have had numerous suggestions of the same general sort, and have found it necessary to hold consistently to our established policy.

"The motion picture at its best can be a large influence for good, and its educational implications are significant. In fact, our Division of Visual Education is utilizing films in the schools constantly in connection with the various objects of instruction. It is the feeling of the board of superintendents, however, that we cannot approve any plan of co-operative action which would open the schools to the charge of lending themselves to the exploitation of neighborhood motion picture houses."

The letter from the Board of Education came in reply to a suggestion from THE EXHIBITOR asking that the Board of Education allow its school teachers and principals to co-operate with theatremen to the extent of mentioning or recommending pictures or film versions of classics to their pupils, rather than permitting children to select their own entertainment. The benefit and advice of teachers was considered of more value along constructive lines than even among parents themselves who in many instances have no way of knowing type of pictures announced. It was also brought out at the recent doubles trial that a child sent by parents to see one picture of a double bill might also stay to see the other, which might not have been recommended for children. Co-operation of teachers will result in children seeing pictures which they should. Use could be made of pictures along lines in other states and cities. It was pointed out that no commercial proposition was involved, but rather that good films be used to advantage by schools in tieups with theatres.

Action of the Board of Education keeps the doors closed to such co-operation. THE EXHIBITOR suggests that the MPTO, the IEPA and individual exhibitors contact schools in their districts, women's clubs and neighborhood groups in an effort to secure this co-operation. Philadelphia stands alone in its attitude. Inasmuch as theatremen are ready to help groups and clubs secure the attention of younger element to certain types of pictures, the attitude of the board seems unreasonable.

Working along conservative, intelligent lines, enough pressure could be brought to bear that even as solid a board as the education group could not overlook.

READING

Astor substituted large band specialty, covering 45 minutes, for five-act vaudeville bill, as accompaniment to film feature on program.

Embassy advertised personal endorsements by Walter Vincent, Paul E. Glase, general manager, Reading, Wilmer and Vincent, for "White Parade."

Lebanon Night, sponsored by Hershey Theatre, with free trolley service to and from Hershey, concert by Lebanon Valley College, Annville, band on the stage and address by Judge C. V. Henry, Lebanon, complimenting M. S. Hershey. All receipts went to Lebanon relief funds.

Park Theatre, C. G. Keeney, manager, getting into the heavy publicity swim with three-quarter page ads.

Reading exhibitors helped generously with Community Chest and Red Cross.

Emanuel W. Loeb, Reading political leader for more than 20 years, is a candidate for a place on the state censorship board, if and when new censors are appointed.

Strand Theatre raised a big "fund" of canned goods and other provisions for distribution to poor families over the holidays.
### 6-Point Reviews

**THE PHILADELPHIA EXHIBITOR**

**2-Dec.34**

<table>
<thead>
<tr>
<th>Columbia</th>
<th>Fox</th>
<th>Metro</th>
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<tr>
<td>Prescott Kid (5201)</td>
<td>Family Western</td>
<td>58m.</td>
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<tr>
<td>Tim McCoy, Sheila Manners, Joe Sayers, Harry Todd, Buddy Bauman, Tim McCoy</td>
<td>Family Comedy Drama</td>
<td>75m.</td>
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<tr>
<td>Richard Arlen, Madge Evans, Ralph Bellamy, James Gleason, John Beal, Walball, Helen Jerome Eddy, Stanley Fields, Gertrude Short, Loislyr Hufler, Stephen Fichett</td>
<td>Homer La Plante name to sell, some names that are known, good and ballyhoo material, this looks nice.</td>
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<td>Programmer of a group of people stranded by a cloudburst in a deserted mining town, an old prospector who seeks his lost mine, a boy and a girl and lot of other people, &quot;Prescott Kid&quot; won't make much of a dent at the box office. Mass audiences might find enough with which to satisfy them and the star and feature names in the cast might be of some value, but picture, generally, falls into the program class. Heroine is a sort of snobbish socialite and even Bellamy hasn't too sympathetic a part. Estimate: Suitable.</td>
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<td>Estimate: Socko.</td>
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<tr>
<td>The Church Mouse (881)</td>
<td>Family Comedy</td>
<td>64m.</td>
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<tr>
<td>Laura La Plante, Monty Banks, Joe Hunter, Clifford Heatherly, Jane Carr</td>
<td>Family Musical</td>
<td>91m.</td>
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<td>Pat Patterson, Lew Ayres, Walter King, Peggy Fears, Regional Downey, Sterling Holloway, Alan Dunn, Eddie Nugent</td>
<td>Musical of American sailors and the winner of a lottery to see who will go forth to win the heart of a famous French actress, &quot;Lottery Lover&quot; should entertain but won't cause hand-springs. Ayres is the gob who makes a play for Peggy Fears, the actress. Eventually, he falls for Pat Patterson, who is coaching him in his actress campaign. There are couple of hit numbers as well as one good mass fencing scene. Picture isn't long on names, but it does contain some interesting moments. Estimate: Fair musical.</td>
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<tr>
<td>Lottery Lover (523)</td>
<td>Family Melodrama</td>
<td>69m.</td>
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<tr>
<td>Mystery Woman (515)</td>
<td>Family Action Drama</td>
<td>68m.</td>
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<td>Moon Barrie, Gilbert Roland, John Halliday, Mischa Auer, Ed LaTourque.</td>
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<td>Tale of a wife who seeks to get possession of a certain valuable paper in order that her husband may be saved from Devil's Island, this picture lacks marquee strength and strong feature names to sell. Yarn of intrigue and spies, holds interest but offers little in new material. Where they like this sort of thing audiences will be satisfied, but picture is just another mystery programmer. Estimate: Average.</td>
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<tr>
<td>The Little Minister (512)</td>
<td>Family Western</td>
<td>56m.</td>
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<td>John Wayne, Sheila Terry, George Hayes, Yakima Canutt, Jay Wilang.</td>
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<td>John Wayne again comes through in a hard riding, fast action western. Show will satisfy western fans. Plot calls for John protecting a girl and her father from the heavies and villains, and he does so with plenty of fights. The open air devotees will get the usual kick out of it. Estimate: Hard riding.</td>
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**First National**

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<tr>
<th>Mascot</th>
<th>Radio</th>
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<tr>
<td>Little Men</td>
<td>Enchanted April</td>
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<tr>
<td>Ralph Morgan, Eric O'Brien, Steve Carlin, John Duggin, Phyllis Fraser, Robert Carleton, Franklin Duran, George Kibbes, Dickie Moore, Buster Bowers, David Du, Ted Alexander, Rayon Croze, Debbie Jones, Bobby Cox, Wally Hughes, Rick and Quine, Donald Burk, Eddie Haden, Margaret Mann, Jacqueline Pavalier, Gustave van Steltfit, Emily.</td>
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<td>Well made, well produced version of Louisa M. Alcott's famous classic, &quot;Little Men&quot; is of credit to Mascot and the industry. Phil Rosen has directed the picture with an eye to the family trade and business should benefit. Cash¬ing in on its own value and the success of &quot;Little Women,&quot; &quot;Little Men&quot; is destined for good grosses during the holiday period and afterwards. Picture will draw tears, has been intelligently handed by all departments and emerges as a picture that any house can play. Estimate: Triumph.</td>
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<td>estimate: Triumph.</td>
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<td>The Marines Are Coming</td>
<td>Grand Old Girl</td>
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<td>Action drama of marines with Haines as a wise-cracking marine who eventually gives up the girl he loves to his superior officer who loved her all the time. Haines turns in a good performance as do the other leads. While story is familiar, director Dave Howard's pace help a lot and comedy performance by Edgar Kennedy is of good advantage. With a sweet title to sell, some names that are known and good ballyhoo material, this looks nice. Estimate: Neat little picture.</td>
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<td>Radio is to be commended for its handling of &quot;The Little Minister,&quot; which emerges as a picture which is going to make new friends for the industry. Backed by star material, good direction and fine casting, the show is a money picture that should gladden the hearts of the exhibitor as well as the audience. Sir James Barrie's story is well known and has been produced with strict attention to detail. Estimate: Fine.</td>
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Here Is My Heart (3423)
Bing Crosby, Kitty Carlisle, Alan Crispin
Roland Young, Raymond橙花, William Frawley, Cedric Parker, Arthur Houseman.

Screen transition of a comedy which was noise of a fantasy than anything else is a question-able number. After a slow start, this tale of a scientist who turns humans to stone and statues to living persons picks up pace, delivers loads of laughs. It is the sort of a picture which may be a surprising click or just another class extra. While picture smacks of more attention from the better trade, it has showmanship angles that must appeal to all types of audiences. It is an exploitation opportunity.

Estimate: Must be sold heavily.

The Man Who Reclaimed His Head (8028)

Timely, well produced picture of pacifism and munitions propaganda that will appeal to intelligent audiences and to the masses if sold properly. Rain is a pacifist editor who works for a publisher in order to promote world peace. The publisher sells him out to the munitions interests, and of course Mussolini's bloodless revolution and the Red menace shares a large part of the recent Stanwyck vehicles, "The Secret Bride" shapes up as entertaining melodrama

Estimate: Must be ballyhooed.

Sweet Adeline (802)
Irene Dunne, Donald Woods, Hugh Herbert, Ned Sparks, Joseph Caron, Louis Calhern, Allen Westman, Philip Regan, Noah Beery, Don Alvarado.

Picturization of the stage operetta is triumph for Warners and thanks to a good performance by Irene Dunne and a neat production a credit-able entrance anywhere, songs, dances, backgrounds are up to the best Warner standards. Show is enterprising in handling with the story never getting in the way of the operetta appeal. Miss Dunne is also fine. All in all, showmen will have plenty to sell.

Estimate: High rating.
THE CHECKUP

Included are production number, whether adult or family appeal, title, type of picture, cast, estimate of release date, and whether or not it is approved by the Board of Censors. The information is not necessarily up-to-date, but is revised at the time of actual release. No release dates are included as these will vary in territories. Keep in touch with this department for local general release dates.

Chesterfield-Invincible

3046—A—THE PORT OF LOST DREAMS—MD—Bill Boyd, Lola Lane, George Marion, Sr., Ed Gargan—Better Than Usual—71m.—1-Dec.
3075—LAW IN A MILLION—CD—Dorothy Wilson, Charles Starrett, Gwen Lee, Holmes Herbert, Quinn Williams—Fair Inde—69m.—1-Dec.

Columbia

4023—F—FUGITIVE LADY—AD—Neil Hamilton, Florence Rice, Clara Blandick, Don Cook, Matt McHugh—Satisfies—65m.—Nov.
5023—F—JEALOUSY—CD—Nancy Carroll, George Murphy, Donald Cook, Inez Courtney, Clara Blandick, Arthur Hohl, Ray Walburn—Surprise Helps—67m.—1-Dec.
5071—F—THE PRESENT KID—W—Tim McCoy, Sheila Manners, Joe Sayers, Harry Todd—Satisfies—52m.—2-Dec.
5202—THE WESTERNER—W—Tim McCoy, Marion Shilling, Hooper Atchley.
5203—SQUARE SHOOTER—AD—Tim McCoy, Jacqueline Wells, Steve Clarke, John Darrow, Charles Middleton, J. Farrell MacDonald.
5003—A—CALL TO ARMS—MD—Steffi Duna, Ben Lyon, Noah Beery, Willard Mack, Esther Ralston, Hobart Bosworth.
5060—A—CARNIVAL—CD—Sally Eilers, Lee Tracy, Jimmy Durante, Frank Craven, Florence Rice.
5025—SURE FIRE—C—Ann Sothern, Gene Raymond.
5027—MURDER IN THE CLOUDS—MD—Barbara Stanwyck, Gene Raymond, Donald Cook, Inez Courtney, Clara Blandick, Arthur Hohl, Ray Walburn—Surprise Helps—67m.—1-Dec.
5063—A—ANOTHER MADMAN—MD—Mary Astor, Fredric March, Henry Kolker, Anna Q. Henderson.
5064—A—WOMAN OF THE WORLD—MD—John Barrymore, May McAvoy, Adolphe Menjou, Alice Brady—FN.
5065—AN EXTREMELY GOOFY MADNESS—MD—Barbara Stanwyck, Gloria Stuart, William Holden, Ferdinand Dowling, Fredric March, Sam Levene—FN.
5066—A—THE PERSONAL TOUCH—MD—Barbara Stanwyck, Fredric March, Florence Rice, Bela Lugosi—FN.
5067—A—MURDER IN THE CLOUDS—MD—Barbara Stanwyck, Gene Raymond, Donald Cook, Inez Courtney, Clara Blandick, Arthur Hohl, Ray Walburn—Surprise Helps—67m.—1-Dec.
5068—A—ANOTHER MADMAN—MD—Mary Astor, Fredric March, Henry Kolker, Anna Q. Henderson.
5070—A—CARNIVAL—CD—Sally Eilers, Lee Tracy, Jimmy Durante, Frank Craven, Florence Rice.
5071—F—THE PRESENT KID—W—Tim McCoy, Sheila Manners, Joe Sayers, Harry Todd—Satisfies—52m.—2-Dec.
5202—THE WESTERNER—W—Tim McCoy, Marion Shilling, Hooper Atchley.

Du World

—F—NORAH O'NEALE—D—Lester Matthews, Molly Lamont, Nancy Burne (Irish)—Limited—66m.—Nov.
—F—A MAN WHO CHANGED HIS NAME—MD—Johnny O'Neal, Leonard staircase, Leslie Perrins (British)—Interesting—69m.—Nov.
—F—GIRL IN THE CASE—CD—Jimmie Savo, Eddie Lamont, Dorothy Darling—Something Different—60m.—Apr.

First Division

3040—F—HELTHI—RD—Native drama of the South Seas, produced on the Isle of Ghosts.
3041—F—LITTLE DAMOZEL—C—Anna Neagle, James Rennie, Benita Hume—Family—60m.—Sept.
3042—A—WHITE HEAT—MD—David Newell, Mona Maris, Virginia Cherrill, Alida Valli—62m.—Juiy.
3115—A—THE RETURN OF CHANDU—MD—Bela Lugosi, Maria Alba, Clara Kimball Young—OKay—60m.—Oct.
3045—A—CONVENTION GIRL—C—Rose Hobart, Weldon Heyburn, Sally O'Neill, Herbert Rawlinson.

First National-Warners

802—F—SWEET ADELINE—MD—Irene Dunne, Donald Woods, Hugh Herbert, Fred Spak, Kay Wood, Iris Beery, Phil Regan—Credit to all—94m.—Dec. (W)
826—A—I AM A THIEF—MD—Mary Astor, Ricardo Cortez, Dudley Digges, Irving Pichel—Intrigues—60m. 1-Dec. (W).
869—F—BABBITT—CD—Guy Kibbee, Aline MacMahon, Maxine Doyle, Claire Dodd, Minna Gombell—Satisfactory—74m.—1-Dec. (FN).
872—F—GENTLEMEN ARE BORN—D—Jean Muir, Franchot Tone, Nick Foran, Charles Starrett, Margaret Lindsay, Ann Dvorak—Spotty—75m.—Nov. (FN).
876—F—MAYBE IT'S LOVE—CD—Gloria Stuart, Ross Alexander, Frank McHugh, Philip Reed—Program—68m.—1-Dec. (FN).
878—F—THE CHURCH MOUSE—C—Laura La Plante, Monty Banks, Ian Hunter, Jane Carr—60m.—Nov. (FN).
806—BORDERTOWN—MD—Paul Muni, Bette Davis, Margaret Lindsay, Hobart Cavanaugh, Robert Barrat—(W)
816—DEVIL DOGS OF THE AIR—MD—James Cagney, Pat O'Brien, Margaret Lindsay, Frank McHugh, John Arledge, William Ford, Russell Hicks—(W).
828—A—THE RIGHT TO LIVE—MD—George Brent, Josephine Hutchinson, Colin Clive, Peggy Wood, Henrietta Crossman—(W)
863—A—NORTH SHORE—MD—Barbara Stanwyck, Gene Raymond, Genevieve Tobin, Nan Gray—(FN)
878—F—RED HOT TIRES—MD—Lyle Talbot, Mary Astor, Roscoe Karns, Frankie Darro, Henry Kolker, Gavin Gordon—(FN).
THE CHECKUP

—IN CALIENTE—Dolores Del Rio.

(The following pictures are due on 1933-1934 contracts. 472-Powell-Francis; 455-Howard; 756-Howard; 757-Robinson; 766-untilled; 774-Brown and Blondell.)

Fox

513—F-MUSIC IN THE AIR—MU—Gloria Swanson, John Boles, Douglas Montgomery, June Lang, Al Shean, Reginald Owen, Joseph Cawthorn, Hobart Bosworth—Worthy—105m.—Nov.
515—F-MYSTERY WOMAN—MD—Mona Barrie, Gilbert Roland, John Halliday, Mischa Auer, Rod LaRoque—Average—69m.—2-Dec.
518—THE WHITE PARADE—D—Loretta Young, John Boles, Dorothy Wilson, Muriel Kirkland, Astrid Allwyn, Frank Conroy, Jane Darwell, Sara Haden, Joyce Compton—Above average—80m.—Nov.
519—A—THE FIRST WORLD WAR—Compilation of films from secret archives of war powers—Depends on selling—71m.—Nov.
523—F—LOTTERY LOVER—MU—Pat Patterson, Lew Ayres, Richard Arlen, Madge Evans, Frank Albertson, George Meeker, Berton Churchill, Stepin Fetchit—So-so—75m.—2-Dec.
524—F—BRIGHT EYES—W—Shirley Temple, James Dunn, Peggie Fears, Reginald Denny, Alan Dinehart, Sterling Holloway—Fair musical—91m.—2-Dec.
526—COUNTY CHAIRMAN—W—Will Rogers, Evelyn Venable, Kent Taylor, Jan Duggan, Louise Dresser.
527—CHARLIE CHAN IN PARIS—W—Warner Oland, Erick Rhodes, Mary Brian, Murray Kinnell, John Miljan.
528—WHEN A MAN’S A MAN—W—George O’Brien.
—LIFE BEGINS AT FORTY—W—Will Rogers, Rochelle Hudson.
—THE FARMER TAKES A WIFE—W—Janet Gaynor, Spencer Tracy.
—GEORGE WHITE’S SCANDALS—Alice Faye, Lydia Roberti, James Dunn, Cliff Edwards, Ned Sparks, Stuart Erwin, George White, Arline Judge.
—REDHEADS ON PARADE—John Boles, June Knight.
—RECEIPT FOR MURDER—Edmund Lowe.
—SANTÉ’S INFIRMERY—Better than usual—110m.—2-Dec.
—SHINING ADVENTURE—W—Shirley Temple.

Gaumont British

3403—F—LITTLE FRIEND—D—Nova Pilbeam, Matheson Lang, Lydia Sherwood, Arthur Margetson—Praiseworthy—84m.—Nov.
—MAN OF ARAN—R—Robert Flaherty, Colman King, Maggie Diane, Michael Dillon—Artistic Triumph—75m.—Nov.
3404—F—EVENSONG—D—Evelyn Laye, Emily Williams, Alice Delysia, Fritz Kortner—Cheap—80m.—Nov.
3405—F—EVERGREEN—W—Jessie Matthews, Sonnie Hale, Betty Balfour.

THE IRON DUKE—C—George Arliss, Gladys Cooper, Ellaline Terriss, Allan Aylesworth, A. E. Matthews.
—PRINCESS CHARMING—W—Evelyn Laye, Yvonne Arnaud, George Grossmith, Max Miller, Henry Wilcoxon.

Liberty

—NO RANSOM—D—Leila Hyams, Phillips Holmes, Jack La Rue—Deserves her—72m.—Apr.
—WHEN STRANGERS MEET—D—Richard Cromwell, Arline Judge, Lucien Littlefield—Heavy—72m.—Apr.
—WITHOUT CHILDREN—D—Marguerite Churchill, Bruce Cabot, Evelyn Brent, Dickie Moore, Cora Sue Collins, Reginald Denny—Fair—81m.—Nov.
—THE PAINTED VEIL—D—Greta Garbo, Herbert Marshall, George Brent, Cecilia Parker, Jean Hersholt, Walter Oland, Katherine Alexander, Beulah Bondi—All Garbo—75m.—Nov.
—BABIES IN TOYLAND—W—Laurel and Hardy, Hardie Albright.
—WICKED WOMAN—D—Mady Christians, Charles Ruggles, Edward Arnold, Francis Drake—Socko—80m.—2-Dec.

Majestic


Mascot


Metro

408—FORSAKING ALL OTHERS—D—Joan Crawford, Clark Gable, Robert Montgomery, Charles Butterworth, Billie Burke, Francis Drake—Socko—80m.—2-Dec.
415—THE PAINTED VEIL—W—Greta Garbo, Herbert Marshall, George Brent, Cecilia Parker, Jean Hersholt, Walter Oland, Katherine Alexander, Beulah Bondi—All Garbo—75m.—Nov.
416—BABIES IN TOYLAND—W—Laurel and Hardy, Hardie Albright, Charles Ruggles, Charles Bickford, Zelda Sears, John Parker—Drama—75m.—1-Dec.
418—BIOGRAPHY OF A BACHELOR GIRL—D—Ann Harding, Robert Montgomery.
503—THE PIANO BAND PLAYS ON—AD—Robert Young, Maureen O’Sullivan, Ted Healy.
—DAVID COPPERFIELD—CL—Lionel Barrymore, W. C. Fields, Elizabeth Allen, Fred Bartholomew, Roland Young, Hugh Williams, Edwin Maxwell, Madge Evans, Basil Rathbone, Lewis Stone, Elsa Lancaster.
—PUBLIC ENEMY No. 2—CL—Charles Butterworth.
THE CHECKUP

SEQUOIA—AD—Jean Parker, Russell Hardie, Paul Hurst.
THE WINNING TICKET—CD—Leo Carrillo, Louise Fazenda, Irene Hervey, Luis Alberni.
WEST POINT OF THE AIR—MD—Wallace Beery, Robert Young, Maureen O'Sullivan, James Gleason, Russell Hardie.
VANESSA—CD—Robert Montgomery, Helen Hayes, Donald Crisp, Lawrence Grant.
TOWN TALKER—CD—Clarence Bennett, Clark Gable, Henry Travers, Stuart Erwin, Frank Mayo, Harvey Stephens.
NAUGHTY MARIETTA—MU—Jeanette MacDonald, Nelson Eddy, Frank Morgan, Cecilia Parker, Mary Doran, Ed Boardon.
ONLY EIGHT HOURS—CD—Chester Morris, Virginia Bruce, Johnnie Hines, Sid Silver, Donald Meek, Robert McWade, Dorothy Peterson.
ANNA KARANINA—CD—Coca Carbo, Fredric March.
(All of following pictures are still due on 1933-1934 contracts. 409-Crawford; 410-McDonnell; 412-Durante; 418-Harlow; 420-Hayes; 429-Thieves.)

Monogram
3012—F—REDHEAD—CD—Bruce Cabot, Grace Bradley, Berton Churchill, Regia Toomey—To be exploited—73m.—Oct.
3014—A—SING SING NIGHTS—MD—Bela Lugosi, Conrade Tully, Hardie Albright, Bottom Brown, Mary Doran, Berton Churchill—In interest—60m.—1 Dec.
3015—F—GIRL OF MY DREAMS—CD—Mary Carlisle, Eddie Quillen, Betty Bridge, Mary Boland, Mrs. Leslie Carter.
3022—F—FLIRTING WITH DANGER—CD—Robert Armstrong, William Cagney, Eddy Nugent, Edmund Breese, Pauline Garon—To be sold—70m.—Nov.
3034—F—NEATHE Arizona SKIES—W—John Wayne, Sheila Terry, George Hayes, Yakima Canutt—Hard riding—58m.—2 Dec.
3003—F—THE NUT FARM—F—Wally Ford, Oscar Apfel, Joan Gale, Spencer Charters.
3017—F—THE GREAT GOD GOLD—Sidney Blackmer, Martha Sleeper, Edwin Maxwell, Regis Toomey, Mary Alba, Gloria Shea.
3022—M—MYSTERIOUS MR. WONG—MD—Belas Lugosi, Wallace Ford, Dorothy Lee.

RECKLESS ROMEOs—CD—Robert Armstrong, William Cagney.

Paramount
3409—F—PURSUIT OF HAPPINESS—C—Francis Lederer, Joan Bennett, Charles Ruggles, Mary Boland, Walter Kingsford, Minor Watson—Good comedy—85m.—Oct.
3414—A—ENTER MADAME—C—Elissa Landi, Gary Grant, Lyon Overman, Sharon Lynne—Better than average—76m.—Oct.
3415—F—LIMEHOUSE BLUES—MD—George Raft, Jean Parker, Anna May Wong, Kent Taylor, Billy Bevan—Strictly melodrama—64m.—Nov.
3417—F—COLLEGE RHYTHM—F—Joe Penner, Lanny Ross, Jack Oakie, George Barbier, Lydia Roberti, Mary Brian—Dough show—84m.—Nov.
3418—F—IT'S A GIFT—C—W. C. Fields, Joan Rouverol, Kathleen Howard, Baby Leroy, Morgan Wallace—All Fields—69m.—1 Dec.
3420—F—FATHER BROWN, DETECTIVE—D—Walter Connolly, Paul Lukas, Helldell Hoppus, Gertrude Michaelis, Una O'Connor—Favorable—65m.—1 Dec.
3421—F—HOME ON THE RANGE—W—Jackie Coogan, Randolph Scott, Evelyn Brent—Different open air piece—70m.—1 Dec.
3423—F—HERE IS MY HEART—C—Bing Crosby, Kitty Carlisle, Roland Young, Alison Skipworth, Reginald Owen—Dough show—77m.—2 Dec.
LIVES OF BENGAL LANCER—MD—George Cooper, Frank Chot Tone, Richard Cromwell, Sir Guy Standing, Kathleen Burke, Monte Blue.
WINGS IN THE DARK—AD—Myrna Loy, Cary Grant, Roscoe Karns, Arnold Korff.
CAPRICE ESPAGNOLE—CL—Marlene Dietrich, Joel McCrea, Lewis Atwill, Edward Everett Horton, Alison Skipworth.
ONCE IN A BLUE MOON—CD—Jimmy Savo, Whitney Bourne, Cecil DeMille, Michael Curtiz.
MISSISSIPPI—MU—Bing Crosby, W. C. Fields, Joan Bennett, Queenie Smith, the Cabin Kids.
RUGGLES OF RED GAP—C—Charles Laughton, Mary Boland, Charles Laughton, Tommy Pitts.
RUMBA—D—George Raft, Carole Lombard, Lynne Overman, Margo, Monroe Oswoley.
THE VANISHING PIONEER—W—Randolph Scott, Chic Sale, Arleen Dinner, Georgie Marlon, Mrs. Lottie Carter.
THE GILDED LILY—CL—Clare Collet, Fred MacMurphy, C. Aubrey Smith, Lydia Sidney, Elisa Landi.
McFADDEN'S FLATS—C—Walter C. Kelly, Charles Hornt, Madeleine Carroll, Dancing King, Mary Brian.
TWO ON A TOWER—A—Mary Ellis.
RENEGADES—Gary Cooper, Carol Lombard.
PIBBETSON—Robert Donat.
THE MILKY WAY—MD—Bing Crosby, Spence Hearn, Hardie Albright, Boots Mallory, Mary Doran, Berton Churchill, Halliwell Hobbes—Good comedy—89m.—Nov.
STOLEN HARMONY—Ben Bernie, George Raft, Queenie Smith, Lloyd Nolan.
TEN TO TONIGHT—Bing Crosby, Miriam Hopkins, Jack Oakie, Roscoe Karns, Mary Brian, Wally Prewitt, Lydia Overman.

Radio
507—F—ANNE OF GREEN GABLES—CL—Anne Shirley, Tom Browne, O. P. Heggie, Helen Westley, Sara Haden, Murray Lerner—Comedy hit—89m.—Nov.
510—F—WEDDING CHILD'S CHAIR—D—Edward Arnold, Karen Morley, Frankie Thomas, Jr.—To be sold—70m.—Oct.
511—F—GRIDIRON FLASH—CD—Eddie Quillen, Betty Furness, Grant Mitchell, Robert McWade—Seasonal—62m.—Nov.
512—F—THE LITTLE MINISTER—CD—Jack Oakie, Kitty Carlisle, Walter Catlett, Skeets Gallagher—Weak—65m.—Nov.
513—F—GRIDIRON FLASH—CD—Eddie Quillen, Betty Furness, Grant Mitchell, Robert McWade—Seasonal—62m.—Nov.
514—F—SILVER STEAK—AD—Sally Blane, Charles Starrett, Donald Meek, Berton Churchill, Halliwell Hobbes—Familiar—60m.—Nov.
517—F—SILVER STEAK—AD—Sally Blane, Charles Starrett, Donald Meek, Berton Churchill, Halliwell Hobbes—Familiar—60m.—Nov.
519—F—THE CRUSADES—SP—Henry Wilcoxson, C. Aubrey Smith, Sylvia Sidney, Elisa Landi.
THE CHECKUP

518—F—ROMANCE IN MANHATTAN—CD—Francis Lederer, Ginger Rogers, Arthur Hohl, Jimmy Butler—Nice program—77m.—1-Dec.
520—A—ENCHANTED APRIL—CD—Ann Harding, Frank Morgan, Reginald Owen, Katherine Alexander, Ralph Forbes, Jane Baxter, Jane Kennedy—The wilds of Italy—52m.—2-Dec.
520—A—QUALITY STREET—Katherine Hepburn.
520—B—ROBERTA—MU—Irene Dunne, Fred Astaire, Ginger Rogers, Helen Westley, Victor Varconi, Randolph Scott, Adrian Rosley.
520—A—VANITY FAIR—CD—Miriam Hopkins, Charles Richman, Frances Dee.
521—F—TOP HAT—MU—Fred Astaire, Ginger Rogers.
521—A—A DOG OF FLANDERS—Frankie Thomas Jr.
521—F—PRINCESS CHARMING—Anne Shirley.
521—F—LADY IN WHITE—MUF—John Beal.
521—F—PUZZLE OF THE PEPPER TREE—James Gleason, Edna Lewis.
521—F—A DOG OF FLANDERS—Frankie Thomas Jr.
521—F—THE MIGHTY BARNUM—CD—Wallace Beery, Janet Gaynor, Adolphe Menjou, Virginia Bruce, Rochelle Hudson.
521—F—THE SILVER BULLET—W—Tom Tyler, Jane Regan.
521—F—A-THE MAN OF COURAGE—A—Tale of the new Italy and the rise of Mussolini—Timely—93m.—1-Dec.
521—F—BROKEN MELODY—A—John Garrick, Joel MacRae, Ruth Donnelly—Familiar—64m.—2-Dec.
521—F—ARE YOU A MASON?—F—Sonnie Hale, J. Robertson Clarke.
521—F—WASHINGTON—A—Charley Grapewin, Sonny Fox, Lila Lee—For restricted list—74m.—2-Dec.
521—F—WALTZ TIME IN VIENNA—MU—Willy Fritsch, Renate R浏

United Artists

521—F—WE LIVE AGAIN—CD—Anna Sten, Fredric March, Sam Jaffe—Impressive—84m.—Oct.
521—F—KID MILLIONS—MU—Eddie Cantor, Ethel Merman, Ann Sothern, Block and Sally—Ace click—91m.—Nov.
521—F—THE MIGHTY BARNUM—CD—Wallace Beery, Janet Gaynor, Adolphe Menjou, Virginia Bruce, Rochelle Hudson.
521—A—THE MAN OF COURAGE—A—Tale of the new Italy and the rise of Mussolini—Timely—93m.—2-Dec.

Universal

7003—A—IMMORTALITY OF LIFE—M—Claudette Colbert, Warren William, Ned Sparks, Rochelle Hudson, Alan Hale, Paul Porcasi, Henry Armetta—Comedy drama—118m.—Nov.
7002—A—CHEATING CHEATERS—CD—Fay Wray, Cesar Romero, Francis Sullivan—So-so—67m.—Nov.
7028—A—THE MAN WHO RECLAIMED HIS HEAD—D—Chade Raines, Joan Bennett, Lionel Atwill, Baby Jane, Henry O'Neill, Wally Ford, Henry Armetta—Must be ballyhooed—52m.—2-Dec.
7033—F—SECRET OF THE CHATEAU—NY—Claire Dodd, Allen Jenkins, Jan LaRue, Helen Ware, Osgood Perkins—Weak—70m.—Oct.
7082—F—WHEN A MAN SEES RED—W—Buck Jones, Dorothy Revier—Okay—60m.—1-Dec.
8024—MYSTERY OF EDWIN DROOD—MU—Claude Rains, Heister Angel, Douglas Montgomery.
8025—I'VE BEEN AROUND—CD—Chester Morris, Rochelle Hudson, Ralph Morgan, Isabel Jewell.
8032—DANGEROUS GENTLEMAN—CD—Charles Bickford, Helen Vinson, John Darrow, Onslow Stevens, Dudley Digges.
8034—LIFE RETURNS—D—Onslow Stevens, Lois Wilson, George Breakston, Stanley Fields.
8035—RENOUZEVES AT MIDNIGHT—CD—Back Bellamy, Valerie Hobson.
8036—TRANSENT LADY—Henry Hull, Gloria Stuart.

Miscellaneous

F—MURDER IN THE MUSEUM—MY—Henry B. Walthall, Phyllis Barrington, Johnny Harron—Average murder stuff—60m.—Jul.
A—TOMORROW'S CHILDREN—D—Diane Sinclair, Sterling Holloway, John Preston, Sara Padden—Exploitation opportunity—May.
F—FIVE BAD MEN—W—Nash Beery, Jr., Bill Patton, Pete Morrison, Buffalo Bill Jr., Sally Dilling, Wally Wales—Satisfactory western—60m.—Nov.
F—THE SILVER BULLET—W—Tom Tyler, Jane Regan. Lafe McKee—Average—56m.—Nov.
A—FRONTIER DAYS—W—Bill Cody, Ada Ince, Wheeler Oakman, Bill Cody Jr.—Rip roaring—61m.—1-Dec.
A—TICKET TO A CRIME—MY—Ralph Graves, Lohn Lane, Lois Wilson, Charles Ray—Familiar—64m.—2-Dec.
A—DEALERS IN DEATH—Compilation of material dealing with armament problems—Front page—68m.—1-Dec.
A—THE MAN OF COURAGE—RD—Tale of the new Italy and the rise of Mussolini—Timely—93m.—2-Dec.

Foreign

A—BROKEN MELODY—D—John Garrick, Merle Oberon, Margot Grahame, Austin Trevor (British)—So-so—67m.—Nov.
A—ARE YOU A MASON?—F—Sonnie Hale, J. Robertson Clarke, Dave Barnby (British)—Missout—76m.—Nov.
A—AUTUMN CROCUS—M—Ivor Novello, Fay Compton (British)—Class—71m.—Nov.
A—CRIME ON THE H Ill—MY—Sally Blane, Sir Nigel Playfair, Anthony Bushell (British)—Two Names—61m.—Nov.
A—FREEDOM OF THE SEAS—CD—Zelma O'Neill, Cliff Mollison, Wendie Barrie (British)—Average Importation—75m.—Nov.
A—LOYALTIES—D—Basil Rathbone, Heather Thatcher, Miles Mander, Philip Strange (British)—Restricted—73m.—Nov.
F—THE YOUTH OF RUSSIA—CD—Tale of Jewish Life—Okay for Jewish Trade—63m.—Nov.
A—SCOTLAND YARD MYSTERY—MY—Sir Gerald Du Maurier, George Curzon, Belle Crystal (British)—Sell the title—70m.—Nov.
F—MADAME BOVARY—D—French cast in French drama with English titles—Restricted—98m.—1-Dec.
A—3 SONGS ABOUT LENIN—D—Russian film paying homage to Lenin—Art Stuff—64m.—1-Dec.
A—MADAME BOVARY—D—French cast in French drama with English titles—Restricted—98m.—1-Dec.
F—WALTZ TIME IN VIENNA—MU—Willy Fritsch, Renate Muller—For restricted list—74m.—1-Dec.
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